

Chapter 5

POTENTIAL OF NEW MEDIA IN ENHANCING THE IMAGE AND BRAND VALUE OF PUBLIC SECTOR DEPARTMENTS AND UNDERTAKINGS OF INDIA

In the preceding chapter, the extent and reach of the new media tools in the public relations industry of India was discussed. It could be found that new media today is an integral part of the public relations strategies of the corporate houses. New media courses are being taught in universities and organizations providing digital media solutions have sprung up all over the country. The public sector is also gradually warming up to the benefits of the new media tools, but the penetration of these tools is nowhere near the reach new media enjoys in the private sector.

“The use of social media in the public sector has become a hot topic recently, and administrators are beginning to embrace them to encourage civic engagement and build community.” (Graham, & Every, 2013)

Between the private and the public sectors, there is a fundamental difference. In case of the private sector, most of the products and services are promoted with a profit motive while in case of the public sector, most of the services rendered or information shared are done for general public good and not only profit motive. For example, both the organizations under study in this research – the Delhi Traffic Police and the University of Delhi do not have any profit motive. Rather they are crucial arms of the government for the maintenance of traffic and dissemination of higher education. Because of the profit motive, the private sector is generally faster in adopting tools which help them reach the target audience faster. New media is also used effectively to counter the competition of rivals in the sector, who are producing similar products or rendering similar services.

However, the utility of new media as a tool of public relations cannot be connected to the profit motive of the organizations employing them only. Rather new media can be very effective in disseminating information related to the welfare of the people because it is instant and is not at all cost intensive. The detailed study of the new

media tools employed by the Delhi Traffic Police and the University of Delhi also proves that. In this chapter, an effort has been made to analyse the potential of the new media tools in enhancing the image and brand value of the public sector departments and government undertakings, on the basis of the study of the two Delhi based government run organizations.

“Social media tools can improve interactivity between a government and the public, and they reach populations that do not consume traditional media as frequently as others.” (Bertot, Jaeger, Munson, & Glaisyer, 2010)

“This new technology allows officials in government to build relationships with key stakeholders, namely the citizens it represents. The relationship-building potential of social media is especially valuable for public relations professionals since building relationships is at the core of public relations.” (Ledingham, 2003)

The Indian public sector today composes of both departments and undertakings controlled by the central government and the respective state governments. While the departments are mostly engaged in carrying out the basic responsibilities of the government towards the people such as law and order, education, taxation, food supply, health, sanitation etc, the public sector undertakings mostly are into sectors such as transport, telecommunication, aviation, petroleum, gas supply etc. Though most of these undertakings have been created to provide services to the people, they are also supposed to generate revenues and contribute to the earnings of the government. In many cases these undertakings also are in direct competition with rivals from the private sector.

Therefore, irrespective of whether it's a government department or a public sector undertaking, proper communication with the target audience is most important for the discharge of services to the people. Moreover, being government run organizations in a democracy like India, they are directly accountable to the country's tax payers for their performance.

The democratically elected governments are also keen to display their achievements to the people so that more and more people can reap benefits from these services and in turn they can reap electoral benefits in the subsequent elections. Due to all these reasons, it is very important to maintain competent communication channels with the

people of the country. As mentioned earlier, the central government has a dedicated agency for the maintenance of media relations called the Press Information Bureau (PIB).

The PIB was established during the British era in the year 1919. Subsequently, it has expanded to all parts of the country with eight regional offices and 34 branch offices covering all state capitals and major cities. All major departments of the central government has a PIB officer attached to it who looks after the issues related to the media. Generally, he arranges the press briefings, drafts the press releases and briefs the concerned minister or the senior bureaucrats about the queries of the press.

The state governments also follow the same pattern and have directorates of information and publicity. For example, in Assam, the directorate of information and publicity is called 'Janasanyog Assam'. It was started in 1940 at Shillong, the erstwhile capital of the state. Presently it functions from Dispur and has offices in all the district headquarters of the state.

The public sector undertakings also have their own elaborate public relations departments. In the initial days, the public relations officers did not require any specific qualifications but with the passage of time now most PSUs have a separate cadre of public relations officers and a degree in mass communication or journalism is mandatory for selection. Many leading PSUs are also recruiting management trainees for their public relations requirement like the other cadres, providing excellent career opportunities to the fresh graduates.

