

PIB convenes Inter Media Publicity Coordination Committee (IMPCC) in Goa

Calls for stronger coordination among Govt. departments to boost public outreach

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Calling for greater collaboration among government departments and media units to improve public communication, Press Information Bureau (PIB), Goa, convened the Inter Media Publicity Coordination Committee (IMPCC) meeting at PIB Office in Panaji, on Tuesday.



The meeting was chaired by Ms Smita Vats Sharma, Director General, PIB, West Zone, and brought together representatives of more than 21 Central Government departments, public sector undertakings (PSUs) and the Directorate of Information and Publicity, Government of Goa.



Addressing the participants, Ms Sharma stressed the need for closer coordination between Central Government departments, PSUs and the Ministry of Information and Broadcasting's media units, including PIB, Central Bureau of Communication, Akashvani and Doordarshan, to ensure effective dissemination of government initiatives.



She said the IMPCC serves as a common platform where public relations and communication officers from various government organizations discuss major campaigns, share updates on initiatives undertaken by their departments and coordinate joint publicity efforts. "PIB supports member organizations by amplifying their initiatives through press releases and social media outreach. Regular interaction among member organizations beyond formal meetings will strengthen that coordination and improve the overall effectiveness of government communication," she said and added the PIB could further strengthen the platform by actively countering misinformation and fake news through coordinated responses, supported by the PIB Fact Check Unit.



Welcoming the participants, Shri Nana Meshram, Director, PIB Goa, described the IMPCC as an important forum that promotes synergy among the Ministry of Information and Broadcasting's media units, State Government departments, Central Government offices and PSUs.

He said that the work carried out by many government departments often remains unnoticed because it is not adequately documented or publicized. He urged member organizations to regularly share information about their activities through the IMPCC platform.

The Inter Media Publicity Coordination Committee, established by the Ministry of Information and Broadcasting at the regional level, aims to improve communication, coordination and information sharing among government departments, PSUs and the Ministry's media units. It facilitates a 360-degree communication strategy for disseminating information on government schemes, policies, programmes and achievements through coordinated public outreach.

PIB-Panaji | Nana Meshram/ Riyas Babu/ Priti Malandkar

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