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CM's Media Adviser interacts with DIPROs and SDIPROs via video Conference

Media Adviser urges DIPROs and SDIPROs to work with commitment in generating awareness of COVID-19 pandemic

Dispur, April 13: Chief Minister's Media Adviser Hrishikesh Goswami today reviewed the functioning of the DIPROs and SDIPROs of the State through video conference and urged upon them to work with dedication and commitment in generating awareness among people about government initiatives and preventive measures in the wake of novel coronavirus outbreak.

The Media Adviser said that during crisis situation, responsibility of I&PR officials assume great significance as they not only have to make people informed about the prevailing situation but also sensitize them about the preventive measures. He asked the DIPROs and SDIPROs to develop good working relations with local correspondents of different media houses and ensure wider dissemination of government information at grassroot level. He also directed them to make best use of print, electronic and social media in generating awareness of COVID-19 pandemic among people.

Underlining the importance of adequate monitoring of fake news and rumours as the same may adversely affect peace and harmony in society, the Media Adviser instructed the DIPROs and SDIPROs to keep close watch on social media platforms. Further, the Media Adviser advised them to maintain close contact with the Minister in-charge of their respective districts apart from district and sub-divisional administration and work with active collaboration. He also asked them to regularly interact with writers, intellectuals and leading citizens of their respective area and look for their suggestions.


While Director of I&PR Anupam Choudhury initiated the interaction in the video conference, the Media Advisor also took stock of the challenges faced by the district and sub-divisional officers in performing their duties.

Commissioner & Secretary of I&PR Department Preetom Saikia interacting with the DIPROs and SDIPROs lauded their performance and urged them to work with responsibly and commitment during this difficult times.

DIPROs and SDIPROs serving in different districts and sub-divisions of the State apprised the Media Adviser about various steps taken by them to spread awareness of COVID-19 pandemic at the grassroot level while taking part in the video conference.

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