The penetration of the internet has also increased manifold in India in the last few years. Today, India is the fastest growing internet market in the world backed by a large geographical area and a burgeoning population. It is estimated that by the year 2018, India could have as many as 550 million internet users, whereas in the year 2001, there were only seven million internet users in the entire country. In terms of business also, today the internet is one of the major contributors to the nation's economy, with India being only the third country in the world to have over five internet companies valued at over US\$ 1 billion. (www.yourstory.com, 2015)

"In 2013, the Internet contributed USD 60 billion or 2.7 per cent of India's GDP – larger than the contribution of healthcare (2.5 per cent) and military (2.5 per cent), but

less than agriculture (14 per cent). By 2020, the Internet is estimated to grow over 4 per cent of India's GDP. E-commerce will cross USD 17 billion in 2018 and eight million SMEs (out of 13 million SMEs); 200 million individuals will transact online.” (Rao, 2015)

“India Internet Contribution to GDP stands 6th among major developing and developed countries, with UK being the leading one. The availability of data-enabled devices has grown at a staggering rate and data plans are considerably cheaper than before, but still India lags behind other countries with regards to the penetration of Internet.” (“Rise in internet penetration changing face of digital India,” 2015)

In the rural areas also, the number of internet users is increasing rapidly providing the government with a wonderful opportunity to use the internet based tools in all kinds of social welfare measures and schemes. “The number of internet users in rural areas will touch 210 million by 2018, aiding India's internet user base to cross 500 million by 2018.

The Internet class of 2018 will be more rural, older, more gender-equal, more mobile, and more vernacular than their counterparts of today. Those aged at least 25 will account for 54 percent of the total number of netizens in urban India by 2018, up from 40 percent in 2013. Rural users, as a percentage of the Internet population, will rise from 29 percent in 2013 to between 40 and 50 percent in 2018. This sector will open up significant growth opportunities for manufacturers and service providers alike, which can leverage the wider, targeted and more cost-optimal online channels effectively to cater to an increasingly Internet savvy customer base in the villages.” (“Rise in internet penetration changing face of digital India,” 2015)

The internet has also emerged as one of the largest employment generators in the country, which is indirectly boosting the Indian economy tremendously. “The ‘Internet’ sector already employs around 4-5 lakh people and is a key avenue for job creation. It is estimated that the Internet economy will create nearly 15-20 lakh job opportunities by 2018.” (“Rise in internet penetration changing face of digital India,” 2015)

Given the internet's all pervasive presence in our lives today and the utility of the new media tools to effectively communicate with the people, it would be very beneficial if

these tools are effectively utilized by the government run establishments in their public relations functioning.

“Social media offer great opportunities for local governments. The open, dialogic nature of social media eliminates many of the barriers in communication that these governments have experienced in the past.” (Bertot & Jaeger, 2010).

5.1 Current Scenario of New Media Usage in the Indian Public Sector

As elaborated in the earlier chapter, new media has today firmly entrenched itself as one of the key arms of the public relations industry. No public relations campaign or strategy is planned today without the use of new media to the extent that internet based options such as social media or websites today comprise of almost half of the budget of the public relations expenditure of various organizations.

In fact, it would be safe to say that new media has today pervaded into all realms of our lives. For entertainment, education, travel, health needs, shopping, socializing etc we depend on new media, i.e, internet based platforms. The government departments and undertakings are also gradually adopting these measures in their day to day functioning. Concepts such as e-governance have been taken up very seriously by the central as well as some state governments.

The government today runs a number of schemes aimed towards introducing more and more internet supported services which automatically decrease the possibilities of corruption and red tape. However, in comparison to India’s global position as one of the leaders in the information technology sector, the use of new media by the Indian government establishments seem minimal.

The National e-governance plan was one of those ambitious projects launched in 2006 to take the basic facilities provided by the government to the people more conveniently.

The National e-Governance Plan (NeGP) has been formulated by the Department of Electronics and Information Technology (DEITY) and Department of Administrative Reforms and Public Grievances (DARPG). The Union Government approved the NeGP, comprising of 27 Mission Mode Projects (MMPs) and 10 components on May 18, 2006.

