

33rd

NATIONAL PUBLIC RELATIONS DAY

Indian Democracy : Mantra for effective elections

21ST APRIL, 2018



Public Relations Society of India





Public Relations Society of India

PUBLIC RELATIONS IS A SUSTAINED, PLANNED AND DELIBERATE COMMUNICATION, BASED ON TRUTH, TO PROJECT RIGHT IMAGE OF THE ORGANISATION.

Image plays pivotal role in building perception and trust as it works on two way communication between an organisation and its publics. As the largest democracy of the world and the most vibrant economy today, whole world is looking at India . The political leadership , IT knowledge , consumer power , youth population strength and technical expertise attract every investor in the world towards India. Interpreting India to the world or an organisation to its publics and building bridges of trust , Public Relations and Communication professionals of India work with dedication and commitment .

All these professionals work under the umbrella of the Public Relations Society of India . Its membership is largely drawn from private and public sectors, the government sector, public utilities, NGOs, PR consultants, advertising and media professionals and mass communication academia.

Set up in 1958, PRSI uses communication tools in order to build public opinion on various issues of national and social importance. PRSI has to its credit campaigns like Media Transparency drive, Unity India drive, Anti-terrorism movement , Ethics in political communications, Right to Information, Sab ka Saath: Sab ka Vikaas , Make in India , Swatchh Bharat Mission , Cancer Awareness etc. PRSI has served the Public Relations fraternity of the country through its network of 25 chapters across the country for last sixty years. PRSI is founder member of the Global Alliance of Public Relations and Communication Management and International Public Relations Association.

Every year PRSI organises **All India Public Relations Conference** to deliberate on the topical national, social and communication issues which have been inaugurated by Hon'ble Vice President of India, Prime Minister of India and State Chief Ministers. Sar 39 editions of the Conference have been organised and 40th Conference is scheduled in Dehradun in December, 2018.

PRSI National Awards for excellence are organised every year to promote excellence in Public Relations and Communication ; every professional in India dreams to get this honour.

PRSI National Quiz provides a platform for encouraging quizzing talent in PR, media, communication, advertising and marketing for the professionals of corporate sector.

A unique platform of **All India Mass Communication Students' Congress** has also be initiated by PRSI for the students of mass communication to encourage their skills of presentation and professional research.

PRSI successfully hosted the First International Public Relations Festival in dDelhi in 2005 where 13 national PR associations participated. Second Festival was organised at La Plantation Resort, Mauritius during August, 2008. President of Mauritius The Rt. Hon. Sir Anerood Jugnauth was the Chief Guest of the event . International PR event was also organised in Bangkok.

The vision and mission of India should reach all the citizans who could implement the ambitious programmes and take its implementation to the next level. Public Relations & Communication professionals have to play their role in creating waves of awareness and positivities to translate ambitions to realities.

Public Relations Society of India believes in excellence which is for them a sustained march, not the destination. And, the march continues !



Public Relations Society of India

Message From National President



Dear Friends,

Greetings Public Relations Society of India !

Thanks for very positively responding to my call for a meaningful National Public Relations Day . You all joined hands together and with your committed efforts showcased this year's theme of National PR 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 indeed 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 was chosen as " Indian Democracy : Mantra for effective elections " to commit ourselves to " Elect the best ! "

Highlights of 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 eld 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. We all meaningful reached 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 of ces 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 ne-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.

Chief Election Commissioner of India Shri O P Rawat has appreciated our efforts and has called for sustained association of PRSI with the public awareness drive. Let us continue our march together and take the Indian democracy to a new benchmark for the individual independence, freedom and highest standards of governance.

Dr Ajit Pathak

प्रजातंत्र के मन्दिर में

—डॉ. अजीत पाठक

प्रजातंत्र के मन्दिर में
मैं श्रद्धा से करूँ प्रणाम।
विकास तो एक है सतत यात्रा
ना कहीं उसमें विश्राम।।

जनता पर शासन जनता करे
खुशहाल हो हर इन्सान।
लोकतंत्र का मंत्र यही है
हर चेहरे पर मुस्कान।।

विकास की गंगा, बहे घर—घर में
कुछ ऐसा कर दें मेरे राम।
प्रजातंत्र के मन्दिर में
मैं श्रद्धा से करूँ प्रणाम।।

लोकतंत्र भारत का अपने
हम सब का अभिमान।
चुनाव तो इसका महायज्ञ है
दे आहूति हर इंसान।।

सेवा को तत्पर हो शासन
पूरे हों सबके काम।
प्रजातंत्र के मन्दिर में
मैं श्रद्धा से करूँ प्रणाम।।

डाल सकें जो वोट आप भी
ये है महत्त्वपूर्ण अधिकार।
वोट नहीं वो डालकर,
ना करो कर्तव्य—प्रतिकार।।

एक दिन आलस्य आपका
भोगो 5 बरस परिणाम।
संसद में अपराधी होंगे
होगा ये अंजाम।।

प्रजातंत्र के मन्दिर में
मैं श्रद्धा से करूँ प्रणाम।।

ऐसे नेताओं से सतर्क रहे
जो अपराधी बदनाम।
कभी जाति के नाम ढग रहे
ले कभी धर्म का नाम।।
समर्पण से लोगों को जीतो
ना करो राजनीति बदनाम।।
प्रजातंत्र के मन्दिर में
मैं श्रद्धा से करूँ प्रणाम

जीत जाये जो चुनाव ये
लगे EVM भगवान।
हार जाएँ दुर्भाग्य से तो
लें टेक्नोलाजी का नाम।।

बूथ कैचरिंग बंद जो हो गई
कैसे वोट दिलाएँ गुमनाम।
प्रजातंत्र के मन्दिर में
मैं श्रद्धा से करूँ प्रणाम।।



Message from Vice President (North)



Congratulations to All the chapters of Public Relations Society of India, who participated and organised P R Day celebrations this year.

The day was eventful and created a positive image among masses about the society. Our theme became significant since it was an awareness for giving knowledge about using the constitutional right to elect our representative by utilising franchise wisely.

This will give encouragement to those chapters who missed the opportunity to join the event next year. Celebrations were with all aplomb and dignified one. Kudos to all the members.

With best wishes.

Narendra Mehta

Message from Vice President (East)



National P.R. Day which falls on 21st April every year, has been celebrated all over India by all the chapters of PRSI. The occasion was celebrated by all the chapters of PRSI. The occasion was celebrated by Kolkata. Guwahati and Ranchi. Chapters of Eastern India with solemnity and seriousness. The occasion deserve Guwahati Chapter took the opportunity of launching its house journal on the occasion.

The PR day is celebrated to remind all of us that we should work towards solidarity among those who are in the profession. We must avoid professional rivalry as there is enough room for everyone to promote individual professional interest. There is no need for indulging in unhealthy competition among individual professionals. Such competition often leads to unfair practices that ultimately tarnishes the image of true professionals and paves the way for fake unqualified so called PR personnel to promote their self interests at the cost of the images of genuine PR professionals.

On this occasion let us also remind ourselves and resolve that we must follow in letter and spirit PR ethics which is the moral backbone of the profession.

With best wishes to everyone

M.S. Mazumdar

Message from Vice President (West)



Public relations is not only a word but world is in this two words. Public relations work is not only a profession but a committed passionate dedicated value based contribution for nurturing image building of the individual and organisation by becoming an effective anchor.

When it comes to celebrate PR day ..The only wishes i would like to express to one and all PR professional is the world is looking for for your positive relationship , passionate relationship and powerful relationship thru our public relations practise..The future belongs to PR professional and try to contribute it with value based work ethics.

PRSI is one and only one such platform to hold hands and make each one of us a family of PR field and let's enjoy and embrace PRSI family and take it to the newer heights in future.

Best wishes.

Unmesh Dixit

Message from Vice President (South)



Public Relations Society of India celebrates the National PR Day every year with a committed theme ; theme this year was " Indian Democracy : Mantra for effective elections " to motivate the voters to " Elect the best ! " The theme attains importance keeping in mind 2019 general elections. PRSI supported the efforts of

the Election Commission of India to make public at large aware of the need for fair elections and strengthening the quality of governance by improving the quality of the elected leaders.Our chapters across the country organised various programmes to involve voters in its march to enlighten voters .

My Compliments to all the chapters that have exhibited great commitment in organising National Public Relations Day and effectively reaching out the prospective voter of India. I strongly feel that with the power of communication we can build a ' Greater India '.

U S Sharma



Message from Secretary General



U.S. president Abraham Lincoln defined democracy as the Government of the people, by the people, for the people. In this form of government, constitution guarantees basic personal and political rights, fair and free elections, and independent courts of law to the citizens. India is the largest democracy of the world and the country is run by the leaders elected by the Indian citizens. It is therefore important to maintain the process and the machinery of the elections, efficient and transparent. With a mission to create awareness about voting with commitment and electing the best people keeping in mind their commitment, dedication, honesty and capabilities Public Relations Society of India have celebrated the National PR Day this year on the theme " Indian Democracy : Mantra for effective elections " to motivate the voters to " Elect the best ! "

The Election Commission of India has always been committed to fair elections adopting and implementing the latest technological advancements to improve the election processes and systems. PRSI's ensured to strengthen their efforts in a big way.

Its praise worthy that maintaining highest standards of professional commitment, our chapters across the country have organised activities to involve voters particularly the young voters who will be exercising their voting rights for the first time in the general elections of 2019.

My heartiest Congratulations to all the chapters for putting up a great show on the occasion of National Public Relations Day and successfully taking the theme forward.

Nivedita Banerjee

Message From Secretary Treasurer



We have been celebrating National Public Relations Day every year on 21st April to mark the first All India Public Relations Conference and the adoption of Public Relations Ethics. Public Relations Society of India has celebrated the National PR Day this year on the theme " Indian Democracy : Mantra for effective elections " to motivate the voters to " Elect the best ! "

Our mission has been to encourage our voters to participate enthusiastically in the democratic process and select right candidates. Young voters who have just turned 18 and got the right to vote for the first time should realise that every vote is important in the formation of a popular government. As such Indian democracy and the election process adopted is known through the world for its maturity and stability.

Use of EVMs has also infused a new transparency in the Election process and our chapters very effectively reached out to public with this message. Chapters planned various activities to take this message of strengthening the democracy to youth particularly. I compliment all of chapters for their commitment.

Let us continue our efforts for public awareness till general elections of 2019.

Dilip Chauhan

लोकतंत्र की आत्मा पर लगती तब चोट।
पढ़े लिखे होकर भी तुम देते नहीं जब वोट।।

चुनाव का दिन...
घुट्टी का मज़ा !!



अजीत पाठक



Public Relations Society of India





AHMEDABAD CHAPTER

Keeping in mind the National PR DAY theme under the aegis of Dr. Ajit Pathak and the PRSI National Council, PRSI Ahmedabad Chapter set forward to conduct a one day social public awareness campaign on Indian Democracy – Mantra for Effective elections for year 2019.

Ahmedabad Chapter organized Public Awareness Campaigns and raised strong thoughts on strengthening the concept of Democracy and in support of exercising voting rights by following the EVM technology to mark the theme of National PR Day “Indian Democracy – Mantra for effective elections.”

Interesting activities were organized to make people awareness about elections of 2019 and importance of meaningful elections. Mr. Unmesh Dixit, National Vice President [West] PRSI flagged-off the campaign.

Mr. R.K. Singh, Chairman [Ahmedabad Chapter] thanked Major General Subhash Sharan - ADG, NCC and Col P.S Rathore, Hon'ble Trustees, Principal and teachers of Kameshwar Vidyalaya and students who joined the campaign to spread the knowledge and awareness about democracy and elections. “I am thankful to Shri Ramesh Trivedi and his theatre group for presenting a wonderful theatre play for public awareness” said Shri Singh

PRSI – Ahmedabad Chapter actively organised activities to share some strong messages with the society. Voting is our fundamental right and we would vote for making our nation better and stronger; technology has become an integral part of our lives and hence we support the concept of EVM and VVPAT technologies, shared Mr. Subhojit Sen, Secretary, Ahmedabad Chapter.

Walk for Democracy with NCC cadets Law Garden & Kameshwar Education Campus, Ahmedabad

30 NCC Cadets and 15 NIMCJ Students participated along with the officials of NCC, at Law Garden Walker's Club. With posters and banners in hands and slogans of 'Vande Mataram' and 'Bharat Mata ki Jai' cadets started echoing in the nature. Cadets, Students and officials joined the voices to mark the auspicious beginning.

Slogans of Democracy were specially coined by Mr. Shashikant Bhagat and Mr. Subhojit Sen in various languages.

Mr R K Singh, Chairman and Mr. Subhojit Sen, Secretary, PRSI Ahmedabad Chapter, welcomed the participants and informed all the Cadets and Students about the importance of PRSI, significance of National PR Day and the theme of Year 2018 .

Mr. Unmesh Dixit, National Vice President (West), PRSI addressing the audience about PRSI and it's Commendable activities/ also chalked out plans to celebrate National PR Day and pumped up the audience with strong messages of democracy and human rights.

“Budhiyo says Yes to Voting” presented by HD Entertainment

A Street Play act presented the theme !

“Budhiyo says Yes to Voting” street play was enacted to showcase the theme where artists – Akshay Patel, Charmi Bhatt, Amit Patel, Yash Joshi presented the message. Mr. Ramesh Shah, Director of HD Entertainment thanked the audience and PRSI – Ahmedabad Chapter for the opportunity to work towards Nation Building and such an important theme. Mr. Shashikant Bhagat – Knowledge Partner – PRSI Ahmedabad Chapter and a Professor of NIMCJ, touched upon the importance of National PR Day and the theme for 33rd National PR Day Celebrations and interviewed the Artists of HD entertainment on their Street Play preparations and their emotions while the rehearsed themselves to spread the message to the society.

At the end of the Theatre Performance, All the artists and guests Pledged to strengthen the democracy. In this Oath of Democracy each participant were asked to pledge for a better tomorrow, for a progressive nation and that we would exercise out voting rights and contribute to the cause.

Kameshwar Educational Campus

80 Students and 15 Teachers along with Trustees and Principal of Kameshwar School and Media representatives participated in the road show on the Theme of 33rd National PR Day Celebrations.



