

Press Release from Press Information Bureau (PIB), Gangtok

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PIB Gangtok Organises IMPCC Meeting at GBPNIHE

The Press Information Bureau (PIB), Gangtok, organised the Inter-Media Publicity Coordination Committee (IMPCC) meeting today at the G.B. Pant National Institute of Himalayan Environment (GBPNIHE), Sikkim. Representatives from various Central Government departments participated in the meeting. The meeting aimed to strengthen inter-departmental media coordination and ensure effective publicity of government schemes, programmes and initiatives.

Shri Manas Pratim Sarma, Assistant Director, PIB Gangtok, delivered the welcome address and outlined the objectives and proceedings of the meeting. He extended a warm welcome to all the dignitaries and participants. Shri Sarma also expressed his gratitude to various departments for their warm hospitality and support extended to the recent press tours from Shimla and Bengaluru. He highlighted the importance of effective coordination among departments in ensuring wider and more impactful publicity of government schemes, programmes and initiatives. Dr. Rajesh Joshi, Scientist-F and Regional Head, GBPNIHE welcomed the participants to the Regional Centre of the G.B. Pant National Institute of Himalayan Environment and said that the Inter-Media Publicity Coordination Committee (IMPCC) meeting, organised by PIB Gangtok, provides an important platform for government institutions to interact, exchange perspectives and showcase their facilities and activities. He noted that the Pangthang campus, despite its remote location, offers a conducive setting for such rotating meetings, fostering greater coordination and institutional engagement, and highlighted that GBPNIHE has been operating in Sikkim for nearly 35 years. As the host institution, Dr. Joshi expressed his pleasure in welcoming all representatives and extended his best wishes for the successful conduct of the programme.

In a brief presentation on the institute, Dr. Joshi highlighted the key activities and initiatives of GBPNIHE and its contribution towards improving the lives and livelihoods of people in Sikkim. He also noted that the institute is implementing multiple projects in collaboration with the State Government and various Central Government agencies, focusing on sustainable development, environmental conservation and the well-being of local communities.

The participating organisations shared their inputs and suggestions for upcoming activities to strengthen media coordination and improve publicity planning. They appreciated the role of PIB Gangtok in regularly organising IMPCC meetings and emphasised the need for more such platforms to ensure smooth coordination among departments. Various departments also stressed the importance of conducting joint awareness programmes at the grassroots level to ensure that information on government schemes and initiatives reaches the people of Sikkim and benefits them effectively.

Representatives from various Central Government offices and organisations participated in the IMPCC meeting, including local Central media units, Akashvani Gangtok, Doordarshan Gangtok, Sashastra Seema Bal (SSB), Indo-Tibetan Border Police (ITBP), India Meteorological Department (IMD), Regional Ayurveda Research Institute (RARI), State Level Bankers' Committee (SLBC), Reserve Bank of India (RBI), State Bank of India (SBI), MSME, Indian Council of Agricultural Research–National Research Centre for North Eastern Hill Region (ICAR-NEH), Central Water Commission (CWC), Spices Board and Central Integrated Pest Management Centre (CIPMC).