

Rural media Workshop- 'Vartalap'

Journalists should communicate to rural areas by considering the nature of rural problems

- Prof. Girishwar Mishra, Vice-Chancellor, Mahatma Gandhi Aantarrashtriya Hindi Vishvavidyalaya, Wardha

Rural media Workshop 'Vartalap' inaugurated today at MGAHV Wardha

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The problems of rural areas should be informed by Journalists through development communication by considering the nature of the rural problems, opined Prof. Girishwar Mishra, Vice-Chancellor, Mahatma Gandhi Aantarrashtriya Hindi Vishvavidyalaya, Wardha today in Wardha. He was speaking while inaugurating the Rural



media Workshop-'Vartalap' organized by Press Information Bureau, Nagpur working under Ministry of Information and Broadcasting in



cooperation with the District Information Office -Wardha and Public Relation Department of Mahatma Gandhi Aantarrashtriya Hindi

Vishvavidyalaya, Wardha. Sh. Sudhir Pathak, Former Chief Editor, 'Tarun Bharat', Nagpur, Smt. Manisha Sawle, District Information Officer, Wardha, Sh. Sanjay Arvikar, Deputy Director, PIB, Nagpur were present on this occasion.

Due to low literacy rate in rural areas Journalists, have to change their writing style, communication style considering the



nature and attitude of rural audiences & readers. Journalists need to communicate to the rural people in the language which is easily understandable by the rural masses. The news of urban areas should reach rural areas and that of rural areas should reach urban areas. This will facilitate the information received by the general public about health, education and civic sense.

Journalists should increase the scope of knowledge - Jaideep Hardikar, Senior Freelanced Journalist

Journalists should analyze global incidents by looking at its global references and acquiring detailed knowledge of the same. Journalists in Print Media should also use technology like news



website to widen their reader's range, appealed Senior Freelance Journalist Sh. Jaideep Hardikar, while guiding on the topic 'Role of Rural Journalists in Development Communication: Local Stories-National Perspective'.

Journalists should report the incidents of Disaster with objective attitude & empathy : Sh. Mangesh Indapwar

While guiding on 'Role of Newspapers and Social Media in Disaster Management', Sh. Mangesh Indapwar , Special Correspondent, Maharashtra Times, Nagpur discussed the types of disaster, the role of media by illustrating contemporary examples. Journalists should report the incidents of disaster with objective attitude and empathy.



He said that blog for journalists are a medium of expression and there must be a deeper understanding of the topic that you write about.

After the session, experts answered the questions asked by Journalists.

Information available in the age of information explosion should be used consciously: Mr. Sunil Dabir, Deputy Director (News),

There is a independent existence of both print and electronic media. In the age of information explosion ,Journalists should use the



available Information consciously , advised Sh. Sunil Dabir, Deputy Director (News), AIR, Nagpur while speaking on 'Role of Print & Electronic Media in Effective Communication in Rural Areas'

Understand the creative aspects of news for the success stories – Sh. Nitin Kelkar

For writing a real success story, it is necessary to understand the positive and negative references of the news along with its creative aspects. These stories should not be for publicizing a person but it should be in the public interest. Sh. Nitin Kelkar, Deputy Director (News), AIR, Pune expressed this views in his lecture on the topic 'Relevance of reporting Success stories in agrarian crisis'.

G.S.T. will help in restricting tax evasion : Sh. V.B. Deshpande , CA

Senior Chartered Accountant (CA) of Wardha, Sh. V.B. on 'Goods and Services Tax Act: Positive aspects'. Deshpande gave detailed



information about the goods and services tax to the attendees. He hoped that the country would come under a single tax system due to the implementation of the goods and services tax, the benefit of which will reach to the general public.

After this session, Question Hour took place. Mahatma Gandhi International Hindi University's Public Relation Officer, Shri. Budhadas Mirge proposed vote of thanks & took review of the proceedings. Journalists in Wardha, Samudrapur, Hinganghat, office bearers of journalists' associations, and officials of Mahatma Gandhi International Hindi University were present in the workshop.