Indian Democracy : Mantra for effective elections







The Students were educated through our Street Play performance



Presence of Trustees and Media friends motivated the artists and the Students as well for the great mission



Theatre Play ends with an Oath Ceremony





AMRAVATI CHAPTER

National PR Day was celebrated with great enthusiasm jointly by the AMARAVATI CHAPTER of PRSI and the Dept of Journalism & Mass Communication of Acharya Nagajuna University, Guntur on the theme of " Indian Democracy- Emerging Trends in Digital Communication" on 21st April 2018.

In his Key-note address Siri K.Parthasarathy, Director, Madhyam Communications underlined the key role being played by Digital Communications for the extension and safeguarding the Democracy. He add that earlier Print and Electronic media was being used widely and now the digital media ,social media are being utilized by the political parties and political organizations widely. Countries like Egypt have greatly developed democracy through Digital communication revolution. Social Media sites such as Facebook, Twitter, LinkedIn and Block Spot are playing key role in the improve ment of democratic process. Digital communications are showing influence on the elections of developing and developed countries now. Degital Communication Media importance can be seen in the recent American Presidential Elections where Trump won as President. However, the question is how far the individual information is safe in these Social media sites needs to be seen.

Shri John Paul, Registrar, Acharya Nagarjuna University who was the Chief Guest stated that

useful information can be reached through Internet and other social media sites in a shortest time to a wider public. Govt schemes, developmental plans and other welfare measures taken up by the Govt , political information can be spread widely and speedily. He added that students should have through awareness of Social Media and Public Relations.

Speaking on the occasion , Sri VSR Naidu, Chairman, PRSI Amaravati Chapter said that in a country like India, public relations professionals who are conversant with the electronic communication process may prove more effective than their counterparts in older democracies. It is hard to imagine a blogger who would wish to promote the cause of corruption and bad government. During the last General elections in India, the Govt. was successful in implementing the electric media and spreading their aspirations by communicating them to the common man. The success of these strategies connected with the sense, during those years, that digital technologies strengthened democracies at home and advanced democracy and internet freedom abroad and at home.

Dr. G. Anitha, Vice Chairperson , Shri P. Kiran Kumar, Jt. Director, I & PR, Shri PN Bhanu Prakash, Dr. Madhu Babu and students of the University actively participated in the National PR Day Celebration.

పివనయో,
ఏప్రిల్ 21, ప్రజాసాహిత్యంలో

కేవలం డిజిటల్ మీడియా మాత్రమే మధ్య కమ్యూనికేషన్ డైరెక్టర్ కె.పార్థసారథి అన్నారు. వర్చువల్ అండ్ మ్యాగ్ కమ్యూనికేషన్ ప్రజాసంబంధం సంస్థ అనుబంధి రాష్ట్ర సంఘకర్తగా కనిపించి వర్చువల్ కైబెన్ అడిలోరియంలో 21వ తారీయ ప్రజాసంబంధాల దినోత్సవం ముగిసిన గిర్వహించారు. ప్రజాసంబంధాల పాఠశాల పాఠశాల కేంద్రాన్ని సందర్శించారు. ప్రజాసాహిత్య సంఘ దిర్వరణకు, ప్రజలకు, సంస్థలకు వారధిగా ప్రజా సంబంధాలు కేలక భూమిక పోషిస్తాయన్నారు. గతంలో ప్రంట్ ఎలక్ట్రానిక్ మీడియాకు ఎంత ప్రాచుర్యం ఉండేదన్నాడు. డిజిటల్ మీడియాకు రాజకీయ పార్టీలు, వ్యవస్థలు సోషల్ మీడియాను దిర్వతంగా వినియోగిస్తాయని తెలిపారు. సోషల్ మీడియా దిర్వవంకే ఈజిప్ట్ రికార్డ్ ప్రజాసాహిత్యం ఏర్పాటు అనిపించారు. సోషల్ మీడియా సైర్వ్ వెనెయ్. డిర్వర్. లింకే డిన్, బ్లాగ్ సాఫ్ట్ వండి సంస్థలు ప్రజాసాహిత్యంలో ప్రముఖ పాత్ర పోషిస్తాయని తెలిపారు. అదిర్వర్వ రెండవ, రెండవన్న రికార్డ్ మిర్వరణ, వాటి వరితాలపై సోషల్ మీడియా ప్రజాసం బంధులను దిర్వారు. అమెరికా ఎగ్జిక్యూటివ్ ఫ్రంట్ విజయం వెనకే డిజిటల్ మీడియా వర్వ సానుభూతి, ప్రతిభల వరితాలు ఉన్నాయని తెలిపారు. సోషల్ మీడియాలో ప్రజలకు సంబంధించిన వివరాలు ఎంతవరకు వర్వగా ఉన్నాయనేది ప్రశ్నార్థమన్నారు.

రిజిస్టర్ అధ్యక్ష కె.ఆనంపాల్ మాట్లాడుతూ అందిర్వడి, సోషల్ మీడియా వార్తా ప్రయోజనపర్విన సమాచారం, తర్వప్వ సమయంలో వేగవంతంగా ప్రజలకు వెలికోందన్నారు. ప్రజలకు కార్వక్రమాలు, అదిర్వర్వ వరితాలు, రాజకీయ వరిస్విన అంశాలు వర్వ అవగాహన వరి స్వన్నాయన్నారు. వరికోందనం, దిర్వార్వలు, సోషల్ మీడియా ప్రజాసంబంధాలపై వర్వ అవగాహన వరిగి ఉండాలన్నారు. అనుబంధి రాష్ట్ర డైర్వర్వ మీడియల్ నాయుడు, డైర్వ్ డైర్వర్వ వార్వర్వ తలవరిత, సమాచార, సాంబంధాల కాల శాంబండ్ డైర్వర్వ మీడియల్ నాన్. డిన్ వారు ప్రకాష్, దాక్టర్ మధుబాబు, దిర్వార్వలు పాల్గొన్నారు.

డెజిటల్ మీడియా

- ప్రజలకు, సంస్థలకు వారధిగా ప్రజాసంబంధాలు
- మధ్యం కమ్యూనికేషన్ డైరెక్టర్ పార్వసారథి
- వర్వవీలో మునంగా పీఆర్ దిన్కోత్వవం



పార్వసారథి ఎక్జిక్యూటివ్, అధ్యక్ష కె.ఆనంపాల్, అనిత, రింగ్ ముఖర్ తలవరితలు



BHOPAL CHAPTER

राष्ट्रीय जन संपर्क दिवस पर पब्लिक रिलेशन्स सोसाइटी भोपाल द्वारा होटल पलाश में जनसंपर्क दिवस का आयोजन किया गया। इस आयोजन में सोसाइटी के समस्त सदस्यों के अलावा शहर के गणमान्य नागरिकों ने भी भागीदारी की। इस आयोजन में मुख्य अतिथि प्रख्यात हिन्दी कमेंटटर पद्मश्री सुशील दोषी एवं कुशाभाउ ठाकरे पत्रकारिता विश्वविद्यालय के कुलपति प्रो.(डा.) मान सिंह परमार एवं विशेष अतिथि माखन लाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय के कुलपति श्री जगदीश उपासने एवं वरिष्ठ पत्रकार शामिल रहे। इस गरिमापूर्ण आयोजन के व्याख्यान में वरिष्ठ पत्रकार गिरिजा शंकर ने देश में चुनाव प्रक्रिया के संबंध में बात करते हुए कहा कि इलेक्शन रिफॉर्म को बहुत जरूरी बताया, उन्होंने कहा कि मतदाता को जागरूक होना चाहिए लेकिन इससे पहले राजनीतिक दलों को भी जागरूक किया जाना बहुत जरूरी है। और जनता को जनमत के द्वारा इसके लिए दबाव बनाना चाहिए। माखन लाल विश्वविद्यालय के कुलपति श्री जगदीश उपासने ने कहा कि पत्रकारिता एवं जनसंपर्क में पहले अंतर संवाद होना चाहिए। उन्होंने दो समान विचारधाराओं में अंतर संवाद पर जोर दिया। जनसंपर्क की महत्ता समाज के सामने आनी चाहिए। चुनाव सुधार की प्रक्रिया में भी बदलाव पर भी उन्होंने जोर दिया। उन्होंने कहा कि आजकल आपराधिक प्रवृत्ति के लोग राजनीति में आ गए हैं। मतदाता जागरूकता पर उन्होंने कहा कि मतदाताओं को सिर्फ वोट देते वक्त ही नहीं बल्कि पूरे 5 साल तक जागरूक होना चाहिए।

कुशाभाउ ठाकरे पत्रकारिता विश्वविद्यालय रायपुर के कुलपति प्रो. मान सिंह परमार ने कहा कि, जनसंपर्क अधिकारी की महत्ता को बताते हुए उन्होंने कहा कि उन्हें हमेशा सत्या के साथ होना चाहिए। उन्होंने कहा की जनसंपर्क का क्षेत्र विस्तारित होकर अब कारपारेट कम्यूनिकेशन होता जा रहा है। उन्होंने पत्रकार को भाषा के अधिकार पर जोर देने की बात कही। उन्होंने सैद्धांतिक ज्ञान एवं व्यावहारिक ज्ञान को बहुत जरूरी बताया। उन्होंने कहा आज अच्छे कम्यूनिकेटर की बहुत जरूरत है। एक पत्रकार को जिज्ञासु होना चाहिए उसको कम्प्यूटर चलाने के साथ ही कलम चलाना भी आना चाहिए। उन्होंने छात्रों को राजनीतिक कम्यूनिकेशन में भी जानी की सलाह दी। स्पीच कम्यूनिकेशन की आवश्यकता पर जोर दिया। मतदाता जागरूकता पर उन्होंने कहा कि सोच समझ कर युवा पीढ़ी मतदान करें और सही व्यक्ति को चुने। उन्हें टी.एन.शेषन पूर्व मुख्य चुनाव आयुक्त के भी कई उदाहरण दिए।

समारोह में आए प्रसिद्ध क्रिकेट कमेंटरेटर पद्म श्री सुशील दोषी ने आज की हिन्दी क्रिकेट कमेंटटरी में जो हिन्दी प्रयोग की जा रही है उस नाराजगी जताई। उन्होंने कहा कि आजकल भाषा की किसी को परवाह नहीं रह गई है।

इसका सबको विरोध करना चाहिए अगर हिन्दी भाषी हैं तो शुद्ध और अच्छी हिन्दी का प्रयोग कमेंट्री में होना चाहिए। उन्होंने कहा कि समाज में बुरे लोग संगठित हो रहे हैं लेकिन अच्छे लोग नहीं। अच्छे लोगों को भी संगठित होना चाहिए जिससे समाज और देश का भला हो सके।

समारोह में लोक संपर्क सम्मान समारोह का आयोजन किया गया। लोक संपर्क सम्मान से सम्मानित होने वाले विद्वतजनों में, शासकीय क्षेत्र में जनसंपर्क के लिए श्री मंगला प्रसाद मिश्रा, अपर संचालक, जनसंपर्क संचालनालय एवं एकजूक्यूटिव डायरेक्टर, मध्य प्रदेश माध्यम को प्रदान किया गया। श्री मिश्रा विगत 36 वर्षों से जनसंपर्क संचालनालय में सेवाएं प्रदान करते हुए जनसंपर्क की चुनौतियों का सफलतापूर्वक निर्वहन किया। साथ ही साथ मध्यप्रदेशवासियों को शासन की नीतियों एवं कार्यक्रमों का सम्प्रेषण प्रभावी तरीके से किया है। श्री मंगला प्रसाद मिश्रा का मध्यप्रदेश जनसंपर्क विभाग की वर्तमान पीढ़ी के अधिकाारियों में एक खास मुकाम दिया है। इस सम्मान से सम्मानित होने वाले दूसरे व्यक्ति हैं प्रो. (डॉ.) मानसिंह परमार, कुलपति, कुशाभाउ ठाकरे पत्रकारिता एवं जनसंचार विश्वविद्यालय, रायपुर(छ.ग.), प्रोफेसर परमार ने मीडिया शिक्षा जगत में अपनी बौद्धिकता, पैनी दृष्टि, प्रभावी संप्रेषण क्षमता, दूरदर्शिता एवं कार्य कुशलता के जरिये एक पृथक पहचान बनाई है। आपको मीडिया अध्यापन का 30 वर्षों का अनुभव है। लोससंपर्क सम्मान से कैप्टन पीपुल्स ग्रुप की डायरेक्टर रुचि विजयवर्गीय को भी सम्मानित किया गया। कैप्टन विजयवर्गीय मीडिया क्षेत्र में अपनी अलग पहचान रखती हैं। सुश्री रुचि मध्यप्रदेश की पहली ऐसी महिला हैं, जो मध्यप्रदेश के शीर्ष समाचार पत्रों में से एक पीपुल्स समाचार पत्र के संपादक और प्रबंध निदेशक दायित्वों का निर्वहन बखूबी कर रही है। आप समाज, पर्यावरण और वन्य प्राणियों के प्रति काफी संवेदनशील है। आपने भोपाल स्थित वन विहार में मादा टाइगर को भी गोद लिया है। सुश्री रुचि सेलिंग, स्काई डायविंग और अन्य एडवेंचर्स खेलों में बढ़-चढ़ कर हिस्सा लेती हैं। श्री अखिल कुमार नामदेव, उप निदेशक, पत्र सूचना कार्यालय, भारत सरकार, भोपाल का भी सम्मान किया गया। आपने क्षेत्रीय प्रचार अधिकारी के रूप में 16 वर्षों तक ग्रामीण जनता को कल्याणकारी योजनाओं की सहज एवं सरल भाषा में जानकारी देकर उन्हें योजनाओं का लाभ लेने के लिए प्रेरित किया है। इनके साथ ही श्री समीर वर्मा, समाचार संपादक, आकाशवाणी केन्द्र, भोपाल को भी लोक संपर्क सम्मान दिया गया। श्री वर्मा महात्मा गांधी के संपूर्ण वाङ्मय के डिजिटलीकरण की टीम में रहे। इसके अलावा भोपाल दूरदर्शन में भी समाचार संपादक रह चुके हैं। आपका केंद्र सरकार के प्रमुख प्रचार अभियान, भारत निर्माण अभियान, शाइनिंग इंडिया में भी अभूतपूर्व योगदान रहा है।



BHUBNESHWAR CHAPTER

Bhubaneswar Chapter of Public Relations Society of India celebrated National Public Relations Day in collaboration with Sri Sri University on April 21, 2018 at the University Campus in Cuttack. Regional Director of Indian Institute of Mass Communication (Eastern Region) Dr. Mrinal Chatterjee, addressed the gathering of PR Professionals and Students as the Keynote Speaker. A panel discussion on 'Role of Public Relations in Democratic Process' was also organised as part of the programme.