The NeGP aims at improving delivery of Government services to citizens and businesses with the following vision:

Make all Government services accessible to the common man in his locality, through common service delivery outlets and ensure efficiency, transparency & reliability of such services at affordable costs to realize the basic needs of the common man. (“National e-governance plan,” 2015)

E-tendering has also been introduced in most of the leading public sector undertakings and central government departments. The government is gradually proceeding towards enforcing e-tendering for all high value tenders. Many state governments have introduced ‘time bound services’ mechanisms as per which the basic public services such as issue of birth/ death certificates, pension payments etc are to be made within a specific period of time. For such assignments as well, internet based services are being employed. In such cases, the internet based facilities are playing a major role in also eliminating corruption and remove red tape from the system.

Other public interface media of the government such as the public grievances mechanisms and the applications received under the Right to Information Act, 2005 are also being made available online by the central government as well as many state governments. Transactions in public sector banks, post offices, bill payment facilities of water, power, telecom utilities are also turning online bringing people relief from the perennial problems such as queuing up at the counters or taking leave from the offices for completing such assignments.

In the field of transport also, the internet based platforms created by the government are playing a major role. The advance railway reservation system maintained by the Indian Railway Catering and Tourism Corporation (IRCTC) books on average four to five lakh tickets every day. On 19th March, 2014, a record 5.80 lakh railway tickets were booked through IRCTC in a single day. The government run carriers, Air India as well as many road transport corporations of the state governments have e-ticketing services, which have provided great relief to the passengers.

5.2 The Digital India Campaign

The central government, in July 2015, has launched the ‘Digital India’ campaign which aims at providing the basic services to the citizens through the information

technology enabled platforms and also enhance the use of such platforms for official functioning to eliminate age old lacunae connected to government functioning such as red tape, corruption, too much paper work etc.

The 'Digital India' programme has three broad visions - Infrastructure as a Utility to Every Citizen, Governance & Services on Demand and Digital Empowerment of Citizens. The programme has identified nine 'pillars' on which its activities will be based. These are - broadband highways, e-governance, electronics manufacturing, universal access to phones, e-kranti (electronic delivery of services), IT for jobs, public internet access programme, information for all, early harvest programmes.

The programme has many ambitious targets such as taking broadband connectivity to over 2,50,000 village panchayats, online public grievance redressal, workflow automation, e-education, e-healthcare, automation in judicial procedures, job creation etc. the programme intends to spend about a hundred thousand crores on the implementation of the existing schemes and another 13,000 crores for new schemes. Many existing digital media related schemes have also been incorporated into the umbrella programme called 'Digital India'. ("Digital India," 2015)

"Government of India launched National e-Governance Plan (NeGP) in 2006. 31 Mission Mode Projects covering various domains were initiated. Despite the successful implementation of many e-Governance projects across the country, e-Governance as a whole has not been able to make the desired impact and fulfill all its objectives.

It has been felt that a lot more thrust is required to ensure e-Governance in the country promote inclusive growth that covers electronic services, products, devices and job opportunities. Moreover, electronic manufacturing in the country needs to be strengthened.

In order to transform the entire ecosystem of public services through the use of information technology, the Government of India has launched the Digital India programme with the vision to transform India into a digitally empowered society and knowledge economy." ("Digital India," 2015)

The above mentioned campaign is an ambitious initiative taken by the Government of India and if implemented successfully, will bring in much awaited reforms and

improvement in the government service delivery mechanism in the Indian public sector which suffers from perennial problems such as rampant corruption, inefficiency and lack of accountability.

In the past also, a number of similar initiatives have been taken but they have failed to become very successful often due to implementation related loopholes. Many state governments have also launched similar programmes to automate the process of service delivery through the digital platforms. But barring a few programmes here and there, these projects have largely failed to reach out to the target audience as effectively as these should have.

However, even as the government machinery struggles to implement the digital solutions to professionalize the functioning of the government departments and undertakings, the Prime Minister's office seems to be leading by example. The PMO is using new media very effectively as a public relations medium and reaching out to millions of people every day. The Twitter and Facebook accounts of the Prime Minister share photographs of the activities of his office every day and the response of the followers is also huge depicting the success and popularity of the initiative.

While the Facebook page of the Prime Minister's office has a whopping nine million 'likes', the Twitter handle has over seven million followers and has already sent over five thousand Tweets so far (as on 24th July, 2015). The controversial aspects of the government's functioning are generally avoided but the Prime Minister does use these platforms to convey a lot of his vision, ideas and opinions on a range of issues. Social media users also tag the Twitter handle regarding a lot of issues facing the country which gives the Prime Minister's office some idea about the mood of the nation on important events as well as issues.

