Permanent Mission of the United Republic of Tanzania
 to the United Nations

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STATEMENT BY

AMBASSADOR RAMADHAN M. MWINYI, DEPUTY
PERMANENT REPRESENTATIVE OF THE UNITED
REPUBLIC OF TANZANIA TO THE UNITED NATIONS

DURING THE

THIRTY-SIXTH SESSION OF THE COMMITTEE ON
INFORMATION

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STATEMENT BY AMBASSADOR RAMADHAN M. MWINYI, DEPUTY PERMANENT REPRESENTATIVE OF THE UNITED REPUBLIC OF TANZANIA TO THE UNITED NATIONS AT THE THIRTY-SIXTH SESSION OF THE COMMITTEE ON INFORMATION

NEW YORK, 28TH - 29TH APRIL 2014

Madam Chair,

First of all, on behalf of my delegation, I would like to join others who spoke before me in thanking you in the manner you have been conducting our deliberations. On the same note let me also commend the Under Secretary General for Communications and Public Information for his comprehensive and informative presentation on the activities, achievement, strategies as well as challenges facing the Department of Public Information.

My delegation associated itself with the statement delivered by the Plurinational State of Bolivia to the United Nations on behalf of the Group of 77 and China. However, I would like to add some few points on my national capacity.

The Tanzanian delegation highly appreciates the three reports of the Secretary General on the activities of the DIP; the reports not only cover the activities of the Department related to its thematic campaign, highlighting its strategic approach but also providing a summary of its communications campaigns on key issues, and those of the network of United Nations Centers, including their multilingual work.

The report on activities of the Department of Public Information, especially in the area of strategic communications services. My delegation, among other activities and some achievements in this area, we are witnessing an increase in the use of social media as one of an emerging tool of communication. It is also satisfying to note that this mode of communication not only is widely used within the DPI and other Departments but also is well received especially among the
young generation. In this regard, my delegation would like to acknowledge and commend DIP in this area.

**Madam Chair,**

The Tanzanian delegation is pleased to note that the Department is working to build subscriber number and profiles on its social media account not only in Arabic, French, and Russian, but also in Kiswahili and Portuguese, where the Department has accounts through the United Nations News Centers and United Nations Radio. The inclusion of Kiswahili and Portuguese is a proof in the advancement of multilingualism in the work of the United Nations.

Let me also touch on the Information Centers, there is no doubt that the United Nations Information Centers continue to play a major role in the whole question of informing and communicating the works of the United Nations. In this regard, my delegation would like to encourage DPI to continue paying attention to the relationship between the Headquarters and the Centers.

One of the areas where we would like to see an enhanced cooperation is in the dissemination of information on the progress of the Open Working Group on Sustainable Developments Goals; the inaugural session of the High-Level Political Forum and the conclusion of the Commission on Sustainable Development. We have noted that these areas are among many other thematic campaigns where DIP will continue to promote.

**Madam Chair,**

We would also want to add our voice in emphasizing the importance of continuing the use of traditional media, including both radio and print. While we recommend the use of modern communication technologies, we believe radio and media will remain for many years to come as a primary means of communication in many developing countries, particularly in rural areas.

In this regard, my delegation notes with gratification that the fully staffed radio unites Kiswahili and Portuguese respectively, have actively recruited new partners. For example, the Kiswahili radio has added more parties not only in some countries of the Great Region, but also within the United Nations. We
would like to take this opportunity to commend DIP and the Staff for this achievement.

In conclusion, my delegation would like to assure our continued support in your leadership and the works of the Department of Information.

I thank you for your kind attention.