



Simplify science communication by adopting a storytelling approach, says Minister Dr Jitendra Singh

Dr. Jitendra Singh chairs brainstorming session on “Effective Government Communication”

Focus on improving public communication strategies and adopting innovative ways to make social media messages more relatable, transparent, and impactful, says the Minister

Dr Jitendra Singh Urges Whole-of-Government Approach ensuring that messages across ministries are aligned and reinforce the broader goals of the government

Government to Leverage New Media and MyGov for Broader Citizen Participation in Policy Communication

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Union Minister of State (Independent Charge) for Science and Technology; Earth Sciences and Minister of State for PMO, Department of Atomic Energy, Department of Space, Personnel, Public Grievances and Pensions, Dr. Jitendra Singh today chaired a brainstorming session on “Effective Government Communication” with Secretaries and senior officials of the Ministries and Departments under his charge.

The meeting, held here today, focused on improving public communication strategies and adopting innovative ways to make government messages more relatable, transparent, and impactful.

Participating in the session were Rachna Shah, Secretary, Department of Personnel and Training (DoPT); V. Srinivas, Secretary, Department of Administrative Reforms and Public Grievances (DARPG) and Department of Pension and Pensioners’ Welfare (DoPPW); Dr. Abhay Karandikar, Secretary, Department of Science and Technology (DST); Dr. M. Ravichandran, Secretary, Ministry

of Earth Sciences; and Dr. N. Kalaiselvi, Secretary, Department of Scientific and Industrial Research (DSIR) and Director General, Council of Scientific and Industrial Research (CSIR). Senior officials from these departments, along with key communication experts, also took part.

During the discussions, Dr. Jitendra Singh emphasized the importance of simplifying science communication by adopting a storytelling approach. He said that even the most complex scientific achievements could be better appreciated by the public when explained in simple, relatable narratives. The Minister directed all scientific institutions and laboratories under his ministries to identify and share at least two success stories that can be effectively communicated to the public, showcasing how their work directly benefits society.

Highlighting the need for consistency in outreach, Dr. Jitendra Singh called upon the departments to adopt a “whole-of-government” approach to communication, ensuring that messages across ministries are aligned and reinforce the broader goals of the government. He noted that effective communication is not just about information dissemination but about building trust, creating awareness, and inspiring participation among citizens.

Dr. Jitendra Singh has on several occasions underscored the need for communication that is authentic, inclusive, and connected to people’s lives. He has maintained that the government’s efforts, particularly in science, technology, and administrative reforms, must reach citizens in a language they understand and a format they relate to.

The session also featured detailed presentations from senior officials across the government communication ecosystem, each offering insights drawn from their respective domains. Principal Director General Dharendra Ojha spoke about the growing importance of clear, credible, and timely communication in a rapidly evolving media environment. He underlined that government communication today must go beyond press releases and official statements, focusing instead on proactive engagement, transparency, and consistency in messaging. He emphasized that credibility remains the cornerstone of effective communication, especially in an age of misinformation and fragmented media consumption.

Director General, New Media Wing, B Narayanan, highlighted how digital platforms have transformed the way citizens access and engage with government information. He pointed out that the digital medium offers not just speed but also inclusivity, enabling messages to reach people across geographies and demographics. He shared examples of how short-form videos, interactive graphics, and multilingual content have improved citizen outreach and urged departments to leverage new media tools more strategically for real-time engagement.

Joint Secretary, Ministry of Information and Broadcasting, Senthil Rajan, spoke on the need for a “whole-of-society” approach in communication, stressing that effective public messaging requires coordination not only among government departments but also with stakeholders such as civil society, academia, and the private sector. He noted that partnerships with community organizations and influencers could enhance public understanding and participation in key national initiatives.

CEO, MyGov, Nand Kumarum, shared insights on how MyGov has evolved as a two-way communication platform connecting the government and citizens. He highlighted the success of MyGov in crowd-sourcing ideas, feedback, and creative inputs for government campaigns, thereby

strengthening participatory governance. He also discussed plans to expand MyGov's engagement through regional languages and local-level initiatives to ensure inclusivity and deeper citizen involvement.

Earlier, Secretary DoPT, Rachna Shah, delivered the welcome address, and Secretary DARPG, V. Srinivas, shared the successful communication practices adopted by his department in driving key campaigns and reforms.

The brainstorming session reflected a collective commitment among departments to enhance public communication and make it an integral part of governance. By focusing on storytelling, collaboration, and digital engagement, the ministries aim to bridge the gap between policy and the people it serves.





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