



National Public Relations Day Message

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Indian Democracy : Mantra for Effective Elections

Public Awareness Drive of the Public Relations Society of India

Public Relations Society of India

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Dear Friends,

Greetings for a meaningful National Public Relations Day !

Public Relations and communication professionals across the country celebrate April 21st every year 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 promote and strengthen Public Relations as a profession by taking-up 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, which infect was the beginning of professional public relations in India . In 1986, April 21 was declared as the National PR Day and we re-dedicate ourselves to the cause of Public Relations and to scale-up professionalism in all our endeavours.

Over the years the day is being celebrated on various themes of national concern. National P R Day-2017 was celebrated in a big way by all the chapters on the theme " Salutations Indian Armed Forces" ; all our chapters across the country organised various seminars, workshops and road-shows to express our gratitude and appreciation to the personnel of Indian Armed Forces.

India is the largest democracy of the world with vivid geography, languages , cultures, traditions and value systems. Electing right people is the first step in democracy . At the same time it is also true that all kind of vested interests play their role adversely affecting the quality of the people in governance. We therefore propose to workout an effective communication campaign to educate , enlighten, motivate and involve the voters, particularly youth to join the process of electing right representatives. Accordingly, Theme of the National PR Day this year is “ Indian Democracy : Mantra for effective elections “ and commit ourselves to **“ Elect the best ! “**

Our agenda for the Public Awareness drive :

1. Your vote is the first step to establish and preserve democracy ; Cast your vote .
2. Your vote not only elects for you and your family a committed government but also builds the future of the emerging India.
3. To have ideal leaders who would lead you in right direction, elect clean , honest ,transparent and socially committed candidates.
4. Let all the political parties, irrespective of their political ideologies should have national consensus on the issues of national security , safety , development and administration.
5. Electronic Voting Machines have brought in revolutionary improvements and credibility in the last three Lok Sabha and Vidhan Sabha elections.
6. Elections being conducted through EVM / VVPAT are based on proven technology developed by the eminent public sector companies; we have all the reasons to trust the system.
7. Voting through EVM / VVPAT system is simple and clear and can effectively check illegal voting [booth capturing].
8. The whole world is looking at the election process in India with trust and hope ; India is moving forward in the field of technology and IT then why should we allow vested interests to block this stream of development !

Transparency and trust in governance has assumed increasing significance. Those with higher integrity and honesty can help forming a government that can really address the issues of social good. The pillars of good governance are transparency, empowerment and accountability, corporate citizenship and social responsibility. Public Relations is as an exercise of effective communication between the government or the organisation and the society to build bridges of trust and transparency.

Public Relations Society of India has always been responsible and committed to the cause of India and its people. Across the country , our chapters will organise various mass-awareness programmes to highlight various issues of the agenda we have adopted for the National Public Relations Day 2018. Involve masses , particularly the youth and the media in your roadshows , seminars , rallies, skits and competitions to build a positive environment in the country to motivate Indian citizens to vote and elect right candidates , support the use of EVMs / VVPATs. Kindly reach out to public with the clear message on following hi-points :

1. India is the largest Participatory Democracy of the world, with about 875 million registered voters. The Election Commission of India has successfully conducted regular elections to the Parliament and various State Legislative Assemblies and offices of the President and Vice President for the past 67 years in a free, fair, participative, informed and credible manner.
2. The Commission has been at the forefront of embracing, adopting and implementing the latest technological advancements in improving and fine-tuning the election processes and systems. The Commission has taken the pioneering initiative of introducing Electronic Voting Machine (EVM) for recording, storing and counting of votes across the length and breadth of the Country in a transparent, credible and secure manner, backed by appropriate legal support.
3. The Commission has successfully used EVMs in conducting more than hundred General Elections to the State Legislative Assemblies and 3 Lok Sabha Elections over the last 23 years, but the system is questioned for vested political interests.
4. Wide range of technical security, administrative protocols and procedural safeguards mandated by the Commission robustly ensure the integrity, non-tamperability and credibility of the EVMs and the Commission has now decided to conduct all elections with EVM along with 100% coverage of VVPATs in all ongoing and future elections to the Parliament and State Assemblies.

Let us join hands together and take the Indian democracy a benchmark for the individual independence , freedom and highest standards of governance.

Wish you a meaningful National Public Relations Day 2018.

Dr Ajit Pathak