

Beat: News

## Communication Is The Backbone Of Change Management: Venkaiah Naidu

### Minister Interacts With Officers Of I&B

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**USPA NEWS** - The Union Minister for Urban Development, Housing & Urban Poverty Alleviation and Information & Broadcasting, Mr. M. Venkaiah Naidu addressing the senior officers of the Ministry of Information & Broadcasting and Media Units, in New Delhi on July 29, 2016.

Minister of Information & Broadcasting, Urban Development, Housing & Urban Poverty Alleviation, Mr. M. Venkaiah Naidu has said that principal objective of public communication is to make people informed participants and enthusiastic partners in the task of nation building. Effective public communication was the backbone for change management and thus all officials of Ministry of I&B and its Media Units were important stakeholders in this process as change agents.

The Government priorities were clear in the context of expectations from officials which included focus on Results, Transparency, Accountability, Discipline and Enabling work environment. The Minister stated this while addressing the Officers of Ministry and Media Units of Ministry of Information & Broadcasting at National Media Centre on July 29. Minister of State for I&B, Col. Rajyavardhan Rathore, Secretary (I&B), Mr. Ajay Mittal and Media Heads were also present on the occasion.

For effective public communication, the Minister said that there was a vast scope for improvement of effective functional linkages among different media units of the Ministry including PIB, Publications Division, Directorate of Field Publicity, DAVP, Films Division, AIR and Doordarshan. This would ensure a comprehensive and integrated outreach of the Government initiatives. Regarding the changing communication paradigm, Mr. Naidu said that Technological advances had revolutionized the way we communicate with each other and there was a need to fully harness Social Media platforms like Twitter, Facebook for effective communication and participatory development.

The Minister also mentioned that it was imperative to realize the importance of communication in achieving the mission of making of a developed India and the celebration of India in its diverse and rich cultural traditions.

Picture: The Minister of State for Information & Broadcasting, Col. Rajyavardhan Singh Rathore and the Secretary, Ministry of Information & Broadcasting, Mr. Ajay Mittal are also seen.

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