Dr. Chatterjee, in his talk, discussed about the role and importance of Public Relations professionals in today's democratic society. Reiterating the PRSI Code of Ethics for PR professionals, he spoke about the ethical practice in PR to strengthen the profession.

President of Sri Sri University, Ms. Rajita Kulkarni addressed the gathering through webcasting.

In the panel discussion, MLA (Khandapada) Mr. Anubhav Patnaik, Founder & Director of Luminous Infoways Ms. Jayashree Mohanty, Faculty Member of Sri Sri University Dr. Vijay Laxmi Mohanty and Senior Communication Professional Mr. Bibhuti Mohanty shared their ideas about Public Relations in democratic process. The Panel Discussion was moderated by Chairman of PRSI, Bhubaneswar Chapter Mr. Amar Jyoti Mohapatra.

About 100 participants, including PR Professionals and Students took part in this programme. Asst. Professor of Sri Sri University Ms. Debastuti Dasgupta welcomed the participants. Secretary of PRSI, Bhubaneswar Chapter Mr. Sanjay Kumar Sahoo briefed about the importance of National PR Day.





Indian Democracy : Mantra for effective elections



PR Day at Sri Sri varsity

Athagarh: The Sri Sri University in collaboration with Public Relations Society of India (PRSI) organised the National Public Relations Day on Saturday. The theme of the event was 'Indian Democracy: The mantra for effective elections'. The keynote address was delivered by Dr Mrinal Chatterjee, Regional Director, IIMC followed by questions and answers from students. Laxmidhar Mohanty, Director, I&PR; Anubhav Patnaik, Khandapara MLA; Jayashree Mohanty, president, Luminous Infoways Pvt Ltd; Amarjyoti Mohapatra, former World Bank Consultant and Sanjay K Sahoo, AGM, Jindal were among the invitees. PR professionals from PRSI, students and academicians of the university took part in the event.

ଶ୍ରୀ ଶ୍ରୀ ବିଶ୍ୱବିଦ୍ୟାଳୟରେ ଲୋକ ସମ୍ପର୍କ ଦିବସ ପାଳିତ

ଭାରତ, (ଆନ୍ଧ୍ର): ସପ୍ତମ ନିର୍ବାଚନ ଉନ୍ନତାଧିକ ଶାସନ ବ୍ୟବସ୍ଥାର ପୁନରାବିଷ୍କରଣ । ନିର୍ବାଚନ ମାଧ୍ୟମରେ ଲୋକମାନେ ସେମାନଙ୍କର ଉତ୍ତମ ପ୍ରତିନିଧି ଚୟନ କରିଥାନ୍ତି । ପରବର୍ତ୍ତୀ ପଦ୍ୟାୟରେ ଏହା ଉତ୍ତମ ସରକାର ଗଠନ କରିବାରେ ନିର୍ଦ୍ଦିଷ୍ଟ ଭୂମିକା ଗ୍ରହଣ କରିଥାଏ ବୋଲି ଏଥିରେ ଚେଳାମାନଙ୍କୁ ଆଗ୍ରାହ୍ୟ-ଏମିତି ଆଞ୍ଚଳିକ ନିର୍ଦ୍ଦେଶକ ଡଃ ମୁଣ୍ଡାଳ ଚାଟାର୍ଜି ଯୋଗଦେଇ କହିଛନ୍ତି । ଶ୍ରୀ ଶ୍ରୀ ବିଶ୍ୱବିଦ୍ୟାଳୟ ଓ ପିଆରଏସଆଇ ମିଳିତ ଆନୁରୋଧରେ ସେମାନଙ୍କ ବିଶ୍ୱବିଦ୍ୟାଳୟ ପରିସରସ୍ଥ ପୁସ୍ତି ଭବନରେ ସାମାଜିକ ଜାତୀୟ ଲୋକ ସଂପର୍କ ଦିବସ ପାଳନ ଅବସରରେ ଶ୍ରୀ ଚାଟାର୍ଜୀ ମୁଖ୍ୟ ବକ୍ତାଭାବେ ଯୋଗଦେଇ ନିର୍ବାଚନ ବ୍ୟବସ୍ଥା ସଂପର୍କରେ ମତପ୍ରକାଶ କରିଛନ୍ତି । ଏହି ମର୍ମରେ ଡଃ ଚାଟାର୍ଜୀ ଭାରତୀୟ ଉନ୍ନତାଧିକ ଓ ସୁନିର୍ବାଚନ ବ୍ୟବସ୍ଥା ସଂପର୍କରେ

ଆଲୋଚନା କରିବା ସହ ଏହାର ଦିର୍ଘିତ୍ୱ ବିଷୟ ସଂପର୍କରେ ଆଲୋଚନା କରିଥିଲେ । ଭାରତୀୟ ଉନ୍ନତାଧିକ ଓ ସପ୍ତମ ନିର୍ବାଚନ ମଧ୍ୟ ସଂପର୍କରେ ବିଶେଷକରି ନିର୍ବାଚନ ବ୍ୟବସ୍ଥାର ଦିର୍ଘିତ୍ୱ ବିଷୟ ସଂପର୍କରେ ଆଲୋଚନା କରିଥିଲେ । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ବହୁ ମାନ୍ୟଭାଷ୍ୟ ବ୍ୟକ୍ତି ମଧ୍ୟରେ ଶ୍ରୀମତୀ ବିଧାନ ଅନୁରୋଧ ପରମାୟକ, ଶ୍ରୀ ଶ୍ରୀ ବିଶ୍ୱବିଦ୍ୟାଳୟର ଚାନ୍ଦିନୀକୃଷ୍ଣା ନନ୍ଦେଇ ଛାତ୍ରୀ, ଲୋକସଂପର୍କ ଅଧିକାରୀ ବିଜୟଲକ୍ଷ୍ମୀ ମହାନ୍ତି, ରୁମିନସ ଭନପୋଟ୍ଟେଟ୍ଟୁ ପ୍ରାଇଭେଟ୍ ଡିମିନିଷ୍ଟେରର ସୋପାପତି ଜୟଶ୍ରୀ ମହାନ୍ତି, ବିଶ୍ୱବିଦ୍ୟାଳୟ ପୁସ୍ତିକା ପରାମର୍ଶଦାତା ଅମରକୋପତି ମହାପାତ୍ର, ପିଆରଏସଆଇର ଅଧ୍ୟକ୍ଷ ସଂଜୟ କୁମାର ସାହୁ, ଏହିସମ୍ପର୍କରେ ସଂପର୍କରେ ଡଃ ଲୋକ ସଂପର୍କ ଏବଂ ଉନ୍ନତାଧିକ ପ୍ରତିନିଧିମାନେ ଉପସ୍ଥିତ ଥିଲେ ।





DEHRADUN CHAPTER

पब्लिक रिलेशन सोसाइटी ऑफ इंडिया के देहरादून चेप्टर द्वारा मुख्य निर्वाचन अधिकारी कार्यालय के सहयोग से राष्ट्रीय जनसंपर्क दिवस के अवसर पर भारतीय लोकतंत्र में प्रभावी चुनाव के लिये मंत्र विषय पर कार्यक्रम आयोजित किया गया।

कार्यक्रम को संबोधित करते हुए मुख्य अतिथि डॉ एस फारुख ने कहा कि पार्लियामेंट समाज का आईना होता है इसलिए ये हम सभी की जिम्मेदारी हो जाती है कि हम संसद के लिए अच्छे जनप्रतिनिधियों का चुनाव करें।

महानिदेशक युकोस्ट डॉ राजेन्द्र डोभाल ने कहा कि आज हमारा लोकतंत्र और मजबूत हुआ है। आज हमारा देश प्रगतिशील है, क्योंकि हम एक लोकतांत्रिक समाज का हिस्सा हैं। लोकतंत्र को मजबूत करने की दिशा में हम सभी को और अधिक सतत प्रयास करने होंगे।

पलायन आयोग के उपाध्यक्ष डॉ एस एस नेगी कहा की पी आर एस आई द्वारा आज महत्वपूर्ण विषय पर कार्यक्रम रखा गया है। उन्होंने कहा कि लोकतंत्र को मजबूत करने में हम सभी की जिम्मेदारी है। उन्होंने कहा कि हम सभी को वोट अवश्य करना चाहिए।

समाजसेवी एवं उद्यमी श्री राकेश ओबेरॉय ने कहा कि आज हमारा लोकतंत्र कई देशों से बेहतर है। आज लोगो की भागीदारी लोकतंत्र में बढ़ी है।

मुख्य निर्वाचन अधिकारी कार्यालय से आये श्री सतीश निगम ने ई वी एम एवं वी वी पैट के बारे में विस्तृत जानकारी दी।

गति फाउंडेशन के अध्यक्ष श्री अनूप नौटियाल ने राज्य में अब तक हुई निर्वाचन के संबंध में जानकारी दी। उन्होंने बताया कि विगत वर्षों में हुए चुनाव में महत्वपूर्ण तथ्य सामने आया कि देहरादून में सबसे कम मतदान हुआ, जबकि पहाड़ों में ज्यादा मतदान हुआ।

इस अवसर पर निर्णय लिया गया कि देहरादून चेप्टर द्वारा आम जनमानस में निर्वाचन के संबंध में जनजागरुकता कार्यक्रम किये जायेंगे।

कार्यक्रम में देहरादून चेप्टर के अध्यक्ष श्री विमल डबराल, सचिव श्री अनिल सती, संयुक्त सचिव श्री अमित पोखरियाल, कोशाध्यक्ष श्री सुरेश भट्ट, कार्यकारी सदस्य श्री डी पी उनियाल, श्री सुधाकर भट्ट, श्री मनोज गोविल, श्री महेश खकरियाल, श्री वैभव गोयल आदि उपस्थित थे।





Indian Democracy : Mantra for effective elections





DELHI CHAPTER

We have the best Election System in place in India - Chief Election Commissioner

Public Relations Society of India (PRSI) and New Delhi Institute of Management (NDIM) jointly celebrated the National Public Relations Day at NDIM Campus on April 21st. Chief Election Commissioner of India, Shri OP Rawat and Former Chief Information Commissioner of India, Smt Deepak Sandhu graced the occasion and shared their views on how citizens especially the youth can strengthen the Indian Democracy by electing the best people.

The theme of the session was "Indian democracy- Mantra for Effective Elections". In his opening statement Shri K,M Prashanth, Secretary, PRSI Delhi chapter gave an overview of PRSI and its activities. Chairman of PRSI Delhi chapter, Shri S Rajagopalan gave the welcome speech in which he highlighted the importance of PR as a strategic tool for management.

Dr. Ajit Pathak illuminated the gathering with his poem which highlighted that the mantra of democracy is to bring smile on each face. In his speech, he emphasized that the youth needs to vote whenever they get a chance and not to take election day as a holiday.

Smt Deepak Sandhu, Former Chief Information Commissioner (CIC) of India addressed the audience on RTI and elections.

Shri O.P. Rawat, Chief Election Commissioner talked about the new initiatives being taken by the Election

Commission to make the election process error free and fair. He talked about a new feature on the website by which the voter can change her/his address and name through attaching authorized papers and the voter card will be updated. He noted that observing, following and complying with the rules strengthens the Democracy. He also highlighted that one of the great concerns of Elections today is use of Social Media for manipulations.

He shared that elections all over the world are graded on 11 indices and Indian elections have been rated among the top nations for 8 of these indices. 3 indices where India got only passing marks in election indices are abuse of money, media and electoral roles and these issues need to be addressed.

Shri Rawat concluded that to create a better world, the most important thing for youngsters is to vote and elect the right leaders

Posters on democracy and elections created by Dr. Ajit Pathak were released by Sh OP Rawat, Hon'ble Chief Election Commissioner of India and other dignitaries also joined in.

Prof Teena Singh, Registrar, NDIM thanked the guests on behalf of NDIM and proposed that NDIM students are available for Research, Curriculum Development and other knowledge support to Chief Election Commissioner and to Smt Sandhu's Anti-Corruption Academy.





Indian Democracy : Mantra for effective elections



PRSI and NDIM celebrates National Public Relations Day



Public Relations Society of India (PRSI) and New Delhi Institute of Management (NDIM) jointly celebrated the National Public Relations Day at NDIM Campus recently. Chief Election Commissioner of India, OP Rawat and Former Chief Information Commissioner of India, Deepak Sandhu graced the occasion and shared their views on how citizens especially the youth can strengthen the Indian democracy by electing the best people. The theme of the session was 'Indian democracy- Mantra for Effective Elections'. In his opening statement K M Prashanth, Secretary, PRSI Delhi chapter gave an overview of PRSI and its activities. Chairman of PRSI Delhi chapter, S Rajagopalan gave the welcome speech in which he highlighted the importance of PR as a strategic tool for management.

National Public Relations Day celebrated at NDIM



Public Relations Society of India (PRSI) and New Delhi Institute of Management (NDIM) jointly celebrated the National Public Relations Day at the NDIM campus on April 21. Chief election commissioner of India OP Rawat and former chief information commissioner of India Deepak Sandhu graced the occasion and shared their views on how citizens, especially the youth can strengthen the Indian democracy by electing the best people.

We have the best election system: CEC

Public Relations Society of India (PRSI) and New Delhi Institute of Management (NDIM) jointly celebrated the National Public Relations Day at NDIM Campus on 21 April.

