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# IIMs can help combat fake news: General Syed Ata Hasnain

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ROHTAK: Urging the students of the Indian Institute of Management (IIM), Rohtak, to help rebuild new India, former General Officer Commanding (GOC) of Army's Srinagar-based 15 Corps Lieutenant General Syed Ata Hasnain (retired) said if a lie told 1,000 times, it became the truth and there were no proper means to combat fake news.

Addressing IIM Rohtak students on its 9th foundation day function held on Thursday, Lt Gen Hasnain said, "The biggest contribution that IIMs can make towards the Army is in communication strategy that can make our communication stronger than inter-services public relations."

On being asked about the Kashmir conflict during a question-answer session, he said, "Conflict is never steady. It changes with time. We need to identify the stage in which the current conflict is and act accordingly. To manage the problem of the last mile, it is always prudent to go back to the people. However, before that, you need to overcome your ego."

Addressing the gathering, IIM Rohtak director Professor Dheeraj Sharma said, "We are members of the institute of national importance. There should be a larger goal to be achieved over and above material goal. Absence of long-term goal would create an ambiguity when the short-term goal is fulfilled."