

# Hindi Journalism Must Act as an Effective Bridge in the Journey of Schemes 'From File to Field'

**Not Just Translation, the Spirit and Objective of Government Schemes Must Reach the Public: Sudha Shrimali**

**Hindi and Digital Media Have a Key Role in Connecting the Resolve of 'Viksit Bharat 2047' with Public Participation**

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After the announcement of any government scheme, its real impact begins when information about it reaches the intended beneficiary. Translating the complex language of a scheme into simple language easily understood by the common man, and delivering it in the correct context, is the vital link that completes the journey of government schemes "from file to field." Hindi journalism can play the role of an effective bridge in this process. These views were expressed by Ms. Sudha Shrimali, Business Editor of Navbharat Times, during a special lecture organized on the occasion of Hindi Month.



At the beginning of the program, Additional Director General Shri Siddharth Bodke welcomed Ms. Sudha Shrimali and felicitated her for the special lecture.

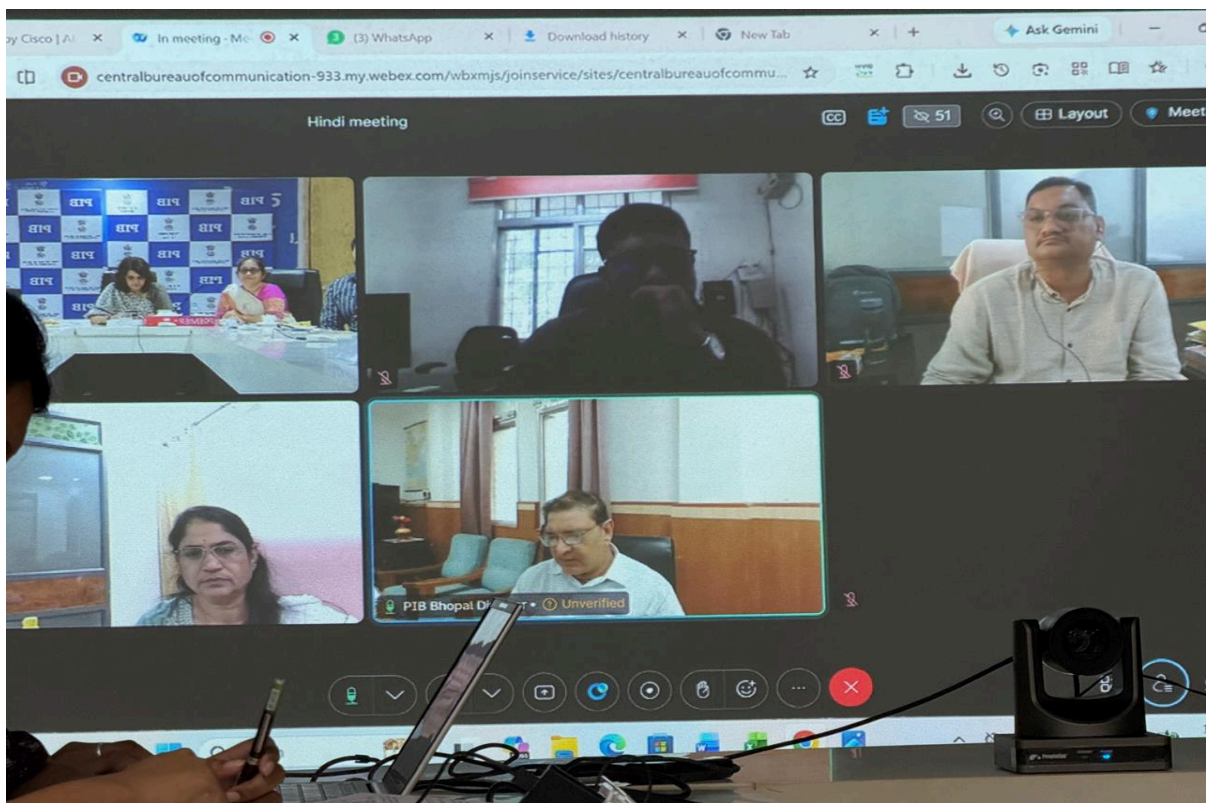
Speaking on the topic "Role of Hindi Journalism in Taking Government Schemes to the Masses – In the Context of Viksit Bharat 2047", Ms. Shrimali stated that presenting government information in Hindi is not merely a task of translating words. It is far more important to understand the objective, spirit, and context behind the information and present it according to the needs of the public. When accurate information reaches people in a simple and useful format, it ceases to be mere information and becomes a driver of public participation.



Ms. Shrimali noted that whenever a scheme is announced, basic questions arise in the mind of an ordinary citizen—what is the scheme, who will benefit from it, what are the eligibility criteria, and how can one avail of the benefits? The responsibility of journalism is to provide direct and clear answers to these questions. Citing examples like the Prime Minister Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) scheme, she stated that the headline and presentation of news should be such that a reader can understand at a single glance why the scheme is relevant to them and how they can benefit from it.



She added that the world of information is evolving rapidly today. Alongside newspapers, audio programming, social media, and other digital platforms have developed the capacity to disseminate information on government policies and schemes far more widely than before. In such times, the foremost responsibility of the media is to maintain credibility. Simple, fact-based information can bridge the communication gap while minimizing the spread of rumors and misleading information.



She also emphasized that the flow of information should not be a one-way channel from the government to the media and then to the public. The role of the Press Information Bureau is equally crucial in conveying media feedback back to the government. Through queries, reactions, and ground-level insights gathered from journalists and media organizations, information gaps can be identified and addressed.

Regarding the role of journalism in the era of Artificial Intelligence, she remarked that instead of viewing AI strictly as a challenge, it should be embraced as an auxiliary tool that makes a journalist's work more effective. Technology can assist in information analysis, presentation, and wide distribution, but the ultimate responsibility for ensuring the truth and credibility of information will always rest on journalism.

Ms. Shrimali stated that while information on government schemes should be engaging and useful, its aim should not be to glorify schemes, but to convey their core intent and benefits to the public in simple language. The widespread understanding of Hindi and the expanding reach of digital media render this approach even more effective. From this perspective, Hindi Journalism can play a pivotal role in linking the vision of Viksit Bharat 2047 with a broad campaign of public participation.

Director General (West Zone), Press Information Bureau, Smt. Smita Vats Sharma, in her address, stated, "In today's digital era, there is an overload of information. Therefore, our continuous effort is to curate data and information for journalists and present it in an extremely simplified manner. For the convenience of journalists, we attach PIB backgrounders alongside press releases and write detailed captions for photographs so that journalists working in far-flung areas can easily grasp the background. Additionally, to ensure a comprehensive understanding of the topic, social media links and live-streaming links are also shared with the release."

This special lecture was organized by the Press Information Bureau, Mumbai, on the occasion of Hindi Month under the guidance of Director General Smt. Smita Vats Sharma. On this occasion, officers and staff from the Press Information Bureau and the Central Bureau of Communication across the zone joined the lecture online. At the conclusion of the event, Director, PIB Bhopal, Shri Manish Gautam, expressed his gratitude to Ms. Sudha Shrimali.

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