Chief Election Commissioner OP Rawat and Former Chief Information Commissioner Deepak Sandhu graced the occasion and shared their



views on the Indian Democracy by electing the best people. The theme of the session was 'Indian democracy- Mantra for Effective Elections'.

Former Chief Information Commissioner (CIC) Deepak Sandhu addressed the audience on RTI and elections. Rawat talked about the new initiatives being taken by the Election Commission to make



PSUCONNECT

PRSI, NDIM celebrate NPR day



Public Relations Society of India (PRSI) and New Delhi Institute of Management (NDIM) has jointly celebrated the National Public Relations Day at NDIM Campus on April 21. Chief Election Commissioner of India OP Rawat and Former Chief Information Commissioner of India Deepak Sandhu were present and shared their views on how citizens especially the youth can strengthen the Indian democracy by electing the best people.

The theme of the session was Indian democracy- Mantra for Effective Elections. In his opening statement K M Prashanth, Secretary, PRSI Delhi chapter gave an overview of PRSI and its activities. Chairman of PRSI Delhi chapter, S Rajagopalan gave the welcome speech in which he highlighted the importance of PR as a strategic tool for management. This was followed by a talk by Dr Aji Pathak, National President, PRSI who recited a poem, which highlighted that the mantra of democracy is to bring smile on each face. Dr Pathak is the first Indian to get a doctorate in PR. In his speech, he emphasized that the youth needs to vote whenever they get a chance and not to take Election Day as a holiday.

Deepak Sandhu, Former Chief Information Commissioner (CIC) of India addressed the audience on RTI and elections. O.P. Rawat, Chief Election Commissioner talked about the new

process error free and fair. He talked about a new feature on the website by which the voter can change his/her address and name through attaching authorized papers and the voter card will be updated. He noted that observing, following and complying with the rules strengthens the democracy. He also highlighted that one of the great concerns of Elections today is using Social Media for manipulations.

He shared that elections all over the world are graded on 11 indices and Indian elections have been rated among the top nations for 8 of these indices. 3 indices where India got only passing marks in election indices are abuse of money, media and electoral roles and these issues need to be addressed. He concluded that to create a better world, the most important thing for youngsters is to vote and elect the right leaders.

Posters on democracy and elections created by Dr. Aji Pathak were released by OP Rawat, Chief Election Commissioner of India and other dignitaries also joined in. The set of five posters were created by Dr. Aji Pathak specifically on the theme of Elections. Prof. Teena Singh, Registrar, NDIM thanked the guests on behalf of NDIM and proposed that NDIM students are available for research, curriculum development and other knowledge support to Chief Election Commissioner

PRSI and NDIM celebrates National Public Relations Day



Public Relations Society of India (PRSI) and New Delhi Institute of Management (NDIM) jointly celebrated the National Public Relations Day at NDIM Campus recently. Chief Election Commissioner of India, OP Rawat and Former Chief Information Commissioner of India, Deepak Sandhu graced the occasion and shared their views on how citizens especially the youth can strengthen the Indian democracy by electing the best people. The theme of the session was 'Indian democracy- Mantra for Effective Elections'. In his opening statement K M Prashanth, Secretary, PRSI Delhi chapter gave an overview of PRSI and its activities. Chairman of PRSI Delhi chapter, S Rajagopalan gave the welcome speech in which he highlighted the importance of PR as a strategic tool for management.



GUWAHATI CHAPTER

'Indian form of democracy is the best. Democracy is not only a form of Government but a way of life. The most auspicious duty of a citizen in a democracy is to exercise his franchise. At the same time, urban apathy towards the democratic process is significantly noticeable, despite the educated and enlightened being a greater part of the populace', said Commissioner of Police, Guwahati Shri Hiren Ch. Nath who was invited as the Chief Guest at the National PR Day celebrations of Public Relations Society of India, Guwahati Chapter held in the city where large numbers members of PRSI, PR & Corporate Communication professionals and practitioners, students and academicians in the field participated in a big way. Shri Nath held the audience spellbound with his diverse perspectives and interesting anecdotes related to the theme of this year's National PR Day, 'Indian Democracy : Mantra for Effective Elections' based on his rich experience of 22 years as an IPS officer.

Shri Nava J Thakuria, journalist of repute and Secretary of Guwahati Press Club who was the Guest of Honour, in his powerful oratory, said that India is a participatory democracy and citizens have the responsibility to ensure that the Government voted by them is representative of majority, which would be possible only if everyone cast their vote. He also stressed upon holding public debates amongst prospective candidates from various political parties with the electorate as an audience so that people can judge the potential of the candidates. 'We should strive to make India the greatest democracy, other than being the largest', he said.

Shri B D Sharma, joint Chief Electoral Officer, Govt of Assam who was invited as a special guest talked about new systems and procedures which have changed the face of Indian Elections. He said that 82% voting in the last elections in Assam is a manifestation of enhanced participation by

the electorate.

Earlier, PRSI Guwahati Chapter Chairperson Ms. Madhuchanda Adhikari welcomed the distinguished guests and presented an outline of Public Relations Society of India as the apex body of PR Professionals in the country established in the year 1958. She highlighted the programs conducted by PRSI Guwahati Chapter and explained the relevance of National PR Day to focus attention on PR function and professionals in India who have an increasingly important role in the development in the country.

'Seven Sisters', the journal of PRSI Guwahati Chapter was released on the occasion. Veteran member of the Chapter, poet and winner of the Assam Valley literary Award Shri Sananta Tanti was felicitated on the occasion. 16 new members of PRSI Guwahati Chapter were handed over their membership cards.

National President PRSI, Dr. Ajit Pathak in his PR Day message read out by Vice President (East) PRSI, Ms. M S Mazumder said that 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. Theme of the National PR Day this year has been decided with the above in mind. "Let us commit ourselves to elect the best", he said.

The formal meeting ended with the vote of thanks by Chapter General Secretary Mrs. Sita Baruah. Other executive members present in the meeting included Amlanjyoti Barooah-Treasurer; Alakesh Das- Editor of Seven Sisters; Vice Chairperson-Ruma Chakraborty; Executive member- Jumita Saikia; Joint Secretary-Surajit Sinha Roy; NC members Dilip Bora and RN Borah and veteran PRSI members Shri B.K.Baruah and G.Kibriya.



Indian Democracy : Mantra for effective elections

The Assam Tribune

Date : 30-Apr-18 Page : 07

Exercise of franchise citizens' most auspicious duty: Hiren Nath

STAFF REPORTER

GUWAHATI, April 29: "The Indian form of democracy is the best in the world. Democracy is not only a form of government but a way of life. The most auspicious duty of a citizen is a democracy in its extensive franchise. At the same time, urban quality towards the democratic process is significantly antiseptic, despite the educated and enlightened being a greater part of the populace."

This was observed by Commissioner of Police Hiren Chandra Nath while speaking as the chief guest at the National PR Day celebrations of the Public Relations Society of India, Guwahati Chapter, held in the city on Saturday. It was attended in large numbers by members of PRSI Guwahati Chapter, PR & corporate communication professionals and practitioners, and students and academicians in the field.

Nath interspersed his speech with diverse perspectives and interesting anecdotes related to the theme of this year's National PR Day - "Indian Democracy: Mantra for Effective Elections" - based on his rich experience of 22 years as an IPS officer.

Senior journalist Hiren Thakuria, who was the guest of honour, said that India was a participatory democracy and citizens had the responsibility to ensure that the government voted to power by them was representative of the majority, which would be possible only if everyone casts his/her vote. He also stressed the need for holding public debates amongst prospective candidates from various political parties with the electorate as an audience so that people could judge the potential of the candidates.

"We should strive to make India the greatest democracy, rather than being the largest," he said. HD Sharma, Joint Chief Electoral Officer Govt of Assam, in his address as a special guest spoke

on new systems and procedures which have changed the face of Indian elections. He said that 82 per cent voting in the last Assembly election in Assam was a manifestation of enhanced participation by the electorate.

Earlier, PRSI Guwahati Chapter chairperson Madhusudana Adhikari welcomed the distinguished guests and presented an outline of PRSI as the apex body of PR professionals in the country, established in 1966. He highlighted the programmes conducted by PRSI Guwahati Chapter and explained the relevance of National PR Day to local practitioners in India, who have an increasingly important role in the development process in the country.

Seven Sisters, the general of PRSI Guwahati Chapter, was released on the occasion. Veteran member of the Chapter, poet and winner of the Assam Valley Literature Award Samanta Tripathi was felicitated on the occasion.

The Sentinel

Date : 30-Apr-18 Page : 05

Democracy is a way of life, says city police chief

STAFF REPORTER

GUWAHATI, April 29: "Indian form of democracy is the best. Democracy is not only a form of government but a way of life. The most auspicious duty of a citizen is a democracy in its extensive franchise. At the same time, urban quality towards the democratic process is significantly antiseptic," said Commissioner of Police, Guwahati Hiren CH Nath who was invited as the Chief Guest at the National PR Day celebrations of Public Relations Society of India, Guwahati Chapter held in the city on Saturday. The programme was attended by large numbers by members of PRSI Guwahati Chapter, PR & Corporate Communication professionals and practitioners, students and academicians in the



field. Nath held the address in his powerful delivery, said that India is a participatory democracy and citizens have the responsibility to ensure that the Government voted by them is representative of the majority, which would be possible only if everyone casts his/her vote. "We should strive to make India the greatest democracy,"

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HD Sharma, Joint Chief Electoral Officer, Government of Assam who was invited as a special guest talked about new systems and procedures which have changed the face of Indian elections. He said that 82% voting in the last elections in Assam is a manifestation of enhanced participation by the electorate. Earlier, PRSI Guwahati Chapter chairperson Madhusudana Adhikari welcomed the distinguished guests and presented an outline of Public Relations Society of India as the apex body of PR professionals in the country established in the year 1966. He highlighted the programmes conducted by PRSI Guwahati Chapter and explained the relevance of National PR

दैनिक पूर्वोदय

Date : 30-Apr-18

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लोकतंत्र का मतलब केवल सरकार गठन करना नहीं: पुलिस आयुक्त

कुई कार्यक्रमों के साथ मना जनसंपर्क दिवस

गुवाहाटी, 29 अप्रैल (ए.स.स.) पुलिस विभाग की ओर से शनिवार को गुवाहाटी शहर के आर्याभद्रम में शिवा 28 अक्टूबर को विभिन्न कार्यक्रमों के साथ जनसंपर्क दिवस मनाया गया। इस मौके पर आयोजित कार्यक्रम को करीब सुरुआत अतिथि संबोधित करते हुए गुवाहाटी के पुलिस आयुक्त हीरेंद्र नाथ ने कहा कि भारत लोकतंत्र का एक सफल उदाहरण प्रस्तुत करता आया है। उन्होंने



कहा कि लोकतंत्र का मतलब सिर्फ़ है। लोकतंत्र में नागरिकों को पहली किमती एक सरकार का गठन करना ही विभिन्नता अपने मार्विटिक का उपयोग नहीं है, लोकतंत्र लोकतंत्र का एक चरम का है। इसी के साथ लोकतंत्रिक

तरीकों से समाज और देश को विकसित व उत्थित करना भी जरूरी है। इस कार्यक्रम में पीआरएसआई के सचिव, जनसंपर्क अधिकारी, विदापी-विभागीय आदि उपस्थित थे। श्री नाथ ने आठवीं पीआर अधिकारी के तौर पर अपने 22 साल के अनुभव भी साझा की बातें कीं। सम्मानित अतिथि के रूप में कार्यक्रम को संबोधित करते हुए वरिष्ठ पृष्ठकार नव ठाकुरिया ने अपने संबोधन में कहा कि देश में एक अच्छी सरकार के गठन के लिए जरूरी है कि अधिक से अधिक नागरिक मतदान प्रक्रिया में भाग लें। उन्होंने कहा कि आम मतदान से पहले विभिन्न राजकीय दलों के नेता और महासभाओं के बीच खुली चर्चा कराई जानी चाहिए ताकि मतदान

अपने मतदान का उपयोग करते से पूर्व किमी लेना चाहिए या पहुंच सके। उन्होंने कहा कि हमें देश में एक सफल लोकतंत्र बनाना जरूरी है। लोकतंत्र का मतलब केवल सरकार गठन करना नहीं है, लोकतंत्र लोकतंत्र का एक चरम का है। इसी के साथ लोकतंत्रिक

दैनिक जनमंडुमि

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पि आर दिवस उद्घाटन

गुवाहाटी, 29 अप्रैल (ए.स.स.) पीआर दिवस का उद्घाटन शनिवार को गुवाहाटी शहर के आर्याभद्रम में शिवा 28 अक्टूबर को विभिन्न कार्यक्रमों के साथ जनसंपर्क दिवस मनाया गया। इस मौके पर आयोजित कार्यक्रम को करीब सुरुआत अतिथि संबोधित करते हुए गुवाहाटी के पुलिस आयुक्त हीरेंद्र नाथ ने कहा कि भारत लोकतंत्र का एक सफल उदाहरण प्रस्तुत करता आया है। उन्होंने



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प्रातः स्वर्बर

Date : 30-Apr-18 Page : 03

पब्लिक रिलेशंस सोसायटी ऑफ इंडिया गुवाहाटी चैप्टर ने मनाया राष्ट्रीय पीआर डे

गुवाहाटी, 29 अप्रैल (ए.स.स.) राष्ट्रीय लोकतंत्र दिवस का उद्घाटन शनिवार को गुवाहाटी शहर के आर्याभद्रम में शिवा 28 अक्टूबर को विभिन्न कार्यक्रमों के साथ जनसंपर्क दिवस मनाया गया। इस मौके पर आयोजित कार्यक्रम को करीब सुरुआत अतिथि संबोधित करते हुए गुवाहाटी के पुलिस आयुक्त हीरेंद्र नाथ ने कहा कि भारत लोकतंत्र का एक सफल उदाहरण प्रस्तुत करता आया है। उन्होंने



