

Beat: News

Objective News Vital For Information Dissemination: Arun Jaitley

Mobile App for DD News Launched

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USPA NEWS - The Union Minister for Finance, Corporate Affairs and Information & Broadcasting, Mr. Arun Jaitley addressing at the launch of the Mobile Application of DD News, E-version of India 2015 & Bharat 2015 and E-book of Ministry of I&B on its initiatives and achievements, in New Delhi on May 07, 2015.

Minister for Finance, Corporate Affairs and Ministry of Information & Broadcasting, Mr. Arun Jaitley has said that in view of the multifarious channels of information dissemination, the objective presentation of news should never become a casualty. While the news domain currently was event based, competitive and anchor driven, there still existed space for news based on facts and correct information. The audience for information was extremely keen to have a comprehensive view of issues and events.

At the same time the credibility of presenting objective news depended on the ability to update information consistently. The Minister stated this while delivering his address at the launch of the DD News Mobile Application and other e-initiatives of the I&B Ministry on May 7.

Elaborating further, the Minister said that the launch of the application by DD News was an important milestone for Prasar Bharati as it catered to the information needs of the pan-Indian audience. It also provided DD News a platform to instantly communicate the objective news on a 24x7 basis and added a new dimension to its profile in addressing the vast needs of the Indian audience.

Regarding the e-version of India-2015 and Bharat-2015, the Minister said the availability of these publications on e-mode would enable the digital medium audience to utilize the wealth of information on India at large. On the e-book of the I&B Ministry, the Minister said that the e-book of the Ministry of I&B captured the achievements and initiatives undertaken in the last one year. The focus of the e-book was to present the content in a multi-media, reader friendly format with pictures and embedded videos.

Photo Description: The Union Minister for Finance, Corporate Affairs and Information & Broadcasting, Mr. Arun Jaitley addressing at the launch of the Mobile Application of DD News, E-version of India 2015 & Bharat 2015 and E-book of Ministry of I&B on its initiatives and achievements, in New Delhi on May 07, 2015. The Minister of State for Information & Broadcasting, Col. Rajyavardhan Singh Rathore, the Secretary, Ministry of Information and Broadcasting, Mr. Bimal Julka and the CEO, Prasar Bharati, Mr. Jawahar Sircar are also seen.

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Editorial program service of General News Agency:

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

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