In addition to the general websites of the government of India and specifically the Prime Minister's office, a new website called www.mygov.in was launched in 2014 solely with the purpose of enhancing the engagement of the public with the government. On this website, the visitors can register and then send complaints, grievances, and suggestions on the issues facing the country. As on 24th July, 2015, the website had over one million registered members. The website had over one lakh thirty thousand submissions and over five lakh comments, which clearly indicates its massive reach.

The Prime Minister is also using social media very effectively by encouraging people to participate in various campaigns and post on a range of topics with specific hash tags. This helps the Prime Minister to gauge the popularity of his schemes and policies and also raises awareness about a range of socially relevant issues.

For example, in June, 2015, the Prime Minister, Mr. Narendra Modi stressed on the importance of education and opportunities for the girl children and encouraged fathers to post their photographs with their daughters with the hash tag #SelfieWithDaughter, during his monthly radio address called 'Mann ki baat'. The campaign, inspired by a similar campaign launched in a village in Haryana to promote gender equality, has since trended on social media in a major way. The Prime Minister has also promised to retweet the best photographs and messages accompanying them.

The social media campaign has been launched to promote the programme 'Beti Bachao Beti Padhao', which is oriented towards the promotion of the education of the girl children and prevention of the age old menace called female infanticide.

On the lines of the Prime Minister's office, many other senior ministers of the central government have also started social media accounts for their ministries. For example, the Ministry of Railways also has a dedicated official Facebook page, with more than three lakh fifty thousand 'likes'. The page also regularly updates information about the various initiatives taken by the ministry with photographs and videos.

Public Relations is about communicating effectively with the people and reaching out to them to convey relevant messages and listening to their complaints and suggestions. On these counts, the social media outreach efforts of the Prime Minister is indeed praiseworthy. His tweets and posts are often compiled into news by the mainstream media and whenever any citizen is directly benefitted by communicating on these forums, the same gets tremendous media coverage and increases the goodwill of the government. Therefore, even if the Prime Minister is not communicating with the mainstream traditional media regularly, he is in a position to maintain contact with the people he represents.

However, barring these exceptions, among the top level of governance, the overall scenario vis a vis the use of new media in government functioning remains abysmal. A lot of activities which should have been digitized and taken to the people through

online media have not been done and work is still being done manually which is time taking and promotes inefficiency. The following are the major lacunae which could be noticed in new media usage by the government departments and public sector undertakings. The drawbacks pointed here would be about the use of new media in the government's communication machinery primarily since this study pertains to that.

- **Lack of adequate presence on the virtual world:** Internet today is probably the easiest medium to reach out to the people with important messages and information. It's been discussed how, the top functionaries of the government of India such as the Prime Minister are reaching out to the people through the effective use of the internet. However, most unfortunately, the same cannot be said about most of the government establishments across the country, especially those belonging to the state governments.

In many cases, crucial public services such as the public distribution system, health facilities etc do not have any internet presence as a result even if a citizen wishes to get information about them through the internet, he cannot get any and has to resort to the archaic practice of visiting that particular office and seeking the information from an official in person.

Policing is another such sector where the presence of new media is insignificant all over the country. As the study found out, in case of Delhi Traffic Police, the internet based platforms such as websites, social media, mobile internet apps etc are being widely used but in most state police forces such facilities are not available. For general policing issues, such as filing of First Information Reports, checking of complaint status etc most state police forces do not have any online mechanism.

Various awareness campaigns about social issues, government schemes etc are also primarily through print advertisements, print and electronic media coverage etc and not through the new media platforms.

It would be very difficult to point out any particular reason behind the reluctance of the government sector to introduce such tools because they are neither expensive, nor do they require any major investment on infrastructure,

manpower or maintenance. It seems that the archaic work culture of the public sector, over reliance on paper work and the inevitable procedural delays are causing delay to the introduction of such tools.

- **Inadequate and poor quality web content:** As per the central government policy, all government run establishments must have their own websites and all relevant information must be shared through the websites with the citizens. The National Informatics Centre (NIC) hosts these websites on their server. However, in many cases, it is found that these websites are designed in a bland manner which doesn't attract the visitors.

The websites are not updated regularly and many crucial sections are left with the 'under construction' tag for days, which is in sharp contrast to the websites of the private sector which are attractive, dynamic and reviewed regularly for timely updations. While it is mandatory for all government of India websites to have Hindi sections, but these sections are often not updated regularly leaving the visitors to the Hindi section in confusion and disarray.