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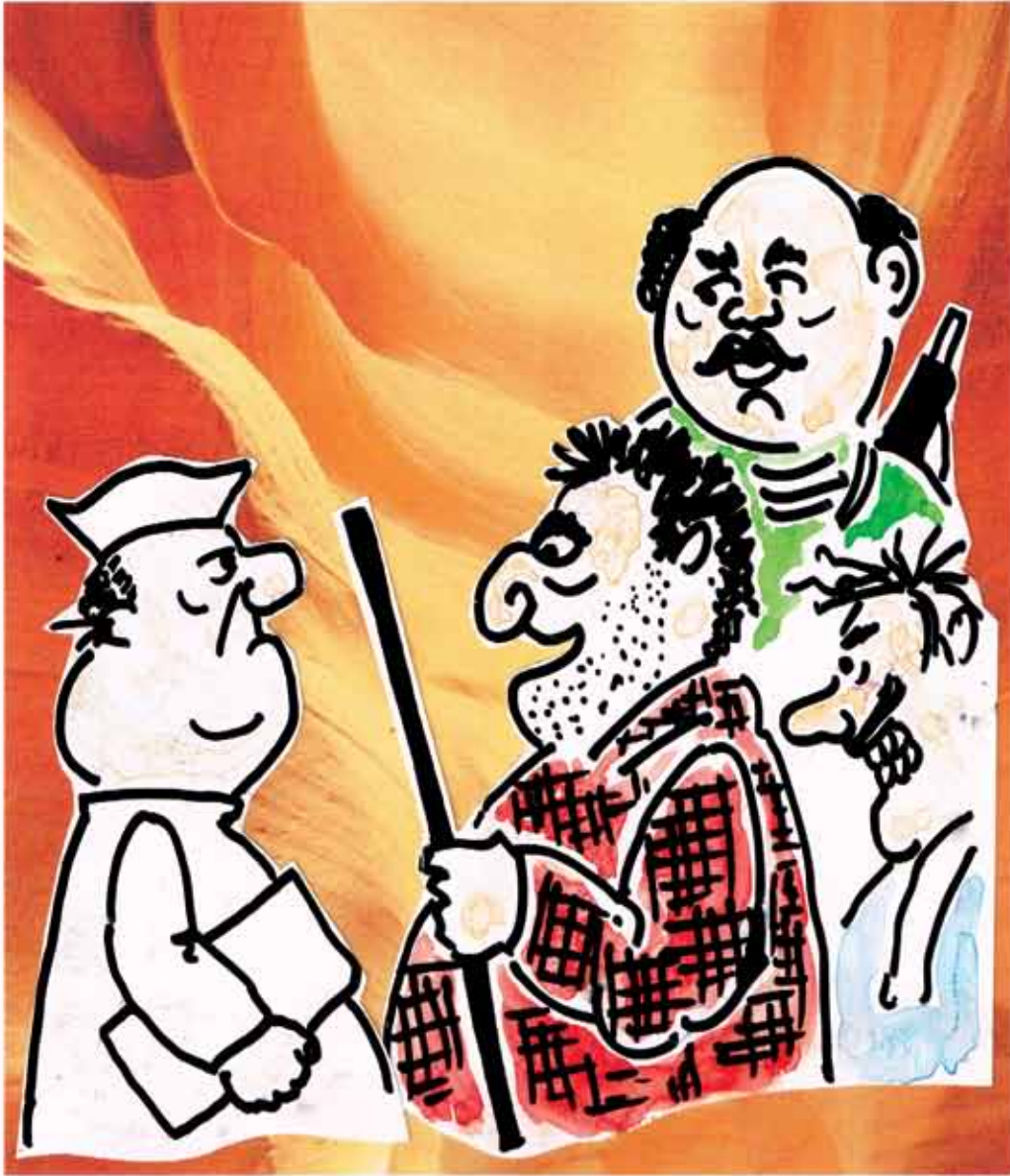
अग्रगण्य प्रतिदिन

गुवाहाटी जनसंपर्क दिवस



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भैया जी ! EVM आने से चुनावों में
बूथ केपचरिंग का आनंद ही चला गया ;
फिर से चालू करवाइये ना वो खेल !



चुनाव अधिकारी को यदि हो
बूथ केपचरिंग का कभी आभास ।
EVM के एक switch दबाने से
निरस्त हो जायें सभी प्रयास ॥



Public Relations Society of India





HYDERABAD CHAPTER

Public Relations Profession plays a vital role for creating awareness in the society opined Shri V. Nagi Reddy, State Election Commissioner, Govt. of Telangana. He was chief guest on National Public Relations Day celebration held at Tourist Plaza, Hyderabad on 21st April, 2018 organized by the Public Relations Society of India (PRSI), Hyderabad Chapter. He stated that the elections play a very vital role in democracy. Defining the role of the people, he stated that the constitution need to bring awareness among the people. He stated that communication with various groups of people would help to contribute to the society at large. He said that democracy is considered the finest form of government in which every individual participates consciously and in which the people remain the sovereign power determining their destiny. So, in democracy the people are the ultimate source of power and its success and failure depend on their wisdom, consciousness and vigilance, he opined.

National Public Relations Day theme for this year was "Indian Democracy – Mantra for Effective Elections". The Public Relations Society established in the year 1958, a national association of PR practitioners, has been striving to promote the recognition of Public Relations as a strategic management function.

Dr C.V. Narasimha Reddi, Former Director (I&PR)& Editor, 'Public Relations Voice' was the Guest of Honour on the occasion. He emphasized

on the importance of Public Relations profession. He observed that all the developmental works of the government were made visible and audible to the public by the PR professionals. He said that this year PRSI National body has chosen the right theme "Indian Democracy – Mantra for Effective Elections" and PRSI body taking up the effective cause to create public awareness drive to educate them on the importance of voting system. He expressed that democracy is defined as a government of the people, by the people and for the people. Since, it is not possible for all the people in a big country like India to directly participate in the government; they are required to exercise their franchise and elect their representatives at regular intervals, he added.

Shri J. Nagaiah, CPRO, Singaeni Collieries received the Dr. C.V. Narasima Reddi, Best PR Manager Award for the year 2018. Shri V. Sudhakar, PRO, PJTSAU was awarded the Certificate of Merit for his meritorious contributions to PR.

Earlier, Dr. P Venu Gopal Reddy, Chairman, PRSI, Hyderabad Chapter welcomed the gathering and presented the activities of Hyderabad Chapter. Smt. G. Aneerja, secretary, PRSI proposed vote of thanks. All the senior members, former chairmen of the Hyderabad chapter, NC Members. Office bearers of PRSI Hyderabad chapter and PR Students were present on this occasion.





JAIPUR CHAPTER

National PR Day was celebrated by the Jaipur chapter with great enthusiasm at the Geeta-Girdhar auditorium, Tilak Nagar, Jaipur.

As per the directions of the National Council, the main theme of the function was —'Indian Democracy : Mantra for Effective Elections : Elect the Best'. The programme was started with the garlanding and lighting lamps before the portrait of Maa Saraswati and playing the National PR Song. After a brief introduction and welcome address by Mr. Ravi Shankar Sharma, Chapter Chairman, PR Day message of the National President – Dr. Ajit Pathak was read out by Dr. Tanushri Mukherjee, Associate Prof., Amity University, Jaipur.

Mr. S.S. Bissa, former IAS –Commissioner and Secretary – DIPR. Govt. of Raj and presently the visiting Professor in Centre for Good Governance and Project Consultant, HCM Institute of Public Administration, Rajasthan, was the chief guest, while Dr. Pragya Paliwal Gaur, IIS, Addl. Director General – PIB, Govt. of India presided over the function. Dr BM Sharma, the former Chairman – RPSC and Mr. Praveen Nahata, DGM (Public Response), Rajasthan Patrika Group and a motivational expert were the distinguished speakers.

Chief Guest Mr. Bissa, in his impressive speech emphasised the important role of citizens in electing a good government by elaborating the meaning of 'WE THE PEOPLE' – the first words of the preamble of Indian Constitution. He stressed that the voters must be quite vigilant while electing their representatives. Nation will only progress when the good persons are elected. In her presidential address Dr. Pragya P. Gaur said that the Government and the Election Commission always insist upon the free and fair elections. People should not follow the rumours and false propaganda regarding EVM machines

etc. PRSI can help a great in this regard. Prof. BM Sharma discussed about the political history of India and the importance of free and fair elections, while Mr. Praveen Nahata spoke in detail about the 'CHANGE MAKER' campaign initiated by leading Hindi daily Rajasthan Patrika to select enthusiastic volunteers and dedicated honest leaders from the localities to come forward and work towards making the dirty political scenario transparent and pure.

The interesting part of the function was the PR Quiz organized brilliantly by the Mass-Com students of AMITY University under the leadership of Dr. Tanushri Mukherjee.

Every year, on this auspicious day, PRSI Jaipur Chapter felicitates and honours professionals selected for their distinguished work and achievements in different fields of PR, Mass-Com education, social services and brilliant students of Mass-Com. of various universities and colleges. The highest honor 'Jansampark Shri', was conferred on Dr. Sanjeeva Bhanawat, Professor and Head, Deptt. of Mass-Com, University for Rajasthan, Jaipur. Dr. Dev Dutta Sharma, former Dy Director (DIPR) and an established writer-editor, Mr. Ishwar Dutta Mathur, former Jt. Director (DIPR) and an honored stage artist, Mr. Vinod Gera, Dy Director (Admin and PR), RCDF, Mr. Sita Ram Meena, Asstt. Director (DIPR) were honoured with 'Excellence in PR' Awards, and Dr. Padma Pandel, HOD, PR and Mass-Com, SS Jain PG college were also felicitated.

M/s Cairn Oil and Gas of Vedanta Ltd—Barmer, Shri Ram Swaroop Joshi of Varishtha Nagrik Sansthan—Kota and Mr. Panchasheel Jain of Bal Sambal Society were felicitated for their significant services to the society. Mr. Shiv Hari Agarwal was honored as the senior most member of the Chapter.

The Chapter members who have noted specific



significance in various disciplines other than PR and mass-com were also felicitated, they include Dr. Mahendra Madhup, former Jt Director (Training and publicity) Agri-Marketing for writing on agricultural scientists, Mr. Somendra Harsh for organizing national film festivals, Mrs Reshma Khan for brilliant production of programmes at AIR and Mr. Mahesh Swami a distinguished photo journalist.

Ten selected students of P.R. and Journalism of various universities and educational institutions were also honored. Ajay Somara of Rajasthan University, Dakshita Soni of Amity University, Manish Godara of Jaipur National University, Parul Shukla of Subodh Jain P.G. College, Chandra

Prakash Sharma of Vardhman Open University, Vaishali Tripathi of Manipal University, Rupali Mehra of J.E.C.R.C. University, Arunima Sharma of Saint Wilfred College, Meenakshi Khandelwal and Aakriti Chandrawat of IIS University—Jaipur were honoured by PRSI. Dr. Tanushri Mukherjee of Amity University and the volunteers of the University were also honored for their active participation at the function.

The Programme was conducted by Mrs Perna Arora Singh, Jt Secretary of the Chapter and thanks given by Devi Singh Naruka—Secretary. With the National Song—'jan-gan-man' the function was concluded.





KOLKATA CHAPTER

Kolkata Chapter of PRSI celebrated National PR Day; Message of National President was distributed to the 200 participants.

Shri. Sovandeb Chattopadhyay, Hon'ble MIC, Power & Non Conventional Energy Resources delivered his address at the National PR Day Celebration at Swabhumi, Kolkata. which also marked it Diamond Jubilee Celebration.

A MOU was signed between MAKAUT (Maulana Abdul Azad Kalam University of Technology & PRSI to start PR courses also. Dr. Saikat Maitra, VC, MAKAUT & Soumyajit Mahapatra, Chairman, PRSI, Kolkata Chapter were present during MOU signing yesterday.

Felicitations of eminent personalities were done who have left their indelible footprints across different domains of communications and business like Pramita Mallick, Amita Dutta, Vipin Gaur and others. The ambiance got its x-factor from a new genre music by Veda-Tronics. Acknowledged as 'electro-acoustic psychedelic world dance music' and driven by an innovative harmonization of the primal hymns of Veda and

contemporary electronic symphonies. It was graced the eminent personalities like Painter Subhaprasanna, Violin Player Deb Sankar Roy, Dancer Guru Sanchita Bhattacharya, Actress Chaiti Ghosal, Dancer Aloknanda Roy & Grand Master Dibyendu Barua.

MAKAUT & PRSI MOU :

Maulana Abul Kalam Azad University of Technology, West Bengal (MAKAUT, WB), formerly West Bengal University of Technology (WBUT), is a public state university located in Kolkata, India. Founded in 2000 and funded initially by the Government of West Bengal. MAKAUT, WB provides facilities for the pursuit of degree and advanced-level courses in engineering, management and other professional areas through affiliated institutions and in-house departments. It has 197 colleges affiliated to its jurisdiction, with specializations in 29 domains.

The MOU shall be in force for three years and be subject to revision, extension or adding attachment by mutual agreement.





সমাজের বিভিন্ন ক্ষেত্রে অসামান্য ভূমিকার স্বীকৃতিতে কয়েকজন বিশিষ্টকে সম্মান জানাল পাবলিক রিলেশনস সোসাইটি অফ ইন্ডিয়া। সম্মান গ্রহণ করলেন আইটিসি কর্পোরেট কমিউনিকেশন-এর জেনারেল ম্যানেজার নন্দিনী বসু। এর আগে ৩৩তম পাবলিক রিলেশন ডে উপলক্ষে স্বভূমি-তে ভাষণ দেন রাজ্যের বিদ্যুৎমন্ত্রী শোভনদেব চট্টোপাধ্যায়। একই সঙ্গে উদ্বোধন করা হয় সংগঠনের হীরকজয়ন্তীও। পাবলিক রিলেশন কোর্সের জন্য মাকাউট এবং পিআরএসআই-এর মধ্যে একটি সমঝোতাপত্র স্বাক্ষরিত হয়। ছবি: আজকাল



পাবলিক রিলেশনস সোসাইটি অফ ইন্ডিয়া (পিআরএসআই), কলকাতা চ্যাপ্টারের হীরকজয়ন্তী অনুষ্ঠানে পাবলিক রিলেশনস-এর নতুন কোর্স চালু করার জন্য মৌলানা আবুল কালাম ইউনিভার্সিটি অফ টেকনোলজির সঙ্গে মউ স্বাক্ষর হয়। অনুষ্ঠান মধ্যে রয়েছেন পিআরএসআই কলকাতা চ্যাপ্টারের প্রাক্তন চেয়ারম্যান দেবব্রত মুখোপাধ্যায়, এনএআই-এর সাধারণ সম্পাদক বিপিন গৌর, ধন্বন্তরি গ্রুপের সিএমডি রাজেন্দ্র খাণ্ডেলওয়াল ও সারেগামা-র এস এফ করিম।



LUCKNOW CHAPTER

Every year April 21st is celebrated as National PR Day across India by 25 PRSI Chapters on a single joint theme. Following the dictum of National President PRSI this year's theme was 'Let us Elect the Best', which was much relevant and apt in view of the forthcoming elections next year. PRSI Lucknow flagged off this awareness campaign with the students of Sri Ram Moorti University, Lucknow. Mr Venkateshwar Lu, Chief Electoral Officer & Principle Secretary Election Deptt., Uttar Pradesh was the Chief Guest of the function and the Guest of Honour was Smt Sheela Rohekar the only Jewish Hindi Writer of this world. The program was also graced by Hon'ble Vice Chancellor of SRM University, Dr. A.K.Singh.

