

## Online orientation course by IIMC on 'Emerging Media Trends' for DIPR officers commences

## STATE TIMES NEWS

JAMMU: The Department of Information and Public Relations (DIPR), Government of Jammu and Kashmir, in conjunction with Indian Institute of Mass Communication (IIMC), on Monday organized a 5-day virtual session on emerging trends and techniques in media and communication to meet the professional training needs of officers and officials engaged in highlighting

initiatives being taken for welfare, empowerment and development of the Union Territory. The objective of specialized short term courses is to contribute better understanding of officers towards various issues pertaining to media and communication. The focus of the online sessions will be on making the officers aware about emerging trends and techniques and sharpen their professional skills. Lauding the initiative of IIMC, Director

Information and Public Relations, Rahul Pandey exuded confidence that such orientation and refresher courses will benefit the officers of the department in enhancing their communication skills.

Professor Govind Singh, Dean Academics and Course Director, Short Courses Department, IIMC, Media and Communication Course, took up the first session delivering an informative opening lec-

ture elaborately explaining the subjects and topics to be covered during this mind storming training sessions.

The second session on "Media Landscape in India & Image Building through PR" was conducted by Dr. Surbhi Dahiya, Course Director, EJ Department, IIMC while Dr. Abhay Chawla, Senior Academician, took up the third session on "Social Media Ecosystem for PR". In the fourth series of

the session, Arun Anand, author and senior journalist, Media and Communication Course delivered a lecture on Crisis Communication. This was followed by the question and answers by the officers who sought clarifications and added information on various themes of the lecture.

Pertinently, this orientation course would conclude on 18th of February with exclusive sessions on participants' feedback and suggestions as well.



## DENTAL CLINIC

Customized livelihood Generation scheme for Dental Professionals

## ASSISTANCE

- Financial Assistance provided under this scheme shall be provided by J&K Bank for setting up a Dental Clinic.
- An Amount of Rs. 8.00 lakh shall be provided as Financial Assistance out of which 2.00 lakhs shall be provided as Grant-in-aid and rest of amount 6.00 lakhs shall be financed by the bank as a start up loan which shall be repayable.
- There will be no margin money requirement to be paid by the applicant.
- Assistance for setting up clinics will be given on group contract basis.

## ELIGIBILITY

- Registered Dentists to between age group of 18 to 40 years
- The Dentists must be domiciles of J&K
- The total family income of the every beneficiary dentist doctor shall not exceed 8 lakhs per year.
- The applicant must be unemployed and registered with the concerned District Employment and counselling Centre.
- To claim the assistance dental doctors shall form a group of two doctors and undertake to employ two unemployed dental technicians with prescribed qualification.

## PROCEDURE

- Application to be submitted to District Nodal officer (AD/DD Employment) and the candidates will be selected after interview by the DLT Committee.
- Once a case is approved by Mission Youth, the cases shall be forwarded to J&K Bank for sanction and disbursement of loan.
- Before submitting the application form the applicant must registered on below given links as an unemployed candidate.

## IMPORTANT LINKS:-

- Get registered with JK Mission Youth at [www.jkyouthportal.in](http://www.jkyouthportal.in)
- Get registered with DE&CC, Poonch at [www.jakemp.nic.in](http://www.jakemp.nic.in)

COURTESY: Assistant Director Employment,  
District Employment and Counselling Centre (DE&CC) Poonch  
(Any query call on this number : - 9797539353, 7006253195)

For more information & updates mail us on:-

[dddepooch123@gmail.com](mailto:dddepooch123@gmail.com)

DIP/J-6189-P/21

DOCUMENTS REQUIRED  
Degree certificate, Age Proof, Income Proof,  
Adhaar Card, Pan Card, Domicile

Guddi, I need to send money to Papa, but the Bank is closed today

Mama, don't worry!  
Digital Banking is always there



Now you can transfer money  
24 x 7 using NEFT, RTGS, IMPS or UPI.  
365 days, anytime, anywhere.

- Banking transactions at your fingertips
- An initiative towards 'Less-Cash' society
- Digital Banking, Convenient Banking

Guddi, can you share your card's PIN please?

Mama, bank account details are not to be shared with anyone!

Never share your PIN, Password, OTP or CVV with anyone.  
It may cause you a loss.

- Don't let the details of your Bank Account fall into wrong hands
- Someone can fraudulently withdraw money from your Bank Account

Mama, why are you not able to do large value transactions with your card?

Guddi, I have set transaction limit on my card!



Set limit on your card and save yourself from big losses.

- By setting limit on your card, the risk of loss is reduced
- Stay protected from unauthorized and fraudulent transactions

For more details, visit [www.rbi.org.in](http://www.rbi.org.in)  
For feedback, write to [rbihelpline@rbi.org.in](mailto:rbihelpline@rbi.org.in)

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