



PIB organises one-day workshop for journalists of Srinagar and Budgam districts.

Srinagar, December 20, 2016

Press Information Bureau (PIB) Srinagar organised a one day workshop for the working journalists of Srinagar and Budgam districts at DC Office Complex, Budgam on Tuesday.

The workshop, titled Vartalap, is aimed to act as a direct interface between PIB's Regional/Branch offices and the journalists working at district and sub-district levels. It is part of PIB's media outreach strategy with the aim of establishing direct contact with working journalists.

The workshop was inaugurated by District Commissioner Budgam, Mr Mir Altaf Ahmad. Speaking on the occasion, Mr Altaf said that media can take the message of development to the masses like no other medium, and the government on the other hand can learn from the recommendations of the media. This he said, will ultimately benefit the common man as it will help to bridge the gap between the masses and the administration. He also said that media should take up issues related to the welfare of common masses and follow them persistently so that the things can change for the better.

The proceedings of the workshop were chaired by Mr Ghulam Abbas, Assistant Director (Media and Communication) PIB Srinagar who stressed upon the need to give preference to proactive development journalism in the state.

He urged the participating journalists to play a positive role in highlighting development issues and be a mirror to the government in the implementation of the welfare schemes.

The main objective of the workshop was to ensure effective communication and dissemination of information regarding government policies, programmes and schemes to the masses. The workshop aimed at deepening the level of communication and interaction between the journalists and the administration for the overall benefit of the citizens.

Around 60 working journalists from the twin districts of Srinagar and Budgam participated in the one-day event.

The journalists were sensitized about their role in highlighting local issues and making people aware in rural areas about benefits of centrally sponsored welfare schemes.

Special sessions about various nuances of development journalism and role of a local journalist viz-a-viz development in rural areas were also held in the workshop, which was addressed by senior and experienced working journalists besides other resource persons. Those who held the special sessions included Ms Raziya Noor, Correspondent Dainik Jagran, Ms Mubashira, Block Programme Manager, National Rural Livelihood Mission, Mr. Tasaduq Ahmad Dar, Zonal Head, J&K Bank, Mr Tarique Ahmad Bhat, CEO Associated Media, Mr Reyaz Masroor, Correspondent BBC London and Mr Parvez Majid Lone, Correspondent Rediff.com.

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