

**ADDRESS BY THIRU BANWARILAL PUROHIT, HON'BLE GOVERNOR OF
TAMIL NADU AT THE SOUTH INDIA MEDIA SUMMIT 2018
ON 27.04.2018 AT 10.00 A.M.**

ANAIVARUKKUM KAALAI VANAKKAM

Thiru. Shankar

Thiru. Bharath Viswanathan

Distinguished Invitees

Ladies and Gentlemen

It gives me great satisfaction and happiness to be here at the South India Media Summit, in which leading members of the press and the visual media drawn from South India are participating.

The press and visual media form an important pillar of Indian democracy. Democracy was defined by Abraham Lincoln as Government of the People for the people and by the people. The welfare of the people is central to the success of any democracy. Policies and programmes are meant to be designed in a manner so as to promote the welfare of the common people at large. To enable the Government and other concerned agencies to appreciate the elements of what constitute people's welfare the press and the visual media are expected to voice the aspirations and the needs of the people.

In that manner I should say that the press and the visual media are doing a magnificent job in South India. I have been an avid watcher of TV channels of the South and spend at least an hour in the morning reading all the newspapers. Most of the newspapers and TV channels correctly reflect the needs and aspirations of the common people to enable the policy makers to understand and to fix the goals to be attained both in short term and long term.

I was a journalist for about 40 years before assuming charge as Governor of Assam. I know that the challenges faced by the press and the visual media

are huge. Collecting the information, relaying the information in time, compiling the information after checking its correctness and then projecting the information through newspapers or the visual media so as to benefit the common man are not easy to achieve. A large network of reporters is required. With improvements in information facilities it has become easier to relay the information fast and in a complete manner. Circulation has also picked up thanks to the improvement in literacy levels and the expansion of television coverage. But with all this I still see a number of hurdles which have to be overcome.

Firstly, it must be remembered that news cannot be manufactured. News should be factually correct based on factual position. The journalist is free to make his own interpretation and present it to the reader or the viewer. It is possible that in the competition for increasing the circulation or viewership some journalists indulge in sensational reporting with a view towards capturing a larger share. But that, apart from being unethical, is also bound to boomerang after sometime. The truth is like the shining sun and cannot be hidden away from the people. While it is possible that the sun is covered by a passing cloud for a short period, it comes out blazing forth with greater brilliance when the clouds move away. Such is the power of truth. No wonder that 'Sathyameva Jayate' is the gospel of Indian democracy.

I should appreciate the organizers for having brought together leading journalists and members of the fraternity from all over South India. The newspapers and TV channels do their business in different languages. But they are all gathered together today under one banner, having been linked by the regional identify of belonging to South India.

South India is one of the highly urbanized regions of the country. It has some of the most industrially developed areas. The achievements in education are phenomenal. The economic growth of South India is also higher than the national average. There are long coast lines on the eastern and western sides

enabling trade with the rest of the world. It is needless for me to say that increased globalization and trade have resulted in greater economic growth and prosperity in South India. With growing prosperity, there has been greater awareness. With growing education, there has been greater leadership. With growing expansion of the Television network, there has been a spurt in the number of people watching Television channels. All this augurs well for the nation.

The objective of this summit is to further propel South India as an important contributor for the growth and development in the country. For this the Press and the Visual media will have to play a vital role. It is through media summits such as this that a broader strategy can be designed so as to effectively to use the Print and Television media for propelling economic development.

The potential is endless. Publicity regarding availability of employment opportunities will enable the youth to find jobs. The right content being telecast in the form of drama and educational programmes will benefit the viewers immensely and provide society with the right kind of principled values. Propagation of political awareness will enable the people to play their roles as members of a democracy, better. Encouragement to cultural artists will enable continuance of the tradition resulting in its transmission to succeeding generations to constructive role that can be played by the Visual media and Press without limits.

I have only a few illustrations. I am sure that the audience assembled here knows it better. They are enlightened and experienced and know their profession well. Technology is also benefiting the media substantially. The recent advances have made printing simple and quick technological advancements have made propagation of the Television network easier. The multiplication of Schools of Journalism and Visual communication particularly in South India has ensured the availability of trained young minds. I am sure that

with the right kind of leadership provide by all of you, the media in South India will achieve phenomenal success in the coming years.

Considering the contribution in economic terms, the vastness of the educated population, the adoption of latest technologies - thanks to the growth of the Information Technology industry in Hyderabad, Bangaluru and Chennai, and the rapid urbanization that is taking place, availability of robust infrastructure, such as ports, airports and highways and large number of educational institutions both in the public and private sectors, South India will be making huge strides in economic growth in the coming decades. Therefore the media industry is also poised for a quantum leap.

The media summit is being held today by the organizers at the right time. I congratulate the organizers for the vision and farsightedness, displayed by them in convening a summit of this kind today. They have displayed a rare sense of commitment to their profession and to growth and development in this region.

The sessions that are going to follow this inaugural programme such as

Embracing the changes in the Regional Media

National Brands and Southern India

The Need of the hour

News vs General Entertainment

Content is the king

Is the power of Brands in South underestimated?

Media talent in South, what to look out for

etc. - are replete with possibilities of intellectual contributions of an extraordinary kind, considering the names of these speakers who have been listed to participate in those sessions. I wish the organizers all success in their efforts.

Nandri Vanakkam

Jai Hind Jai Tamil Nadu