
Salutations Indian Armed Forces

National PR Day Message-2017

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Public Relations Society of India

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Dear Friends,

Greetings for a wonderful National Public Relations Day !

Every year Public Relations and communication professionals across the country celebrate April 21st as National PR Day, under the umbrella of Public Relations Society of India . The Public Relations Society of India (PRSI) was established in 1958 to formulate and interpret the objectives and potentialities of Public Relations as a profession and also to undertake professional development programmes. A decade later, the PR professionals from all over the country met for the first time in New Delhi at the 1st All India Public Relations Conference on April 21, 1968. Code of Ethics for PR profession was also adopted at this Conference, making it a landmark event which is regarded as the beginning of professional public relations in India . Thereafter, April 21 was declared as National PR Day in 1986 and since then we re-dedicate ourselves to the cause of Public Relations and to scale-up professionalism in all our endeavors.

National P R Day-2017 will be celebrated in a big way by all the chapters on the theme "Salutations Indian Armed Forces". This is an opportunity to express Nation's gratitude to the Forces for their sacrifices and dedication for Mother India and guarding India from external as well as internal enemies. We, the countrymen should raise voice to condemn the terrorist and enemy activities and express appreciation for the great services of Indian Armed Forces. We shall invite the Armed Force Officials suggested by Army Hqs. - Also invite top officials , preferably in an academic Institute/ school with lots of students , organise various competitions for students on the Theme of " Salutation Indian Armed Forces " / " Thank you Armed Forces for securing the nation ' / ' Contribution of Indian Forces in National security and Integration. Skits, Paintings, Quiz, slogans and Patriotic Songs will also be organised . A talk by one of the officers of the forces on ' Come and join Indian Armed Forces' will be organized at all locations to motivate quality students to join Indian Armed Forces.

"Either I will come back after hoisting the tricolor, or I will come back wrapped in it, but I will be back for sure." – Capt. Vikram Batra, PVC

These were the sentiments of the brave Army officer which represent the general philosophy of our armed forces redefining patriotism every day. Their acts of bravery can be understood by there feeling: "It's my nature to be kind, gentle and humane, But Remember, when it comes to matters of protecting my Country and my people, Fear me! For

I'm also the most deadliest one, who is powerful and relentless”

Among the top five largest force in the world, Indian Army is not only about might but also about bringing pride to the nation.

Under the brave and dynamic leadership of Prime Minister Shri Narendra Modi, Indian army did surgical attacks on Pakistan occupied Kashmir targeting terror launch pads has sent festive moves across the nation and people are proud of the army. While defending the honour of our country from enemies, our forces have constantly been helping the government in settling internal disturbance, and helping civilians within the country during natural disasters ; even those who are pelting stones targeting Indian Armed Forces were saved during the disastrous floods by the same brave Indians.

Let the country get united and support Indian Armed Forces in one voice having zero tolerance for those who are not for the unity and integrity of Mother India. We did not have the honour to fight for the freedom of the country, but surely we have the opportunity to rededicate ourselves for the unity, integrity and progress of the country.

We the communicators of the country shall always be with our brothers and sisters who are giving us the safety and security taking all the challenges head on !

Dr Ajit Pathak