

Navigating

NEW MEDIA TOOLS

For Outreach in Governance



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BY RAKHEE BAKSHEE,
COMMUNICATION ADVISOR, IIPA,
NEW DELHI



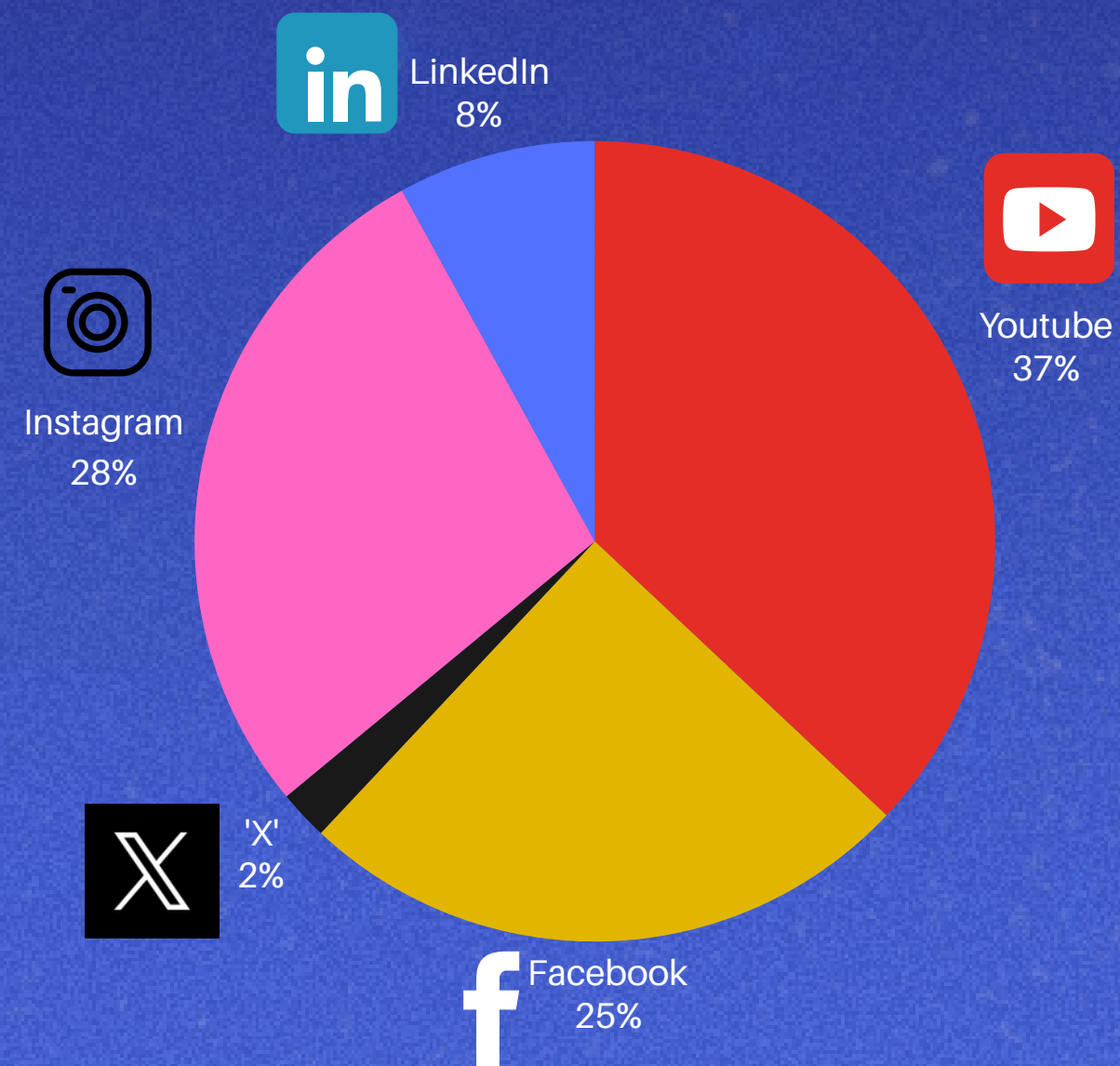
Digitizing Communication

**How New Media Platforms enhance
Public Engagement and Governance**



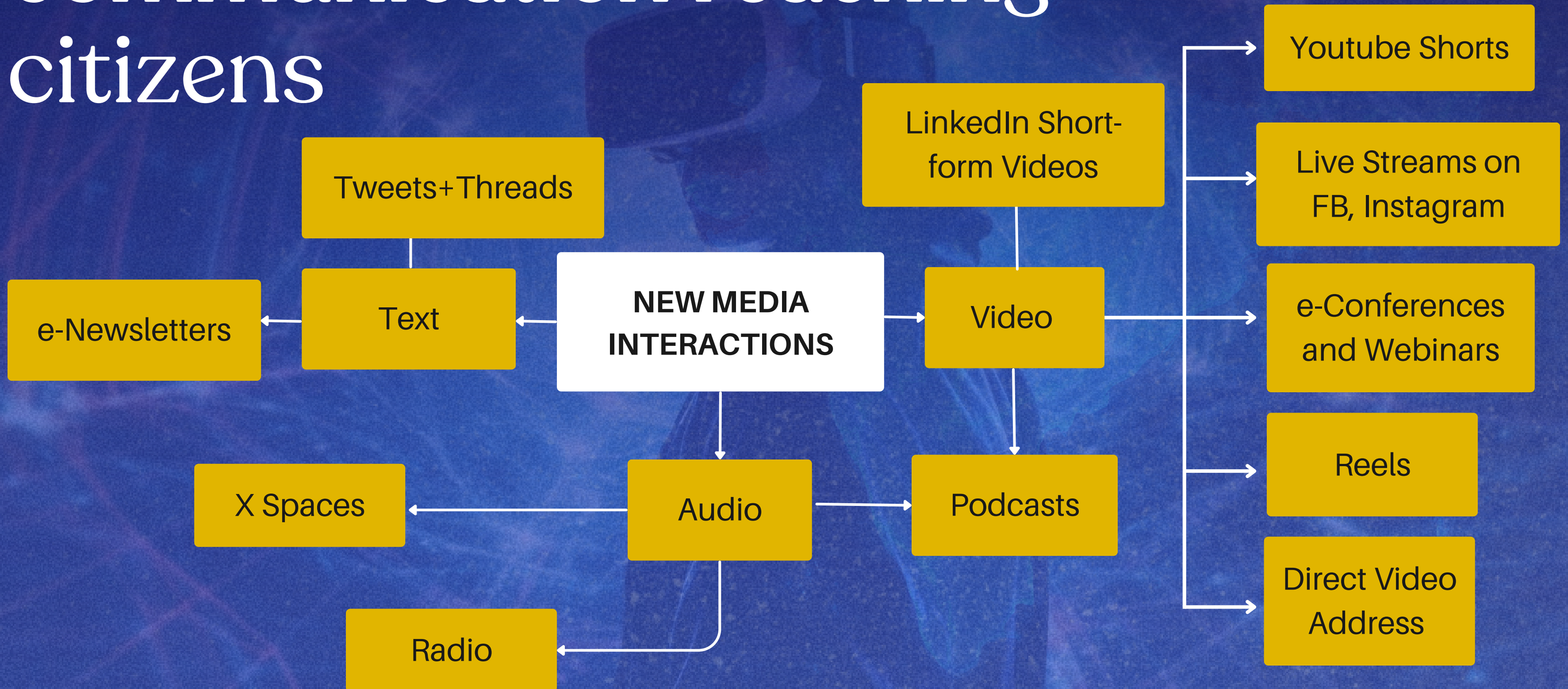
Digital engagement of citizens online

Percentage of Indians on Social Media Channels



The era demands less government and more governance, with active social media division within government Institutions. With 55% of the population online and internet access growing by 8% annually, the digital landscape is rapidly expanding.

Multidimensional communication reaching citizens





Challenges of New Media

9 Key challenges to explore

Digital Privacy

Information Overload

Fake News

Content in all Indian Languages

People to People Connect

Data Management

Deep Fakes

Disinformation

Fraud

Cybersecurity

PIB Fact Check for countering Fake news





Digital Innovations towards public service delivery



India is tapping into emerging technologies such as AI, Big Data, and Blockchain to enhance governance. As these technologies gain prominence, in the upcoming 25 years, the future of governance will engage citizens and government in a way like never before, revolutionizing public services, policy-making, and citizen participation for a new **Viksit Bharat.**

CPGRAMS	JAM	Mausam	Digital India
MyGov	ULI	Jan Man	Smart Cities
UPI	Bhavishya Portal	Lakhpati Didi	GIS Dashboards
ABHA	APAAR	Namo App	iGot



Using Platforms with Public Interface

- Less use of Personal Highlights
- Showcase public service (govt programs, new initiatives, positive citizen linked stories, best practices, achievements)
- Engage positively to motivate and inspire others
- Create Impact to reach Last Mile

New media for training in Governance and public administration



The **Capacity Building Commission** has recently established a digital Learning Lab.

My Gov features a smart Digital Room for conducting various digital activities. **Karmyogi Bharat**, another initiative, engages in digital Dialogues to enhance its communication strategies and outreach!

The **Indian Institute of Public Administration (IIPA)** has a dedicated in-house studio, to conduct interviews with civil servants and policymakers, and further sharing insights on governance through social media.





Thank You

The End