

MyGov Organizes “Think Social @ MyGov” Workshop to Strengthen Digital Governance Communication across Ministries and Departments

Workshop witnesses participation of Digital communication professionals from various Ministries as well as experts from YouTube and Meta

CEO, MyGov Shri Nand Kumarum emphasizes the growing impact of MyGov in driving citizen-centric governance

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MyGov, under the Ministry of Electronics and Information Technology, successfully organized a one-day workshop “**Think Social @ MyGov**” on **12th June 2025** at India Habitat Centre, New Delhi. The workshop focused on strengthening digital communication across Ministries and Departments and enhancing citizen engagement through platforms such as **YouTube, Meta, and LinkedIn**. The initiative supports the Prime Minister’s vision of *Janbhagidari* through inclusive communication.

The event began with the ceremonial lighting of the lamp in the presence of **Shri Nand Kumarum, President & CEO, NeGD; MD & CEO, Digital India Corporation; and CEO, MyGov, Shri Shobhendra Bahadur**, Director, MyGov, and **Senior Leadership from MyGov**.

In his address, **Shri Nand Kumarum** reflected on **MyGov’s digital journey**, emphasizing the growing impact of the platform in driving citizen-centric governance. He underlined the crucial role of social media in connecting with youth and strengthening governance communication. He highlighted flagship campaigns that have enabled large-scale public participation and promoted transparency. He also outlined the way forward to further leverage digital platforms for effective policy-making and inclusive engagement, aligning with the Hon’ble Prime Minister’s vision of *Janbhagidari*.



Shri Shobhendra Bahadur provided an overview of MyGov's 11-year journey and its growing role in major government campaigns and citizen participation.

The workshop focused on enhancing digital communication across Ministries and Departments and improving citizen engagement through platforms such as **YouTube and Meta**.

The workshop witnessed the participation of Digital communication professionals from various Ministries and Departments. Subject matter experts from **YouTube and Meta** conducted knowledge sessions in collaboration with senior MyGov officials, focusing on strategic content development, platform intelligence, and audience engagement methodologies.

The workshop highlighted the following aspects of social media:

- Improving visibility, engagement, and reach.
- Using analytics tools like Google Trends.
- Visual content formats such as Reels and Stories.
- Understanding audience behavior and targeted content.
- Discussions on WhatsApp API, Threads, and Meta AI.

Further, many domain experts shared their wisdom on use of social media for amplification of key policies, programmes and schemes of the government:

1. **Ms. Garima Tiwari** – Presented a strategic overview of MyGov's flagship initiatives, key achievements, and measurable outcomes.
2. **Shri Ashish Khare** – Led a session on innovative content creation, multi-platform distribution frameworks, and enhancing digital storytelling for government messaging.
3. **Shri Upendra Upadhyay** – Delivered insights on leveraging data analytics for informed decision-making and performance optimization across digital campaigns.
4. **Mrs. Renu Singh** – Highlighted strategic outreach, inter-agency partnerships, and detailed case studies of high-impact national campaigns.

Many Campaigns and Strategic Case Studies were also highlighted during the workshop as follows:

- **Pariksha Pe Charcha 2025** – Achieved unprecedented citizen engagement with over 3 crore participants, reinforcing participatory governance.
- **National Creators Awards** – Garnered 1.5 lakh nominations and facilitated large-scale community participation with 6,000 on-ground attendees.
- **Chandrayaan 3 Maha Quiz** – A national knowledge campaign culminating in an experiential visit to Sriharikota for the top 100 winners.
- **Campus Ambassador Programme** – Empowering youth as active stakeholders in governance through structured academic engagement.
- **GDP Podcast & Roar for Nature** – Strategic initiatives to educate and inspire youth on policy, climate, and sustainability themes.
- **MyGov WhatsApp Services during COVID-19** – Enabled seamless citizen access to vaccination certificates and verified updates.

- **Operation Sindoor** – Case study on countering misinformation and enabling real-time dissemination of verified government information.
- **MyGov Stream** – Introduction of a dedicated OTT platform to curate citizen-focused, governance-related content.
- Emphasis on content consistency, narrative-driven communication, and audience relevance across digital platforms.
- Adoption of data-driven communication models to enhance transparency, accountability, and impact measurement.

The “**Think Social @ MyGov**” workshop marked a significant step toward shaping smarter, data-driven communication in governance. By bringing together experts, strategists, and digital leaders, the event reinforced MyGov’s commitment to fostering transparent, inclusive, and citizen-centric engagement in the digital age.

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