



The Role of IIS Officers Goes Beyond Communication: They Are a Vital Link Between Governance and Citizens' Aspirations, Building Trust through Accuracy, Credibility and Compassion: I&B Secretary

IIMC Confers First-Ever Postgraduate Degrees on IIS Officer Trainees, Marking Historic Milestone as Deemed University

Communication Is About Creating Understanding, Not Just Transmitting Information: IIMC VC

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The Indian Institute of Mass Communication (IIMC) today hosted the Valedictory Function and Graduation Ceremony for Group A Officer Trainees of the Indian Information Service (IIS), representing the 2009, 2023 and 2024 batches.

The ceremony marked a historic milestone for IIMC and the Indian Information Service, with IIMC conferring postgraduate degrees on IIS Officer Trainees for the first time after becoming a Deemed to be University.

The Officer Trainees were awarded the MA in Public Communication & Governance on successful completion of the prescribed academic and professional requirements. The introduction of the MA programme represents an important step towards further strengthening the academic component of IIS professional training and integrating the study of public communication, media and governance.

At the valedictory function, Shri Chanchal Kumar, Secretary, Ministry of Information and Broadcasting, said that public communication is an integral part of governance and must evolve with changing technologies and platforms. He noted that officers must remain aware of emerging technologies, with AI becoming a gamechanger, even as misinformation, deepfakes, and synthetically generated content pose new challenges.



He emphasised that communication must be a two-way process, with citizen feedback helping improve policies and their implementation. While speed is important, he said, accuracy and credibility remain non-negotiable, as every communication carries the authority of the institution.

He further stated that officers must continuously upgrade their skills, stay connected with the field, and be prepared to take up and understand other aspects of governance when entrusted with responsibilities beyond communication. Above all, he said, citizens must remain at the centre, with officers always asking whether their work is helping people, particularly the poorest of the poor. If not, they must rethink and replan, and always look at people's concerns compassionately and work towards helping them.



At the ceremony Dr. Pragya Paliwal Gaur, VC, IIMC, said the officer trainees are the first recipients of this PG degree, reflecting the strengthening of IIMC's academic role and its close relationship with professional training in communication. She said communication is about creating understanding, not just

transmitting information, and that officer trainees must approach their responsibilities with clarity, objectivity, and sensitivity. She added that the MA degree is a reminder of the importance of continued learning in a constantly evolving field.



The ceremony was graced by the presence of Shri Prabhat, Additional Secretary, Ministry of Information and Broadcasting; Shri K. K. Nirala, Joint Secretary, Ministry of Information and Broadcasting; Shri L. Madhu Nag, Director General, Training; senior officers, faculty members and Officer Trainees.

Mahesh Kumar/ Aparajita Priyadarshini

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