

# Media must communicate with people for SDGs

United News of Bangladesh  
 Dhaka

EXPERTS here on Tuesday urged the government and media to increase communication with the general public to achieve the sustainable development goals by ensuring good governance.

They came up with the call at a dialogue, titled 'SDG-16 and Good Governance: Government, Media and People', arranged by the Transparency International Bangladesh at its office.

Chaired by TIB trustee board chairman and former election commissioner ATM Shamsul Huda, the dialogue was addressed, among others, by TIB executive director Iftekharuzzaman, columnist and journalist Afsan Chowdhury, media analyst Mohammad Jahangir and TIB deputy executive director Sumaya Khair.

Iftekharuzzaman said



Transparency International Bangladesh organises a seminar on sustainable development goal and good governance at Midas Centre at Dhanmondi in Dhaka on Tuesday. — New Age photo

media along with the government has a strong role to achieve the sustainable development goals.

In this regard, he said, media personnel have to go ahead overcoming all kinds of obstacles - social and political pressures, threats and censorship.

In the meantime, the TIB chief said, the government as the principal SDG implementing agency must ensure suitable atmosphere so that media can work smoothly.

Shamsul Huda underscored the importance of an inclusive process involving the government, media

and people to attain good governance-related goal of SDGs set by the United Nations.

Besides, he said, if the professional bodies conduct their activities maintaining morality, it will be possible to cut risks to implementation of SDGs.

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সিস্টেম এনালিস্ট	
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