



**Familiarisation Visit for Media Personnel / Journalists from
IORA Member States
(12 – 17 November 2017)**

Hosted by the External Publicity Division of the
Ministry of External Affairs of the Government of India

*“Social media is reducing social barriers. It connects people on the strength of
human values, not identities.”*

- Sh. Narendra Modi , Prime Minister of India

CONCEPT NOTE

BACKGROUND

The Indian Ocean Rim Association (IORA) in collaboration with the Ministry of External Affairs, Government of India is to host the first **“Familiarisation Visit for Media Personnel and Journalists from IORA Member States”** from 12 to 17 November 2017 (excluding travel time) in India.

The Indian Ocean is home to nearly 2.7 billion people, rich in culture and diversity with a unique establishment to enhance regional cooperation for peace, stability and sustainable development. As the third largest ocean woven together by trade routes, carrying half of the world’s container ships, one third of the world’s bulk cargo traffic and two thirds of the world’s oil shipments, the Indian Ocean remains an important lifeline for international trade, transport and communication.

The IORA works along the lines of six Priority Areas demarcated by India (as the then Chair of IORA) in 2011. These priority areas have created a common ground for regional economic cooperation in Maritime Safety and Security; Trade and Investment Facilitation; Fisheries Management; Disaster Risk Management; Academic, Science and Technology; and Tourism and Cultural Exchanges; there are also two special focus areas, namely the Blue Economy and Women’s Economic Empowerment.

The IORA is celebrating its 20th Anniversary this year. In these days of continuously evolving economic and social milieus, media coverage and social listening have become strategic techniques to reach a wider audience. Media influence and advocacy have become the vision of many organisations, and IORA is focused on exploring possibilities to develop a core media strategy with Member States to further regional and worldwide advocacy.

PROPOSAL

The forthcoming **“Familiarisation Visit for Media Personnel and Journalists from IORA Member States”** is a flagship initiative proposed by India at the IORA Council of Ministers meeting held in October 2016 at Bali, Indonesia.

As an Association promoting sustained growth and balanced development, there is a need to create a communication linkage for media personnel and journalists for the visibility of IORA. The proposed event will bring together delegates sharing media experiences from various backgrounds, creating a platform to unite media personnel and journalists within the Indian Ocean Rim and thereby increase visibility of the IORA.

Considering the importance of this objective for Media Personnel and Journalists from IORA Member States, India proposes to conduct a Familiarisation Visit for 20 Media Personnel/Journalists (which would include one delegate from each IORA Member State).

OBJECTIVES

- Provide a platform for IORA Member State media personnel to create a network for furthering the visibility of the Association;
- Encourage cooperation and dialogue between media personnel and journalists;
- Strengthen IORA linkages with media experts;
- Provide capacity building to media personnel and journalists on regional cooperation; and
- Enhance knowledge on the Indian Public Sector Undertakings, Information Technology Sector and other areas of interest among the IORA Member States.

EXPECTED OUTCOMES

- Develop a “Core Media Strategy” for the IORA.
- Establish an “IORA Media e-Group”

EVENT DETAILS

The Familiarisation Visit is scheduled to be conducted by the External Publicity Division of the Ministry of External Affairs of Government of India from 12 to 17 November 2017, excluding travel time.

Visiting journalists and media personnel will also get an opportunity to interact with various Indian media houses, think tanks, civil society, industry, and youth over various locations across India. The programme also includes visits to places of historical and cultural importance. In addition to Delhi, the programme would involve visits to Agra, Bengaluru and Mysore.