A lot of websites also focus a lot on elaborating on the details of the concerned ministers and top bureaucrats which is of very little interest to the visitors. The original message or information which is sought to be communicated is often pushed to the background as priorities get misplaced.

The public relations practitioners of the government agencies also do not use these platforms effectively for reaching out to the media. While in websites of organisations such as the Press Information Bureau and the directorates of information and publicity in the states do update their press releases on their websites, these sites are not very fast in updating them. The sites are mostly not professionally designed and other possible inclusions such as video sharing, photo sharing are not available. Media queries also cannot be made through these websites as these are not interactive in nature.

- **Inadequate Infrastructure:** Another major drawback plaguing the proliferation of internet based functioning and facilities in the government sector is the poor infrastructure of internet all over the country. Most of the

web enabled services from problems such as poor bandwidth, unreliable servers etc.

Most of these websites are designed using the outdated HTML and hosted on lethargic servers. They are best suited for use on the internet explorer while many more efficient platforms have already arrived on the scene, but these websites have not been able to upgrade according to the changing environment. The designers on occasions, seem like amateur newcomers.

The internet also fails to reach the rural areas and smaller towns easily because the infrastructure in place there is grossly inadequate. Many foreign visitors to India often complain about the slow internet connections that they encounter especially in the smaller centres.

The Digital India programme does aim to address these issues. However, there have been many such programmes promoting e-governance in the past and it is to be seen how this new ambitious initiative helps the government in reaching the citizens more effectively covering larger populations.

- **Inadequate social media interactions:** The social media interactions of the Prime Minister's office in itself is the biggest case study of how the public relations strategies of the government should be reoriented using social media. The social media outreach of the Prime Minister has been so effective that negative criticism on mainstream media has also been offset to a large extent by his popularity on Facebook and Twitter since these platforms also reflect the public perception and mood now.

The social media pages of the Delhi Traffic Police and the University of Delhi which have been analysed as part of this study have also enhanced the images of these organisations to a large extent since now these organisations are considered people friendly and responsive.

However, the same cannot be said about most of the government run organisations. Most of them do not have any social media interaction which makes them inaccessible to a lot of potential stakeholders. For example, important public service arms of the government such as the telecom service

providers – Bharat Sanchar Nigam Limited (BSNL) and Mahanagar Telephone Nigam Limited (MTNL) do not have any social media presence.

5.3 Potential of New Media as a Public Relations Tool in the Indian Public Sector

On the basis of the study of the new media tools employed by the public relations machineries of the Delhi Traffic Police and the University of Delhi, it can be easily opined that the new media tools have tremendous potential in further enhancing and strengthening the public relations infrastructure and strategies of the government run departments and undertakings.

The following points outline the tremendous potential that new media has as a tool of public relations for the Indian public sector:

- **Reaching a wider audience instantly:** For the government, the timely communication of its welfare policies to the people is of paramount importance. Presently, the government run establishments communicate the information about their policies and schemes to the people through the conventional schemes of communication such as ‘press releases, statements, advertisements etc. For the publication of the advertisements, both print as well as hoardings, facilitated by organisations such as the Directorate of Audio Visual Publicity (DAVP), tremendous amount of public money is spent.

In such a scenario, the effective use of new media such as a well-designed website, social media presence can be very useful in reaching out to the people directly. With a potent new media campaign, there is no requirement to continuously approach the mainstream media houses for coverage of news, nor is there the requirement to spend crores of public money in print and display advertisements.

With new media, the response of the people is also instant. Based on the feedback of the people, government policies and schemes can be redesigned and redrawn. Generally the government spends a lot of money also on getting the feedback of the citizens on their policies. On a lot of occasions, the feedback reports are compiled by officials without actually gauging the situation on the ground leading to the formulation of incorrect policies.

There can be an argument that internet and the use of social media have not percolated down to the lower strata of the country yet. Only a miniscule portion of the population are using these media. However, in the earlier chapters it has been illustrated that internet is penetrating very fast across the country and India today is the fastest growing market for social media sites like Facebook and Twitter in the world. The government is also committed to take internet to the villages. Coupled with higher literacy rates and computer awareness, new media certainly can have a massive influence on the people.

