

Press Information Bureau

Information & Public Relations Department, UP

**Two-Day Workshop on Relevance of Social Media inaugurated by**

**Minister of state for Information**

**Social Media brings Government and People closer to each other**

**Lucknow: June 12, 2018**

The UP Minister of state for Information, Dr. Neelkanth Tiwari, has said that the governance of any state is considered result-oriented when the works of the government are actually in the reach of people and the people easily convey their problems and grievances to the government. He said that in today's world the mode of exchanging information had totally transformed as compared to the time of yore. The need of hour is prompt transmission of information.

Dr. Tiwari was inaugurating a two-day workshop on 'Relevance of Social Media in Publicity of Government Schemes and Works organised by the Information and Public Relations Department in Lok Bhawan here today. He said that today, the people could express their views openly on social media. Even the persons sitting on the lowest rung of social ladder could reach the government through social media. The social media had enabled them to convey their views to the government and get benefitted by seeking information about various employment-oriented and welfare schemes being run by the government in their interest. He said that the government was contemplating to constitute a monitoring cell very soon to further strengthen the exchange of information. He said that very soon, social media would be an effective medium of democracy. The beneficiaries of various departmental schemes would be connected with social media to benefit a large number of people under various schemes.

Addressing various departmental officers, employees and users of social media attending the workshop, the Principal Secretary, Information, Shri Avneesh Kumar Awasthi, said that the objective of the two-day workshop was to disseminate information about various schemes of the UP Government and the Government of India to the general public in order to benefit them on a wider scale. He said that Uttar Pradesh is occupying the first place in the country so far as construction of clean toilets, Pradhan Mantri Awas Yojna-Rural, Saubhagya Yojna, sugar cane and sugar production etc. are concerned.

He asked the officers of Information Department and other departments to positively upload on social media the good work done by the departments.

Speaking on the occasion, Information Advisor, Shri Mritunjay Kumar, said that the social media revolution had brought the government and the people much closer to each other and enabled the people to convey their views to the power that be just with a click through various social media platforms..

Speaking on the occasion, Director, Information, Dr. Ujjwal Kumar, said that electronic media and social media platforms had usher in an Information revolution world over and their network is well spread even in remote rural areas. He said that in the workshop, the departmental officers would be taught as how to contradict any news spread by social media with a malicious intention.

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