

## CM DISTRIBUTES APPOINTMENT ORDERS TO SOCIAL MEDIA INFLUENCERS

Panaji : 6 February 2024

The Government has its noble intention to reach out to last person the various schemes and programmes of the Government implemented in their interest stated Chief Minister Dr. Pramod Sawant speaking at a function organized to present appointment orders to Social Media Influencers empanelled by the Government through the Department of Information & Publicity at Old GMC Building , Campal [today](#) and executed by Entertainment Society of Goa.

The Chief Minister highlighting the main intention to engage Social Media Influencers is to create maximum and effective awareness about the Government schemes, policies & programme among the people. He enlightened the influencers about the development efforts of the Government in various sectors for public welfare along with the benefits applicable under the schemes. Social Media influencer's handles can play a pivotal role in accomplishing objective of the Government, he added.

The Chief Minister informed that the contract will be initially for a period of one year and would be extended for a period of two years subject to the satisfactory performance. Government would like to tieup with social media influencers hereafter he said.

The Chief Executive Officer ESG Ms Ankita Sharma IAS said Social media is proving powerful and effective tool. Therefore owing to its importance the Government decided to engage Social Media Influencers to campaign about various schemes, policies and programmes of Government. Accordingly advertisement was floated calling the Social Media Influencers to apply for the schemes received good response wherein 46 persons applied out of which 30 were shortlisted and are empanelled by issuing them appointment orders at the hands of the Chief Minister she informed.

Vice Chairman ESG Smt Deliala Lobo proposed the vote of thanks

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