The HOD Mass Communication Deptt, congratulated the Mass Communication students on the occasion of National PR Day. The program started with the pledge quoted in the Constitution of India and the Chairperson PRSI Monalisa Chaudhari presented the significance of National PR Day and PRSI of India. The recorded video message of National President was also played on the screen.

The keynote speaker of the event Mr Venkateshwar Lu, Chief Electoral Officer & Prin. Sect. Election Deptt., Uttar Pradesh gave a mesmerizing speech punctuating it with Sanskrit shlokas. He said that "if we want to have a honest and transparent governance then we should elect a person whose integrity and credibility is beyond doubt. Right to vote is an important fundamental right of the citizen of India and it should be practised judiciously. If we elect bad candidates then we will have bad governance."

Mrs Sheela Rohekar, shared her views stating that it is high time that we revolutionize

democracy by electing candidates who have a clean, educated and honest background, and the young generation can only bring this change after rising beyond the boundaries of castes, creed, power, money and religion. Vice Chancellor SRMU Mr. AK Singh said that awareness in voters have increased but it needs more momentum so that the power is not confined in the clutches of few. There was an interactive session with the students on EVMs and election canvassing. Hand outs with points to remember were distributed amongst the audience.

As a ritual followed by Lucknow Chapter each year some PR professionals are awarded for their outstanding contribution in the field of Public Relations. This year Dr. Ashok Kumar Sharma was felicitated with Lifetime Achievement Award recognizing his long and dedicated career in Public Relations. Mr. Chandrashekar and Ms Fatima Kirmani were also felicitated with PRSI Award for their outstanding services in mentoring students of Mass Com. and PR.

The print outs of the sketches and cartoons on Election send by the National President were displayed in the foyer of the Auditorium. The students exhibited a strong liking towards the posters while the dignitaries and guests appreciated the message given through it.

The program had large attendance of PRSI Members, Faculty Members and officers of SRMU, invited guests and large number of students of SRMU and BBAU. SDM Barabanki, Registrar of the University and Faculty Members of Mass Communication Deptt of SRMU University also participated in the program.

The news of PR Day celebration was covered by the leading press of Lucknow.

स्वतंत्र भारत 22/4/18 राजधानी
पीआरएसआई में राष्ट्रीय जनसंपर्क दिवस का आयोजन

संवाददाता, लखनऊ।
 एमआरएम यूनिवर्सिटी के सभागार में शनिवार को सम्पन्न राष्ट्रीय जनसंपर्क दिवस पर पीआरएसआई लखनऊ की ओर से मतदाता जागरूकता संगोष्ठी का आयोजन किया गया जिसे उत्तर प्रदेश के मुख्य निर्वाचन अधिकारी एल वेंकटेश्वर लू ने मुखा अधिति के रूप में सम्बोधित किया। उन्होंने कहा कि देश में खराब सरकार आये या अच्छी, इसका जिम्मेदार हमेशा मतदाता ही होता है। नेता हरगिज नहीं। उन्होंने कहा कि लोकतंत्र के

राष्ट्रीय जनसंपर्क दिवस पर मतदाता जागरूकता संगोष्ठी
अशोक कुमार शर्मा को पीआरएसआई का लाइफ टाइम अचीवमेंट अवार्ड
 सबसे बड़े दुश्मन वे राजनेता हैं जो सिर्फ एक जाति या वर्ग के लिए काम करते हैं और व्यवस्था पर ताकत का दबाव बनाकर अपने वोट बैंक के लिए गलत काम करते हैं। हकीकत यह है कि लोकतंत्र में सभी नागरिक अवसर की समानता के हकदार हैं। उन्होंने कहा कि जनता सरकार किसके बने ये सोचे बिना अगर सिर्फ सही और श्रेष्ठ उम्मीदवार को चुने तो अच्छे लोग ही राजनीति में पनेंगे। यूनिवर्सिटी के उपकुलपति डॉ. एके सिंह ने इस मौके पर कहा कि मतदाताओं में जागरूकता बढ़ी है और अभी इस दिशा में बहुत काम होना बाकी है, तभी मुझे भर लोगों के वोटों पर गलत उम्मीदवारों के चयन का सिलसिला रुकेगा। उन्होंने कहा कि छात्रों को अपने अपने क्षेत्रों में

जनजागरूकता अभियान चलाने होंगे। इससे पहले संस्था की अध्यक्ष और इस कार्यक्रम की आयोजक मोनालिखा चौधरी ने अतिथियों का आभार व्यक्त करते हुए सबल लोकतंत्र के लिए निष्पक्ष मतदान कार्यक्रमों की हिमायत करते हुए कहा कि मुख्य निर्वाचन अधिकारी के निर्देशानुसार पीआरएसआई लखनऊ पूरे राज्य में मतदाता जागरूकता कार्यक्रमों का आयोजन करने में सहभागिता निभाएगा। इस कार्यक्रम में नेशनल पीआर डे के अवसर पर लखनऊ स्कंध की ओर से जनसंपर्क के क्षेत्र में ऐतिहासिक योगदान के लिए सूचना विभाग के सेवा निवृत्त संयुक्त निदेशक सूचना डॉ. अशोक कुमार शर्मा को पीआरएसआई के लाइफ टाइम अचीवमेंट अवार्ड, प्रशस्ति तथा अंगवस्त्र, आईएसएमपी के निदेशक चंद्रशेखर सिंह एवं एसआरएम यूनिवर्सिटी की प्रोफेसर फातिमा किरमानी को वार्षिक पुरस्कार प्रदान किये गए। इस अवसर पर पीआरएसआई के सदस्यों के साथ साथ एसआरएम विश्वविद्यालय के संकाय सदस्य, अधिकारीए छात्र तथा अन्य गणमान्य अतिथि उपस्थित थे।

Pioneer 22/4/18

NATIONAL PR DAY
 April 21 is celebrated as National PR Day across India by 25 PRSI chapters on a single theme. This year's theme was 'Let us elect the best'. PRSI Lucknow flagged off an awareness campaign with the students of SRM University. Chief electoral officer L Venkateshwarlu was the keynote speaker. "If we want to have honest and transparent governance, we should elect a person whose integrity and credibility is beyond doubt. Right to vote is an important fundamental right of citizens and it should be exercised judiciously. If we elect bad candidates, we will have bad governance," he said. Vice-Chancellor of SRM University AK Singh said awareness among voters had increased but it needed more momentum so that power was not confined to the clutches of a few.



अशोक को मिला लाइफ टाइम अचीवमेंट अवार्ड

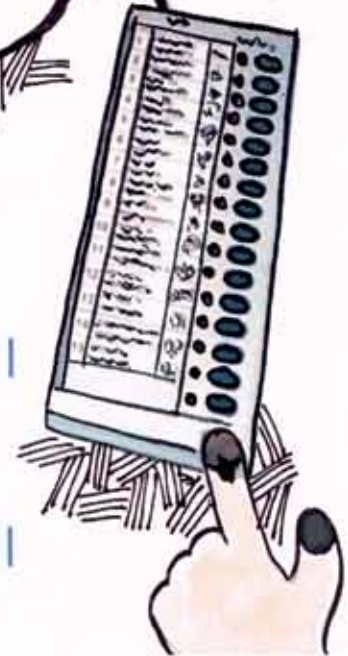
जनसंपर्क के क्षेत्र में उल्लेखनीय कार्य के लिए लखनऊ में हुआ सम्मान
 उत्तर प्रदेश के मुख्य अधिति उत्तर प्रदेश के मुख्य निर्वाचन अधिकारी वेंकटेश्वर लू और सभापति एसआरएम यूनिवर्सिटी के उपकुलपति डॉ. एके सिंह ने देश की एकमात्र राष्ट्रीय जनसंपर्क दिवस के अवसर पर लखनऊ में पीआरएसआई के लाइफ टाइम अचीवमेंट अवार्ड प्रदान किया। अशोक शर्मा को वर्ष 1955 को मितांबर नरेश के

NBT 22/4/18

8
'सरकार अच्छी हो या खराब, इसके जिम्मेदार मतदाता हैं'
 एनबीटी सं, लखनऊ: एसआरएम विवि के सभागार में शनिवार को राष्ट्रीय जनसंपर्क दिवस का आयोजन किया गया। इसमें पब्लिक रिलेशन सोसाइटी ऑफ इंडिया की ओर से मतदाता जागरूकता संगोष्ठी हुई। इसमें उत्तर प्रदेश के मुख्य निर्वाचन अधिकारी एल वेंकटेश्वर लू ने कहा कि देश में खराब सरकार आए या अच्छी इसका जिम्मेदार हमेशा मतदाता ही होता है। नेता इसके हरगिज जिम्मेदार नहीं होते हैं। उपकुलपति डॉ. एके सिंह ने कहा कि मतदाताओं में जागरूकता बढ़ी है और अभी इस दिशा में बहुत काम होना बाकी है। इस मौके पर पूर्व संयुक्त निदेशक सूचना डॉ. अशोक कुमार शर्मा को पीआरएसआई के लाइफ टाइम अचीवमेंट अवार्ड और प्रशस्ति पत्र से सम्मानित किया गया। कार्यक्रम में अध्यक्ष मोनालिखा चौधरी निष्पक्ष मतदान में सहयोग की बात कही।

पिता-पुत्र सहित पांच पर रिपोर्ट दर्ज

एलेक्ट्रॉनिक वोटिंग मशीन अब VVPAT के
सशक्त विश्वास के साथ आप के मत- उत्सव
को सफल बनने को तत्पर



आप की उँगली बनेगी
देश के भविष्य का आधार ।
जो करे कल्याण आपका
चुनें ऐसी निष्पक्ष सरकार ॥

अच्छी
पारदर्शिता



Public Relations Society of India





MUMBAI CHAPTER

The Mumbai Chapter of Public Relations Society of India (PRSI) celebrated National Public Relations Day in Mumbai on April 21, 2018.

A panel discussion was arranged to celebrate the National PR Day on this year's theme "Indian democracy: Mantra for Effective Elections". Ms. Neela Satyanarayana, former State Election Commissioner of Maharashtra and Dr. Deepak Pawar, Assistant Professor, Department of Civics and Politics, University of Mumbai were the key speakers. The panel discussion was moderated by Mr. Abhay Mokashi, Senior Journalist and Course head, Communication for Development (C4D), St. Xavier Institute of Communications, Mumbai.

The panel discussion focused on criminalisation of politics, corruption in elections and the impact of it on citizens and how money and muscle power used in the election process has made the citizens apathetic towards it. The only way to correct this is for the citizens to voice their concerns by taking part in the election process and exercise their voting right. They must also ask relevant questions to the elected candidates and make them accountable. If all citizens do

this, there is nothing that can stop one of the largest democracies from becoming a vibrant democracy that it is, the panel concluded.

Earlier, Ms. Alpana Killawala, Chairperson of the PRSI, Mumbai Chapter welcomed the gathering and underlined the role of PR professionals and the importance of celebrating the National PR Day. Shri Amrithesh Srivastava, Secretary, proposed the vote of thanks. Ms. Mohini Bhadkamkar, Vice Chairperson, Shri Suhas Naik-Satam, Treasurer, Mr. Madan Singla and other members of PRSI attended the function. Some Public Relations and communication professionals and students of Communications and journalism were also present.

Public Relations Society of India (PRSI) the national association of PR practitioners, was established in 1958 to promote the recognition of public relations as a profession and to formulate and interpret to the public the objectives and the potentialities of public relations as a strategic management function. The 1st All India Public Relations Conference was held on April 21, 1968. Since 1986, every year, April 21, is celebrated as National PR Day.





PRSI Mumbai Chapter organised national PR Day

Monday, 24 April 2018 10:30 AM | 10000 Views | 0 Comments | 0 Likes



The National PR Day was organized by the Mumbai chapter of the Public Relations Society of India on 21 April, 2018. Like every year this year too, it was celebrated very enthusiastically by the professional officers working in the field of public relations. This year a panel discussion on "Indian democracy: Mantra of effective election" was organised at Indian Merchant Chambers Mumbai. The speakers for the panel discussion were, former Chief Election Commissioner of Maharashtra Ms. Neela Satyanarayana, Prof. Dr. Deepak Pawar, senior professor of Civics and Political Science, Mumbai University and the moderator was Shri Abhai Mokashi, senior journalist and Course head communication for Development of St. Xavier Institute of Communication.

On this occasion, Ms Alpana Khatwata , chairperson of PRSI Mumbai chapter welcomed all dignitaries present in the meeting and briefed them the aim and purpose of PRSI. Finally, a vote of thanks by Mr. Amrutesh Srivastava, Secretary, PRSI, Mumbai Chapter.

On this occasion, PRSI Mumbai chapter, Vice-Chairperson mohini bhadkamkar , office-bearers of the Mumbai chapter; along with the people working in public relations, a large number of journalism institutes, students and media personnel also attended.

