

CENTRAL UNIVERSITY OF ODISHA  
OFFICE OF THE PUBLIC RELATIONS  
Press Release

## **Webinar on 'Public Broadcasting Service during COVID19'**

The Director General of Doordarshan News Shri Mayank Agrawal, the Chief Speaker, said that during COVID 19 the Public Broadcasting Services has a great role in providing factual information in the era of infodemic. Speaking in the Webinar on "Role of Public Service Broadcaster during COVID 19" organized by the Department of Journalism & Mass Communication, Central University of Odisha, on 20 June 2020, Mr Agrawal said that public broadcasters like Doordarshan, All India Radio, Press Information Bureau and others are working relentlessly not only to provide information and awareness on COVID 19, but also neutralizing the overdose of fake news. He also highlighted the key functions of the Public Broadcasting Service, particularly the Doordarshan, during the pandemic situation. He narrated the health awareness programmes and other programmes run by Doordarshan for benefit of the public. Due to these programmes and re-telecast of Ramayan and Mahabharat, Doordarshan is now at the top of TRP in India. Presently Doordarshan is working with people from all walks of life starting from the medical field to the fisherman's welfare.

Inaugurating the Webinar, Prof. I. Ramabrahmam, Vice Chancellor, Central University of Odisha stressed the need for media organizations to come to the fore front in public broadcasting for fighting the world wide COVID-19 pandemic. He said that the public broadcasting service should be dynamic not only at national level but at district and grassroot levels for improved management of the consequences of the pandemic. The Session was chaired by Prof. Akshay Rout, former Director General, Swachha Bharat Mission and presently Visiting Professor at CUO. He also shared his experience with Doordarshan and suggested measures for making the public broadcasting system stronger. He said that we have to live with COVID 19 for many more days without fear and follow all the public health protocols and domestic safety measures.

The Panel speaker S.K. Malviya, ADG, Press Information Bureau, Odisha region highlighted the contribution of PIB and elaborated on the proactive initiatives for controlling COVID-19. Another speaker G. Kondala Rao, News Head, All India Radio Vijayawada highlighted the contributions of AIR at national and regional level during the Pandemic. He said that the news bulletin duration was increased significantly for creating greater awareness and public action. Ashok Pradhan, Bureau Chief, Times of India, Odisha Unit elaborated the role and contribution of the Bureau in improved management of the COVID problem. Dr. Pradosh Kumar Rath, Head I/c of the Department of Journalism and Mass Communication welcomed the gathering and dwelled upon the seminar theme. Dr. Sourav Gupta proposed a vote of thanks. The webinar was attended by the Registrar of the University Dr. Asit Kumar Das, Prof. S.K. Palita, Prof. P. Durgaprasaad and PRO Dr. Phagunath Bhoi. Students, teachers and media persons across the country participated actively in the webinar.

Dr. Phagunath Bhoi, Public Relation Officer