IPR DEPARTMENT HOLDS COORDINATION MEETING WITH MEDIA FRATERNITY – CALLS FOR INTENSIFYING AWARENESS CAMPAIGN ON PREVENTION OF COVID-19

Information & Public Relations Department

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Gangtok, March 17: (IPR) The Department of Information & Public Relations, Government of Sikkim, organized a meeting with media persons today to discuss the ways to intensify the campaign against Corona Virus.

The meeting was chaired by Secretary, IPR Department, Ms Namrata Thapa, and was attended by media representatives from most of the local daily newspapers, All India Radio, Doordarshan, Samvaad Television, Red FM and Radio Misty, and Digital/Social Media houses, and representative from Sikkim Film Cooperative Society (SFCS). The programme also had the presence of State IEC Officer, IEC Bureau, Health Department, Shri Sonam G. Bhutia, who was specifically invited to sensitize the media fraternity on COVID-19.

Secretary, IPR Department, Ms Namrata Thapa in her opening remarks drew the attention of the media persons on the latest decisions made by the State Government as preventive measures. She called for intensifying the awareness on COVID-19, and appealed for proactive support from the media fraternity to reach out to the people of Sikkim. She informed that the IPR Department is working in close coordination with the State Health Department to prepare print and audio-visual awareness material on various aspects of Corona Virus. She said that these materials would be shared with the media houses for extensive coverage. The Secretary also shared the communication strategies prepared by the IPR Department in consultation with the State Health Department.

Representatives of the media houses, in turn, shared about the initiatives being taken from their end to spread correct information on Corona Virus and the prevailing situation. They also cleared a few myths and misconceptions about the Virus from the resource person from Health Department. Some of the media persons also expressed their willingness to lend assistance to the health staff and officials as volunteers, and requested for necessary training. Likewise, representative from SFCS also shared the organization’s commitment to volunteer for the cause.

State IEC Officer Shri Sonam G. Bhutia made a power point presentation and shared some basic information about COVID-19. He also demonstrated the correct method of hand-washing and use of hand sanitizers and face masks. Shri Bhutia also highlighted on the prevailing myths and misconceptions regarding the virus and the common practices.

Secretary Ms. Namrata Thapa summed up the meeting by thanking all the media persons for their presence and participation in the discussions and for their continued support. She categorically stated that any misreporting should be avoided, and in case of any doubt, facts should be checked with the concerned departments before they are made public.

The meeting also had the presence of Director, IPR Department, Smt. Benu Gurung, and officers and staff of the Department.
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