



Five-day “Media and Communication” Training for OIS Officers Concludes Successfully at IIMC New Delhi

New Delhi / Bhubaneswar, 6 July 2026:

A five-day training programme on “Media and Communication” for officers of the Odisha Information Service (OIS) concluded successfully at the Indian Institute of Mass Communication (IIMC), New Delhi, on 3 July 2026.

Organised for OIS officers serving as Public Relations Officers at State ministries and departments, Revenue Divisional Commissioner (RDC) offices (Deputy Director), district headquarters (DIPROs), and sub-divisional offices (SDIPROs), the programme conducted from 29 June to 3 July 2026. Nineteen officers from different batches participated.

The course aimed to strengthen professional skills in media management, public relations, strategic communication, digital communication, artificial intelligence in media, and public outreach. Sessions were delivered by distinguished faculty and subject experts from IIMC, the Press Information Bureau, the Ministry of Information and Broadcasting, Prasar Bharati, national television media, and other reputed institutions, who shared practical insights and sectoral experience.

Shri Jaideep Bhatnagar, Former Principal Director General, Press Information Bureau, was the Chief Guest at the valedictory ceremony. He encouraged officers to deploy effective communication as a tool of public service and to contribute to the State’s and nation’s development goals.

Dr. Pragya Paliwal Gaur, Vice-Chancellor, IIMC, New Delhi; Prof. (Dr.) Sunetra Sen Narayan, Head, Centre for Executive Education, IIMC; and Shri L. Madhu Nag, Registrar were present and engaged with participants throughout the programme. Ms. Manpah Konyak, Training Associate, Centre for Executive Education, IIMC, coordinated and moderated the sessions.

Participants said the training will enhance their media-management and strategic-communication capabilities and support the vision of Viksit Odisha 2036 and Viksit Bharat 2047. They thanked the Government of Odisha and the Information & Public Relations Department for the opportunity and noted that practical training at IIMC will help them serve with greater efficiency and professionalism.

Certificates were awarded to officers on successful completion. The chief guest, dignitaries, and faculty were felicitated by participants, and guests extended best wishes for the officers’ future careers.

The Information & Public Relations Department, Government of Odisha, said more OIS officers will be deputed in the coming months to IIMC New Delhi and other institutions for similar capacity-building programmes to further strengthen the State's communication, media-management and public-outreach capabilities.

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