Moreover, the people who are currently using new media tools regularly are from the elite and middle classes of the society. They are the opinion makers and when they respond to the government schemes, policies and activities as a whole, the rest of the country also gets influenced. The traditional media also takes cue and reports about them.

In addition, the greatest benefit of using new media is that it is low cost and does not involve huge sums on creation and publicity of content. In 2015, the Aam Aadmi Party government in Delhi tremendously increased their budget on publicity leading to large scale criticism from the people of the national capital. Such situations can be easily avoided by evolving effective new media campaigns and taking them to the people.

- **As a brand and image building tool:** The process of building of a brand or image is one of the most important activities of the public relations mechanism of any organization. Much like the private sector, a lot of government run establishments and schemes introduced by them also require brand and image building, so that the public immediately recognizes the concerned brand. This applies both for the departments, public sector undertakings as well as the schemes run by them.

For example, for the success of the ‘Swachh Bharat Abhiyan’, a scheme to promote cleanliness and hygiene in the country, the familiarization of the campaign brand is extremely important since this will help the citizens identify with the with the cause and then make it a success. New media can be very effective in establishing such brands as large scale visibility round the clock can be easily ensured at very nominal costs.

The social media presence of the Delhi Traffic Police and the University of Delhi have also helped them to be established as reliable brands. The continuous posts and tweets of the Delhi Traffic Police has helped them in establishing a brand image that is efficient and people friendly.

“Additionally, social media can enhance governments’ abilities to interact with and engage citizens as well as to meet their expectations for transparency. Practitioners in government public relations have more tools to engage and communicate with the public than ever before. A recent survey showed that two-thirds of online adults use social media platforms.” (Smith, 2011)

- **Better competitiveness with the private sector:** A lot of public sector undertakings operate in sectors where they have to compete with rivals in the private sector. For example, in the education sector, the University of Delhi attracts students, who are also wooed by various private universities offering the same courses and degrees. While it is a fact that the University of Delhi has tremendous reputation as a centre of academic excellence, the private universities are also continuously enhancing their credentials with more collaborations with foreign universities, appointment of experienced faculty and good placement options for students etc.

They are also promoting these steps aggressively through high budget advertising and public relations campaigns to attract students. The social media is also being utilized very regularly by them. In such a scenario, the presence on social media can help the University of Delhi in maintaining a modern and contemporary image.

Similarly, for organisations such as the Mahanagar Telephone Nigam Limited (MTNL), Bharat Sanchar Nigam Limited (BSNL), Air India, Doordarshan, All India Radio etc which have serious competition from their private sector rivals, effective new media strategies can be very helpful.

It has been observed that on many occasions, these government run organisations fail to go for high budget promotional activities using the print and the audio visual media because of obvious financial constraints which are not faced by the private sector entities. In such situations, the use of new

media can be very helpful. However, it has to be accepted that these government run organisations also have to perform at par with their private sector rivals to dominate the market. Otherwise, well-designed and planned new media campaigns will also not help much.

- **Offset criticism by mainstream media:** On innumerable occasions, the government run departments and public sector establishments face criticism and negative reporting from the mainstream print and audio visual media, often on genuine issues. However, the efforts to counter such reporting through clarifications or rejoinders in case of erroneous reporting by the media houses largely go unreported. To counter such situations, new media presence can be very helpful. The organisations can simply post those clarifications on the website as well as social media and that would help in offsetting the criticism in the newspapers and television news channels.

The Delhi Traffic Police often gets a lot of flak in the city's newspapers for traffic snarls. But after the introduction of their new media channels, the force has been able to communicate information about traffic snarls more effectively to the people on a real time basis. The content analysis of the newspaper reports related to the traffic police has shown that following the introduction of the new media tools, the negative reporting about them has decreased significantly.

- **As a crisis communication tool:** Government establishments tend to face various kinds of emergencies in their functioning. The emergencies or crises may range from issues such as management of natural calamities, law and order related mishaps, accusations of major corruption cases in governance etc. In all these conditions, it is imperative to communicate the relevant information to the people quickly.

In case of natural calamities, disasters or law and order mishaps such as terrorist attacks, it is always important to communicate to people information about the relief measures, health facilities etc. New media can go a long way in disseminating such information to the people within a short span of time. If the government is undergoing any turmoil regarding issues such as corruption

or financial irregularities, new media can again be used to convey clarifications directly to the people.

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