

Date: 06-July-2022

To,

Dr Heera Lal, IAS

Additional Mission Director, National Health Mission, Uttar Pradesh &
Additional Project Director, UP State AIDS Control Society
Government of Uttar Pradesh

Subject: The Economic Times requests your gracious presence as an 'Esteemed Speaker' for a Roundtable Discussion on 'Digital Communication & Marketing for Efficient Government Services' on 25th July 2022 (Monday) from 6:45 PM - 8:00 PM in Lucknow.

Dear Sir,

Greetings from The Economic Times.

Overview:

Amid growing tech intervention to access better governance from the state, digital transformation can emerge as the future of digital communications and marketing activities for key stakeholders in key government departments. While the technology backed digital marketing solutions will ensure a timely delivery of governance to the people it will further plug the transparency gaps.

The future of better governance lies on how efficiently the technology is leveraged by departments for better public outreach. The tech transparency enabled through digital marketing will not just help bridge the trust deficit among sections of the society but will further help in improving future delivery systems on real time tech backed engagements.

ETGovernment (The Economic Times) in association with Google India is organizing a Roundtable Discussion on 'Digital Communication & Marketing for Efficient Government Services' on 25th July 2022 (Monday) from 6:45 PM - 8:00 PM in Lucknow. Participating guests in the discussion will be deliberating on the opportunities for digital communication and marketing activities for efficient government services.

It gives us immense pleasure to invite you to join us as the Esteemed Guest Speaker. We believe that your knowledge and experience will be a great asset to the discussion.

We earnestly look forward to your kind confirmation.

Key Discussion Points:

- Extent and impact of change in citizens behaviour driven by digital adoption in last 2-3 years
- Steps undertaken by Government entities to harness this evolving citizens behavior
- Make public services more efficient and effective through digital platforms
- Use digital communications and marketing for better outcomes
- Improve trust and connection between the public and the government using digital communications and marketing tools
- Raise awareness and increase community feedback and engagement

Who Will Attend:

- Key decision makers from Micro, Small and Medium Enterprises (MSME) and Khadi & Village Industries Department
- Policymakers from Agriculture Marketing & Agriculture Foreign Business Department
- Senior officers from Revenue, Forest, Environment & Climate Change Department, Rural Development, Tourism and Transport Department
- Experts from Secondary Education Department, Handicraft Development & Marketing Corporation, National Health Mission and National Informatics Centre

With Regards,

Arpit Gupta

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