

Youth to derive 'new normal' way of living

KUALA LUMPUR: The Covid-19 pandemic has caused significant changes in lifestyle, jobs and economy, forcing the world community including Malaysia to live in the new normal era.

Activities such as working from home and using the online platform to sell and buy consumer products and conduct classes are on the rising trend and are expected to become a culture in the future.

The youth or the Y and Z generations were seen to be adapting well and enjoying the benefit of this new normal activities more than anyone else.

According to Commerce.Asia, the e-commerce sector has become one of the booming industry during this trying time, when the ecosystem recorded a very significant increase in the first quarter of 2020.

This matched perfectly to this year's National Youth Day celebration themed 'This Decade, Your Decade', which calls for the younger generation to build the country for their life sustainability in the next 10 years.

Malaysian Youth Council president Jufitri Joha said the youth were the most adaptable to changes as they are digital native and hyperconnected to the digital world.

"In the context of youth associations, many activities and meetings were conducted online, including azan (call for prayers) competition. We admit the youths are no longer free to carry on with their outdoor activities.

"However, they have quickly adapted to the changes and the Movement Control Order has created a new normal among them," he told Bernama.

Jufitri said their contributions in gig economy such as becoming runners to deliver food and necessities during the MCO must be recognised as supporting the government's efforts in combatting the Covid-19 pandemic.

Therefore, he said the youth should be given social security guarantee in the form of insurance, savings guarantee and contributions in the Employees Provident



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Fund (EPF) as encouragement for them to continue their hard work.

Echoing Jufitri's statement is Senior Lecturer (Youth Development), Faculty of Educational Study, Universiti Putra Malaysia Dr Mohd Mursyid Arshad who said youth's significant contribution as volunteers with the Health Ministry and the Royal Malaysia Police showed their commitment in containing the spread of Covid-19.

"Let's not forget those who volunteer under NGOs. Their contribution as frontliners is proof that they are also the backbone of the country and therefore, must be appreciated and emulated," he said.

Meanwhile, the 2019 National Youth Icon, Ravichandran Balasubramaniam said the youth must stay positive and confident in facing the challenging time of Covid-19.

On the National Youth Day celebration this year, he said it can continue but should be done online, in a moderate manner.

"This is the new normal. Many of them may feel awkward as we used to hold mass gatherings during the celebration. But this year, it is better to do it online so that everyone can celebrate together," he added.

Previously on April 27, the Youth and Sports Ministry announced the postponement of this year's celebration following the Covid-19 pandemic. - Bernama