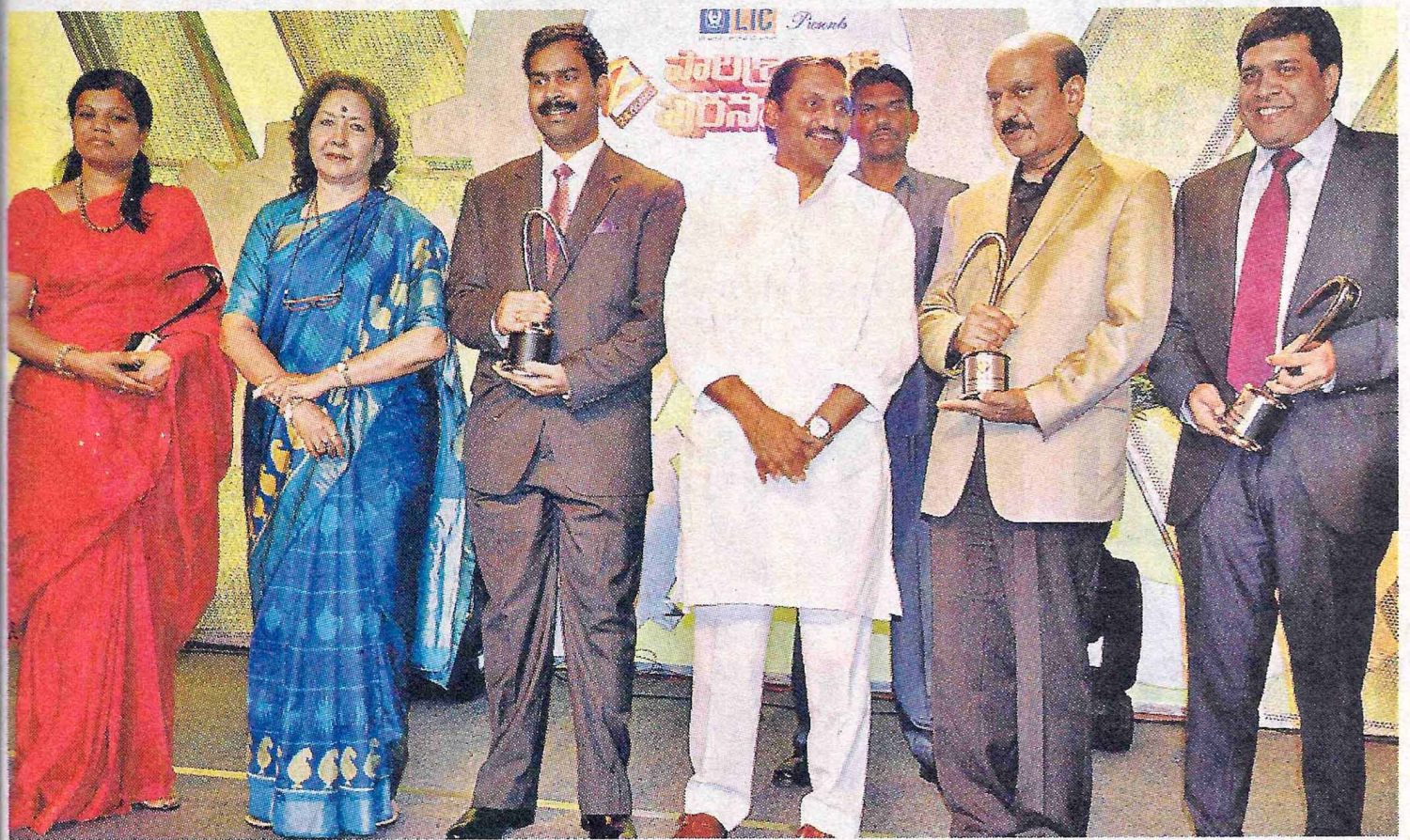


# Be positive, media told



**FOR THE ALBUM:** Winners of the Z24 hours industrial awards with Chief Minister N. Kiran Kumar Reddy and Industries Minister J. Geetha Reddy on Saturday. PHOTO: G. RAMAKRISHNA

## Special Correspondent

**HYDERABAD:** Chief Minister N. Kiran Kumar Reddy requested the media make a "positive contribution" to the society instead of merely highlighting the negative aspects for the sake of sensationalising news.

Participating in the first Z24 hours Telugu news channel's Industrial Awards function here on Friday, Mr. Reddy said that while there were several negative aspects in the society to be shown, the media has the responsibility to showcase positive features too.

"You can also point out the negative aspects to force the governments to act. But as the Fourth Estate also has a

greater responsibility. These days media is so powerful that judgements have been reversed following an outcry," he said.

## Awardees

Best Businessman of the Year 2010 went to Infotech Enterprises CMD B.V.R. Mohan Reddy, Best Businesswoman award to Suchitra Ella of Bharat Biotech, Young Businessman of the year award to Ch. Anil Kumar of Greenco, Best Small & Medium Scale Industrialist to V.C. Janardhana Rao of Veljan and Lifetime Achievement Award was given to Mullapudi Harischandra Prasad of Andhra Sugars.

The Chief Minister urged industrialists to help the gov-

ernment in improving collegiate education now that a body has been formed to suggest reforms. The State was poised for garnering investments worth thousands of crores in the next five years and in the last four months big firms had come with projects. A.P. entrepreneurs were leading in infrastructure, pharma and IT fields. "We can be global leaders in the service sector along with China," he observed. Major Industries Minister J. Geetha Reddy said A.P. had a good investment climate for attracting industries.

Zee TV CEO Barun Das and Z24 hours head R. Shailesh Reddy said the channel was planning to give such awards in different fields.