

Interactive Session with Young Media professionals

Amity University, Lucknow Campus, January 31st, 2012



Dispelling myths about nuclear power plants in India and the shroud of secrecy that surrounds them, Mr. Amrithesh Srivistava, Manager, Corporate Communication, Nuclear Power Corporation of India Limited, (NPCIL), had an informal interaction with ASCO students in the VKC auditorium on the morning of January 31, 2012. Briefing them about the tenets of corporate communication and the prospects it offered, he called it an 'umbrella discipline' that included in its breadth Print Journalism, TV Journalism, Public Relations, Event Management and exhibitions.



Spelling out the advantages of Nuclear Energy working as a mass communication professional in the government sector, he gave a run-down on the way the government functioned and how there was a need to keep re-inventing oneself in order to communicate to the common masses, who happen to be the government's main target audience. He pointed out that he was inspired by the character *Budhia* and set about making an animation film '*Ek tha Budhia*'. This film went a long way in educating the common people about the safety and soundness of Indian nuclear plants following the Fukushima N-plant Tsunami disaster in Japan, he disclosed.

Following the success of this film, Mr. Srivastava made a sequel titled '*Budhia ki Sair*' which was an animated virtual tour of the Rajasthan Atomic Power Plant. This film was screened for the students and it was an educative and informative experience.



Winding up the informal discussion, Mr. Srivastava, had conducted a quiz competition among ASCO students and the best performing students would be shortlisted to go on a commissioned virtual tour of a Nuclear Power plant and the students would prepare short documentary films and feature articles on various applications of nuclear energy.

