

SRI VENKAIAH NAIDU REVIEWES FUNCTIONING OF I & B MEDIA UNITS

Posted On: 02 MAY 2017 2:44PM by PIB Bengaluru



PRESS INFORMATION BUREAU GOVERNMENT OF INDIA BENGALURU

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Bengaluru, May 02, 2017

Shri M.Venkaiah Naidu, Union Minister for Urban Development, Housing, Urban Poverty Alleviation and Information and Broadcasting has reviewed the working of Central Media Units in Bengaluru, today.

The Minister directed the media units to focus on development and on happenings in rural areas. The Minister has also stressed the need to focus development and policy of the state and central government. He advised to produce programme on social reformers Sri Ramanujacharya and Sri Basaveswara who had advocated equality of all the castes long long ago.

The Minister announced that MODI (Making of Developed India) Fest will be organized in 717 districts of the country and the union ministers would visit all the districts across the country. Many programmes are scheduled from May 26th onwards and also an All India Level Editors' Conference will be held in New Delhi this month end.

The most powerful tool to reach out to people is monthly Mann ki Baath of the Prime Minister Shri Narendra Modi through All India Radio. Community Radio Stations can play a pivotal role in the rural communication, the Minister added. He also stressed upon the Prime Minister's policy of minimum government and maximum governance and advised the media units to put all efforts together and perform to the satisfaction of general public.

(Release ID: 1488968) Visitor Counter : 63

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