पीआरएसआई मुंबई चैप्टर द्वारा राष्ट्रीय जनसंपर्क दिवस का आयोजन

मुंबई के इंडियन सर्वेट चेंबर में पब्लिक रिलेशन्स सोसाइटी ऑफ इंडिया के मुंबई चेंटर द्वारा राष्ट्रीय जनसंपर्क दिवस का आयोजन किया गया. हर वर्ष की भाँति इस वर्ष भी इस दिन को जन संपर्क के क्षेत्र में कार्यरत पेशेवर अधिकारियों द्वारा काफ़ी उत्साह पूर्वक तरीके से मनाया गया. इस वर्ष की थीम “भारतीय लोकतंत्र: प्रभावी चुनाव का मंत्र” पर आधारित था.

इस मौके पर महाराष्ट्र की पूर्व मुख्य चुनाव आयुक्त सुश्री नीला सत्यनारायणा ने मुख्य अतिथि के रूप में भाग लिया. साथ ही मुंबई विश्वविद्यालय के नागरिक शास्त्र एवं राजनीति शास्त्र के प्रोफेसर, डा. दीपक पवार एवं वरिष्ठ पत्रकार और सेंट जेविएर इन्स्टिट्यूट ऑफ कम्यूनिकेशन के कोर्स हेड श्री अभय मोकाशी ने भी पैनल डिस्कशन में हिस्सा लिया. इस मौके पर पीआरएसआइ मुंबई चेंटर की चेयर पर्सन सुश्री अल्पना किल्लावाला ने सभा में उपस्थित सभी गणमान्य अतिथियों का स्वागत किया और पीआरएसआइ के उद्देश्य एवं लक्ष्य से लोगों को स्बर कराया. अंत में श्री अमृतेश श्रीवास्तव, सचिव, पीआरएसआइ, मुंबई चेंटर द्वारा धन्यवाद प्रस्ताव पारित किया गया. इस अवसर पर पीआरएसआइ, मुंबई चेंटर की उपाध्यक्ष मोहिनी भडकमकर और पीआरएसआइ, मुंबई चेंटर से जुड़े तमाम पदाधिकारीगण के साथ साथ जनसंपर्क के क्षेत्र में कार्यरत लोगों के अलावा बड़ी संख्या में पत्रकारिता इन्स्टिट्यूट्स से आए विद्यार्थियों एवं मॉडिया कर्मियों ने भी भाग लिया.

Indian democracy and effective PR techniques

The Mumbai Chapter of Public Relations Society of India (PRSI) celebrated National Public Relations Day in Mumbai on April 21. Every year, April 21 is celebrated as the National PR Day by public relations practitioners across the country and renew their commitment to achieving greater professional standards.

A panel discussion was arranged to celebrate the National PR Day on this year's theme "Indian democracy: Mantra for Effective Elections". Neela Satyanarayana, former State Election Commissioner of Maharashtra and Dr. Deepak Pawar, assistant professor, department of civics and politics, Uni-



versity of Mumbai were the key speakers. The panel discussion was moderated by Abhay Mokashi, senior journalist and course head, Communication for Development (C4D), St. Xavier Institute of Communications, Mumbai.

The panel discussion focused on criminalisation of politics, corruption in elections and the impact of it on citizens and how money and muscle power used in the election process has made the citizens apathetic towards it. The

only way to correct this is for the citizens to voice their concerns by taking part in the election process and exercise their voting right. They must also ask relevant questions to the elected candidates and make them accountable. If all

citizens do this, there is nothing that can stop one of the largest democracies from becoming a vibrant democracy that it is, the panel concluded.

Earlier, Alpana Killawala, chairperson of the PRSI, Mumbai Chapter welcomed the gathering and underlined the role of PR professionals and the importance of celebrating the National PR Day. Amrutesh Srivastava, secretary, proposed the vote of thanks. Mohini Bhadkamkar, vice chairperson, Suhas Naik-Satam, treasurer, Madan Singla and other members of PRSI attended the function. Some public relations and communication professionals as also students of communications and journalism were also present.



NAGPUR CHAPTER

शनिवार 21 अप्रैल को राष्ट्रीय जनसंपर्क दिवस का आयोजन किया गया। इस वर्ष का थीम था— "Indian Democracy : Mantra for Effective Elections" भारतीय लोकतंत्र का सार्थक चुनाव का मंत्र

पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया (पी आर एस आई) नागपुर चेप्टर के इस आयोजन में महात्मा गाँधी अंतर्राष्ट्रीय हिंदी विश्वविद्यालय, वर्धा के पूर्व उप-कुलपति एवं सुप्रसिद्ध चिंतक श्री असित सिंहा मुख्य अतिथि थे। समारोह की अध्यक्षता नागपुर-अमरावती विभाग के सूचना एवं जनसंपर्क संचालक श्री आर. बी. मुली ने की। स्वागत भाषण पीआरएसआई नागपुर चेप्टर के अध्यक्ष, श्री एस. पी. सिंह ने किया।

संचालन श्री अतुल त्रिवेदी ने एवं धन्यवाद ज्ञापन श्री सुधीर जाधव ने किया।

इस अवसर पर संस्था की गतिविधियों में उत्कृष्ट योगदान के लिए पी आर एस आई के उपाध्यक्ष श्री एम. एम. देशमुख एवं श्री अशोक कोल्हटकर, जनसंपर्क अधिकारी नागपुर महानगर पालिका, नागपुर का सर्वश्रेष्ठ पीआरओ के रूप में सत्कार भी किया गया।

कार्यक्रम में जिला सूचना अधिकारी श्री अनिल गडेकर, महाजन को के पीआरओ श्री यशवंत मोहिते, महावितरण के पीआरओ श्री योगेश विटंकर, श्रीमती शोभा धनवटे, अन्य जनसंपर्क कर्मी एवं शुभचिंतक सपरिवार शामिल हुए।





RANCHI CHAPTER

Along with the rest of the country, National Public Relations Day was celebrated by the Public Relations Society of India (PRSI), Ranchi Chapter. The theme of the PR Day was "Your Vote, Your Right."

PRSI, Ranchi Chapter organized the programme in association with Central University of Jharkhand(CUJ), Brambe, Ranchi (Jharkhand) to mark the occasion. Shri Deepak Kumar, PRSI, Ranchi Chapter Chairman welcomed the gathering and appraised them about the importance of National Public Relations Day. Shri Ravindra Kumar, Secretary, PRSI Ranchi Chapter, Shri Anupam Kumar Rana and others were also present to grace the occasion.

Shri A K Jha, Deputy Director(Public Relations), Chief Minister Secretariat, Govt. of Jharkhand was the chief guest of the function. Dr. Dev Vrat Singh, Dean & Head of Mass Communication, CUJ was the guest of honour. The seminar was attended by students particularly of Mass Communication Department of CUJ and Gosssner College, Ranchi, Communication Managers from Public Sector Undertakings and a large number of media personnel.

Speaking on the PR Day theme, Shri Jha said "Right to cast vote is a very vital link for democracy. Voter's participation in the democratic and electoral process is integral to

the successful running of any democracy." He further pointed out that each voter must come out of their home during the election and cast vote in the larger interest of the country.

Shri Jha also talked about the Hon'ble Prime Minister's vision of "Skill India," "Make in India" and other centrally sponsored schemes. He said that the Hon'ble PM emphasized the need to provide the youthful manpower of India with skills and ability to tackle global challenges, and warned that the demographic dividend would otherwise become a challenge in itself. He also talked about building a New India and New Jharkhand.

Shri Deepak Kumar, Chairman of PRSI, Ranchi Chapter in his address talked about importance of the voting and he stressed that each electorate's name must reflect in the voter's list so that he can exercise his franchise during polling day. He also explained the role of PR practitioners working in different places.

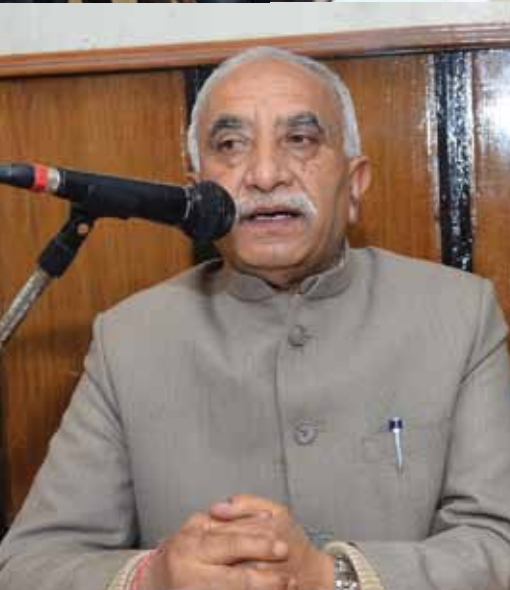
Smt. Rashmi Verma, Assistant Professor, Mass Communication, CUJ conducted the programme , while Vote of Thanks was proposed by Shri Anupam Kumar Rana, treasurer of PRSI, Ranchi Chapter.

Latest technological features to make ECI-EVMs tamper proof

The ECI-EVMs use some of the most sophisticated technological features like one time programmable (OTP) microcontrollers, dynamic coding of key codes, date and time stamping of each and every key press, advanced encryption technology and EVM-tracking software to handle EVM logistics, among others to make the machine 100% tamper proof. In addition to these, new model M3 EVMs also have tamper detection and self-diagnostics as added features. Since, software is based on OTP the program cannot be altered, re-written or Re-read. Thus, making EVM tamper proof. If anyone make, attempt, the machine will become in operative.

National Public Relations Day - 2018
Public Relations Society of India, Shimla Chapter
Date: 21.11.2018

य लोकतन्त्र - सार्थक चुनाव का मन्त्र
ORGANIZED BY:
Public Relations Society of India, Shimla Chapter
Date: 21.11.2018



SHIMLA CHAPTER

Public Relations Society of India, Shimla Chapter celebrate National Public Relations Day every year on 21 April by organizing different programmes such as symposiums, seminars, conferences, colloquiums etc. This year, it was celebrated by holding a symposium on "Indian Democracy: Mantra for Effective Elections" in association with the Department of Journalism and Mass Communication, Himachal Pradesh University, Shimla. The Chief Guest of the event was the Vice Chancellor of Himachal Pradesh University, Professor Rajinder Singh Chauhan who presided over the Symposium. The speakers were – Professor Harish Thakur, Head of the Department of Political Science, Professor Ajay Srivastav, Department of Journalism and Mass Communication (ICDEOL), Dr. Neeraj Sharma, Officer on Special Duty, Department of Elections, Himachal Pradesh, and Ms. Muskan Thakur, Visually Impaired PG student of Music and Icon of State Election Department. The Symposium was attended by over two hundred participants which includes Dean of Studies, Dean of Student Welfare, Heads of several Departments, dignitaries from the Shimla town, Members of PRSI Shimla Chapter from across the State, Media personnel, Students of Journalism and Mass Communication, and over fifteen physically impaired students of H.P. University.

Welcoming the participants of the Symposium the Chairman PRSI Shimla Chapter, Shri Ashok Sharma said that every year Public Relations Society of India through its over 25 Chapters across the country celebrate 21 April as National Public Relations Day and organizes public awareness events on some themes of national and social importance. He added that the theme for this important day was decided by the National Council of the PRSI. This year's theme is "Indian Democracy: Mantra for Effective Elections" (Bhartiya Loktantra - Sarthak Chunav ka Mantr). Shri Sharma elaborated the eight-point agenda set by the PRSI for effective public awareness

drive. He further said that the elections play a very vital role in democracy. General elections of next year would be deciding factor for the future of India and the efforts of PRSI would go a long way in effective public awareness. Shri Sharma urged the audience particularly media and young students to help the PRSI in this endeavour.

The first presentation of the Symposium was made by Ms. Muskan Thakur, visually impaired PG student of Music and Icon of H.P. State Election Department. Ms. Thakur shared her experiences faced by physically challenged people who were neglected and not able to cast their votes even after seventy years of independence. She explained the difficulties faced by her in her village because of which she could not cast her vote till 2016. She thanked the Election Commission of India for being appointed the icon of State Election Department which enabled her to persuade the physically challenged people of the state to cast their votes. She was overwhelmed by casting vote for the first time in recently concluded Vidhan Sabha Elections in the State. At the end of her presentation Ms. Thakur mesmerized the audience by her melodious song.

In his presentation, Professor Harish Thakur said that today democracy is faced with multiple of challenges all over the world. Theoretically democracy stands for 'Government by the People' but it has been observed by many and realistically too, that it appears to be government by the mob. The definitional view point implies that all members of a community participate in the electoral process and the government represents the people in totality but far from this the governments turn out to be bundles of vested interests, or the elite circles that dominate people.

Prof. Thakur said that recent history tells that in many of the so called developed democracies elections were either deferred (Ireland, 2004)



or hijacked by the use of money, muscle and technology to continue the dominance of the established regimes. In the 2000 US elections George W. Bush won due to the electoral system, although his opponent got the majority of votes (patronizingly being called the 'Popular Vote'). And the 'loss' of thousands of absentee ballots is a regular feature in US elections that's hardly deemed worth mentioning. The victory of Donald Trump in US against Hillary Clinton who secured 29 lakh more votes than Trump highlights the electoral flaws at its best

The idea of the government of people is also suggestive of the role of people not only in government but also on political issues. This implies that the public could enforce referenda on all topics they feel differently about than their government. But most 'democracies' do not give their citizens that opportunity. In India we too have failed to introduce this.

However, as Paul Starr observes that democracy has the advantage of having election as a mode of self-correction. If an election works out badly, the next one offers an opportunity to make a better choice, and in the meantime constitutional guarantees keep the winners from abusing their power. But sometimes elections fail so disastrously as to threaten irremediable damage to a society's foundations. Several states are facing this situation today. Elections may be rigged or manipulated, muscled or financed and, even when they haven't been, the suspicion that they have may impair a new government's legitimacy and create a constitutional crisis. Oppositions too float such rumours to destabilize the elected ones. In US election in 2014 the Russian interference has created uproars and this opens the biggest challenge to elections in India too as the recent upheavals over Cambridge Analytica has frowned the eyes of many. The chief mantra for effective elections seems to be the refinement of voters' view and vision and not the re-fixation of periodicities and methods. It needs a cleanliness drive like endeavour through media and educational and public relations

institutions so that the flaws of elections, which are less procedural and more behavioural could be remedied and a strong democratic character of the voter could be evolved.

