

PRESS RELEASE



Media Stakeholder Consultation on Human-Centred Development Reporting held in Shillong

Shillong, Jan 23: A stakeholder consultation aimed at strengthening media capacity for human-centred development reporting in Meghalaya was held at the Main Conference Hall, Secretariat, Shillong. The programme was organised under the partnership between the Department of Information and Public Relations (DIPR), Meghalaya, and UNICEF.

The consultation was chaired by Dr. Vijay Kumar Mantri, IAS, Commissioner & Secretary, Information and Public Relations (IPR), Government of Meghalaya.



During the interaction, members of the media fraternity highlighted challenges related to access to information, logistical constraints and poor connectivity, particularly while reporting from remote and rural areas. They also sought greater institutional support from DIPR when deputed outside Shillong.

Representing UNICEF, Laxminarayan Nanda emphasised the importance of human-centred development reporting that places people—especially children and vulnerable communities—at the core of storytelling to build public trust and encourage the utilisation of essential services. He urged journalists to present a balanced perspective by highlighting not only challenges but also positive outcomes, noting that such reporting can help reshape development narratives and strengthen public confidence in media institutions. He also called on media professionals to adhere to established guidelines to ensure credibility and ethical standards.

Nanda further informed that efforts would be made to build media capacity across all 12 districts of the state, through a regional training approach. The initiative will include reviewing and implementing existing media protocols issued by the Ministry, media bodies and the state DIPR, with the aim of positioning journalists as change agents and duty bearers.

Nanda underlined the need for solution-oriented reporting that not only ensures accountability but also builds hope, trust and confidence within communities, thereby encouraging greater use of public services. Addressing the rising challenge of misinformation, particularly among young people exposed to digital platforms, participants stressed the need for proactive media interventions to counter disinformation and promote media literacy.

The consultation also showcased the “Lighthouse approach”, which focuses on drawing lessons and positive stories from select districts by working closely with health systems and disseminating best practices through various media platforms. Journalists were encouraged to share their storytelling methods to enhance information flow and public engagement.

Dr. Madhulika Jonathan, UNICEF Chief Field Officer, made a presentation on UNICEF’s work in Meghalaya, outlining ongoing initiatives in the state. She also explained the rationale for engaging with the media and shared UNICEF’s plans for strengthening collaboration with journalists in Meghalaya.



The consultation concluded with a collective call for closer collaboration among the government, media and development partners to promote responsible journalism that upholds public interest, compassion and inclusive development.