

# TAKING TO TWITTER WITH VIGOUR

Follow the leader, they say. Several bureaucrats have taken to social media/microblogging site Twitter, probably taking a cue from Prime Minister Narendra Modi, one of the most 'followed' leaders in the world. In fact, Twitter is being seen as an effective way by these senior policymakers to highlight the working of the government to a large number of social media active users. *Business Standard* lists some frequent Twitter users among India's bureaucrats



## NARENDRA MODI

Prime Minister of India  
(personal handle)

No of followers

14.9 mn

9,264\* Tweets are quite personal in nature; mostly congratulatory or expressing condolences on an event

## NARENDRA MODI

Prime Minister of India  
(official handle)

No of followers

7.76 mn

6,648\* Mostly tweets his own public statements on various issues; also uses the handle to inform public of any new govt step



## AMITABH KANT

Secretary, DIPP

No of followers

23,800

5,622\* As DIPP is in charge of the 'Make In India' initiative, Kant tweets about related developments and investments by various companies; also tweets about the economy in general, and about sports, travel, etc



## ANIL SWARUP

Secretary, coal

No of followers

3,652

847\* Mostly tweets about issues and opportunities in the coal and power sectors, and about steps being taken by the government, like the auctions



## SHAKTIKANTA DAS

Secretary,  
economic affairs

140\* Tweets No of followers

only about the work being done in the finance ministry, and meetings being held amongst top policymakers

1,596



## ANUP PUJARI

Secretary, micro, small and medium enterprises

No of followers

438

197\* No pattern here; tweets about a lot of issues, events & interests



## HASMUKH ADHIA

Secretary,  
revenue

No of followers

957

51\* He is a Yoga practitioner, so tweets about wellness and yoga, as well as about the work being done by his department