

Beat: News

## Communication A Critical Component Of Government Outreach Strategy

Col. Rathore

New Delhi, India, 29.04.2016, 08:04 Time

**USPA NEWS** - he Minister of State for Information & Broadcasting, Col. Rajyavardhan Singh Rathore addressing at the valedictory function of the 65th Diploma Course in Development Journalism conducted by the Indian Institute of Mass Communication (IIMC), in New Delhi on April 27, 2016.

Minister of State for Information & Broadcasting, Col. Rajyavardhan Rathore said that with changing communication paradigm, the global community was existing in a borderless world. The advent of internet, online news, social media and satellite communication had completely overhauled the communication and information space. The Minister stated this on April 27, while delivering his address at the 65th convocation ceremony of Diploma Course in Development Journalism at IIMC, New Delhi.

Elaborating further, Col. Rathore said that Communication had been a critical component of the Governments outreach strategy through people centric initiatives and innovative approaches. Citing the example of Mann ki Baat program and My Govt. Portal the Minister said that innovative use of such two way communication platforms had helped government solicit the views from people for better Governance and to also understand their communication needs and perspective.

Earlier, during his visit to IIMC, Col. Rathore also interacted with IIS Officer Trainees currently undergoing training at IIMC. He urged the Officer Trainees to develop skills, aptitude and understanding of media landscape in taking forward the Government communication roadmap.

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