

**Govind Ballabh Pant University of Agriculture and Technology
Pantnagar, District Udham Singh Nagar (Uttarakhand)**

Press Conference on the Occasion of New Year

Pantnagar. 11 January 2025. The Directorate of Communication celebrated the New Year with enthusiasm and positivity by organizing a special media meet on January 9, 2025. The event aimed to strengthen collaboration between the university and media professionals while showcasing the institution's achievements and ongoing initiatives. The programme was organized under the guidance of the Hon'ble Vice-Chancellor, Dr. Manmohan Singh Chauhan. After the programme the DD News representative along with Director Communication made Hon'ble Vice-Chancellor regarding the update on 17th Agricultural Science Congress (ASC) being organized during February 20-22, 2025 by the University. Hon'ble Vice-Chancellor informed that GBPUAT is the first Agriculture University of India to organize the Agricultural Science Congress and Expo. It is expected that about 2500 delegates from 50 countries will participate in the ASC. Along with scientists, students, entrepreneurs and farmers will also participated in ASC. He told that elite scientists and fellows of National Academy of Agriculture Sciences (NAAS) are member of the NAAS. The organization of ASC will have a dent in developed India Campaign with new insights in agriculture, technology and allied sciences.

Director Communication Dr. J.P. Jaiswal extended a warm welcome to all media representatives and highlighted the importance of transparent communication and collaborative efforts in sharing accurate information with the public. He acknowledged the vital role of media in bridging the gap between the university and the community while ensuring the outreach of innovative ideas and academic advancements to a broader audience.

During the event, media professionals actively interacted with university representatives, discussing recent developments, ongoing projects, and potential collaboration opportunities for enhanced coverage of research and academic progress. Dr. Jaiswal highlighted the importance of the Hindi language on the occasion of World Hindi Day, stressing the need for promoting Hindi language in course curriculum.

Assistant Director Communication, Dr. Arpita Sharma Kandpal emphasized the importance of media in disseminating scientific innovations. She stated, "Our scientists are continuously working on groundbreaking innovations, and it is crucial that these ideas to be shared not only in news stories but also through editorial columns. This will help extend the reach of our technologies to farmers and rural communities."

The event concluded with vote of thanks, expressing gratitude to all media representatives and staff members for their active participation and support. The Directorate reaffirmed its commitment to fostering strong media relations and promoting a culture of openness, collaboration and knowledge sharing in the year ahead.



Director Communication interacting with media representatives.

Director Communication