



Diamond Jubilee Year of Department of Atomic Energy



Interaction with Young Media Professionals on
“Nuclear Energy and Media Perception”



**INDIAN INSTITUTE OF MASS COMMUNICATION (IIMC)
JAWAHARLAL NEHRU UNIVERSITY (JNU) NEW CAMPUS**

NEW DELHI

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“Nuclear Energy and Media Perception”

NPCIL has always been cordial with press and media to provide valuable inputs and facts to create constructive story line on nuclear energy, benefitting various sections of society. To strengthen the ongoing efforts and to have a long term media relations, it has been conceptualised to organise tour from leading mass communication institutes and universities to our nuclear power plants to have mesmerising experience under Media Students Adaptation Programme (M-SAP). In this regard a visit was conducted to Indian Institute of Mass Communication, JNU, New Campus, New Delhi on February 27, 2015. Shri. Amritesh Srivastava, manager (Corporate Communications) interacted with young media professionals on importance of nuclear energy and media perception regarding various aspects of nuclear power. He briefed about the country's current electricity scenario, gap between demand and supply and role of nuclear power to bridge the gap on sustainable basis.



Shri. Amritesh Srivastava, manager, (Corporate Communication) interacting with young media professionals of Indian Institute of Mass Communication, JNU, New Campus, New Delhi