Shri Ajay Srivastava, Associate Professor of Journalism and Mass Communication (ICDEOL) had an interactive session with the students and other participants. He discussed how even after independence the votes were manipulated by threatening, bribing, and killing people by political parties. Dr. Srivastav also emphasized on discrimination done on SC, ST, and OBC people in states like Maharashtra, Odisha, Jharkhand, and Chatisgarh who were not allowed to cast their votes and their votes were misused by the powerful people.

Shri Srivastav said that in 1990, Shri T. N. Seshan, who was 10th Chief Election Commissioner of India, has cleaned up elections in India. He reformed elections by largely ending its malpractices in the country and redefined the status and visibility of the Election Commission of India. Shri Seshan was instrumental in strict implementation of election code of conduct; issuance of voter IDs for all eligible voters; and limit on candidates expenditure in his/her election.

Dr Neeraj Sharma, OSD, Department of Elections in Himachal Pradesh said that voting right be used in right earnest manner and become a voter instead of elector. He emphasized upon sensitizing the younger generation about voting right very beginning in the school days. He said that the percentage of voting in the State of Himachal was highest, i.e. 70 per cent, in the recent Vidhan Sabha elections. This was possible because of effective awareness drive by the State Election Department. In 2008, he said that a research was conducted in which they observed that 70% of youth is not a registered voter and only 25 per cent of people cast their votes. To overcome this problem the election department started a campaign to encourage people to use their constitutional right with the result in 2018 total 90 per cent of youth is

registered voter now in Himachal Pradesh. He also mentioned measures taken during elections and after elections. He also told the effectiveness of VVPAT Vote Verified Paper Audit Trail and told the machine is totally secured and votes cannot be manipulated as it is offline not online. He hoped that the VVPAT machine would be further improved and the visual impaired voters would be able to know to whom they have cast the vote.

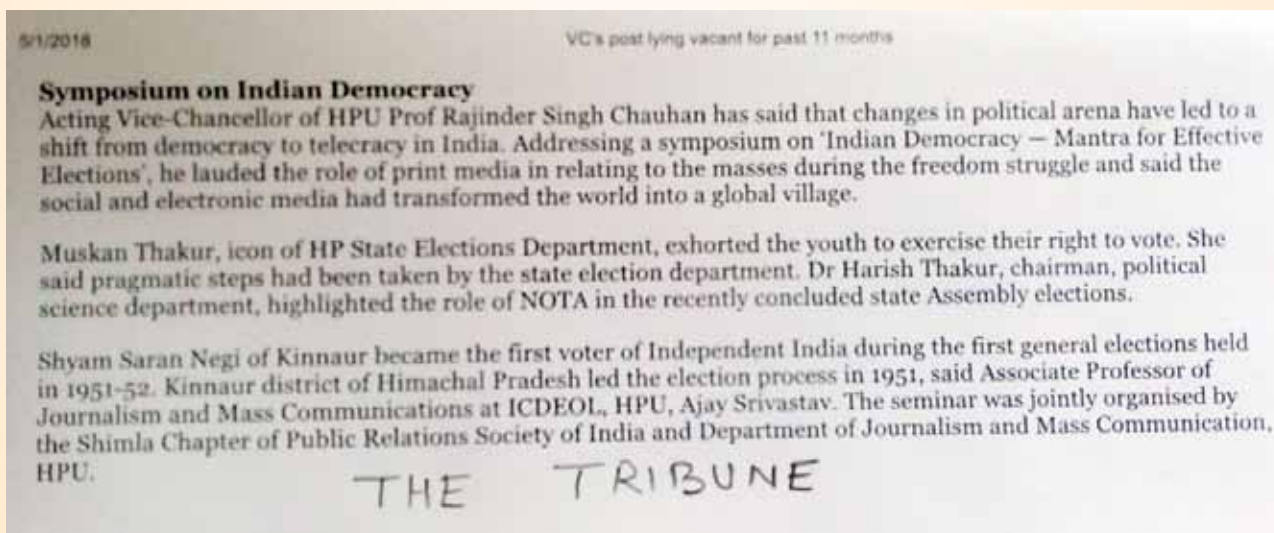
In his presidential address, Professor Rajinder Singh Chauhan, Vice Chancellor of the H.P. University said that Indian Democratic history has been very powerful and torch bearer for the rest of the World and there has been sea change in the political process and therein we have shifted from quocracy to telecracy as maximum population of today's India is empowered by effect of electronic media. He said that the role of public relations through print media have been commendable during the freedom struggle but now the role of social media and electronic media have squeezed the World and made a global village. He added that the citizen of the country has its right to vote and should use

their constitutional right wisely. He exhorted that media to have an effective role in helping people to know their rights. He appreciated the team of PRSI Shimla chapter as they had organized such event to encourage people and to inform the people. He also thanked the team of the PRSI to celebrate National public Relation day in the university.

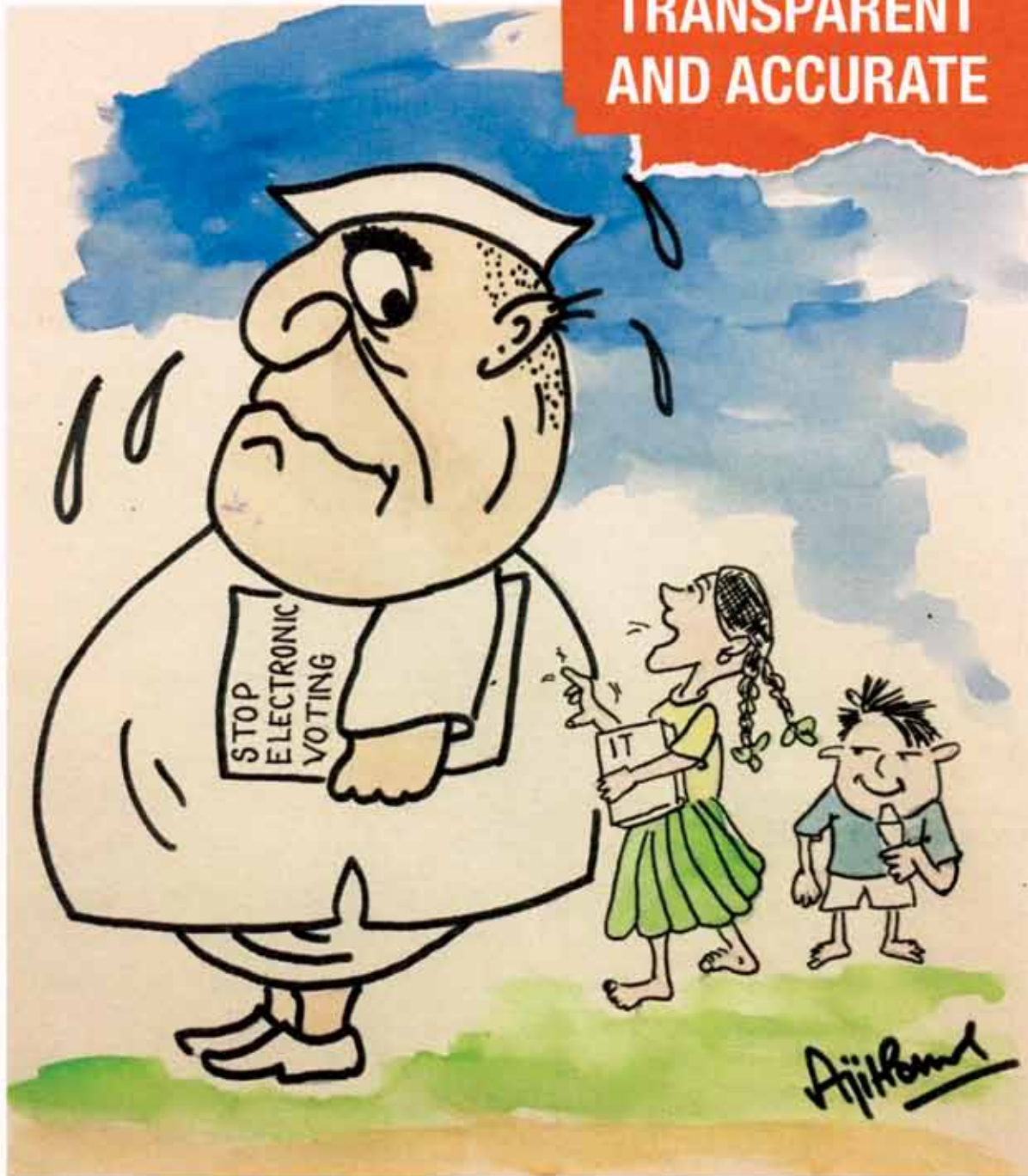
Presenting Vote of thanks Shimla Chapter General Secretary Dr. Ranvir Verma said that the year long programme on the Electioneering in India would be organized throughout the State involving young voters, students of colleges, neighbouring universities and educational institutions. He thanked the Vice Chancellor, students of JMC Department of the University besides Election Department ICON Miss Muskan Thakur, Veteran PRSI members Shri Shiv Singh Chauhan, His son Shri Yadevinder Chauhan and granddaughter Ms. Kalyani for participating during the day long celebrations.

During the symposium the publicity material and Status Paper on Electronic Voting Machine (EVM) was distributed.





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Public Relations Society of India





TIRUPATI CHAPTER

Dr. Agarala Eswar Reddi, former speaker of United Andhra Pradesh while giving a lecture on the eve of National Public Relations day on Saturday at AER MBA College as Chief Guest deplored at the prevailing political situation which is proving detrimental to the country's development. He regretted that the public representatives who are supposed to be the role models for country's people are themselves entangled in various modes of anti social activities and atrocities. The persons with ill gotten wealth are ruling the roost.

On account of possessing massive wealth, they have become law unto themselves and are calling the shots. He referred his entry into the politics as a youngster and the political parties vied with one another for allotting party tickets to him. Presently the trend is running in crores of rupees and the entrants are pouring crores of rupees for getting party ticket. The persons who face reversal in the direct elections are silently

making an entry into legislative councils.

Senior Journalist Dr.N.B.Sudhakar Reddy said casteism, and the money flows are belittling the democracy. Smugglers and rowdies are becoming public representatives and resulting the poor and down trodden remains poor only. He suggested that the public should choose credibility of the candidate over his caste which franchising their votes.

Professor Tripura Sundari, President of PRSI Tirupati branch said that her organisation is involved in conducting the programmes related to the importance of value based politics in the existing scenario.

Dr. A. Eswar Reddi was felicitated by SPW college former Principal Dr. C. Swarajyalakshmi, PRSI Tirupati chapter Secretary NB Harshavardhan Reddy, Vice President Srinivasa Rao Treasurer S. Kodanda Raju and others were also present on this occasion.





అవినీతి రాజకీయాలే అభివృద్ధికి అవరోధాలు

తిరుపతి(టీటీడీ), ఏప్రిల్ 21: రాజకీయాలలో అవినీతి, అక్రమాలు, హింసతో దేశాభివృద్ధికి నిరోధకంగా మారాయని మాజీ స్పీకర్ అగరాల ఈశ్వరరెడ్డి అన్నారు. శనివారం ఏఐఆర్ఎంబీ కళాశాలలో పబ్లిక్ రిలేషన్స్ సొసైటీ ఆఫ్ ఇండియా ఆధ్వర్యంలో నిర్వహించిన జాతీయ ప్రజా సంబంధాల దినోత్సవంలో ఆయన మాట్లాడుతూ దేశవ్యాప్తంగా అక్రమ సంపాదన పరులే రాజకీయాలను శాసనసభాసభాగ్నారు. రాజకీయాలను కులం, దనం అపహాస్యం చేస్తున్నాయని మానసిక వికాస నిపుణుడు ఎన్బీ సుధాకర్రెడ్డి అన్నారు. పీఆర్ సీఐ తిరుపతి శాఖ అధ్యక్షులు శ్రీ పురసుందరం, స్వరాజ్యలక్ష్మి, హర్షవర్ధన్ రెడ్డి తదితరులు పాల్గొన్నారు.

టూడుతూ దేశవ్యాప్తంగా అక్రమ సంపాదన పరులే రాజకీయాలను శాసనసభాగ్నారు. రాజకీయాలను కులం, దనం అపహాస్యం చేస్తున్నాయని మానసిక వికాస నిపుణుడు ఎన్బీ సుధాకర్రెడ్డి అన్నారు. పీఆర్ సీఐ తిరుపతి శాఖ అధ్యక్షులు శ్రీ పురసుందరం, స్వరాజ్యలక్ష్మి, హర్షవర్ధన్ రెడ్డి తదితరులు పాల్గొన్నారు.



మాట్లాడుతున్న ఈశ్వర రెడ్డి

ఆంధ్రజ్యోతి Sun, 22 April 2018
epaper.andhrajyothy.com//c/28074968

ఈనాడు

ఆదివారం 22 ఏప్రిల్ 2018

విద్యార్థులు సీమాజం గోల్పంచేలా ఎదగాలి



సమావేశంలో మాట్లాడుతున్న కళాశాల ఛైర్మన్ అగరాల ఈశ్వరరెడ్డి

విశిష్టమే సమాజంలో గుర్తింపు కలుగుతుందన్నారు. తద్వారా తల్లిదండ్రులకి గర్వంగా ఉంటుందని చెప్పారు. వ్యక్తిత్వ వికాసనిపుణులు ఎన్బీ సుధాకర్రెడ్డి మాట్లాడుతూ విద్యార్థులు ప్రజా సంబంధాల సమాజం రామచంద్రాపురం, శ్యామ్టూడే: విద్యార్థులు సమాజం గుర్తింపు ఎదగాలిని పాటించి కళాశాల వైభవం, ఉమ్మడి శాసన సభ మాజీ స్పీకర్ డాక్టర్ అగరాల ఈశ్వరరెడ్డి అన్నారు. శనివారం స్థానిక కళాశాల ఆవరణలో పబ్లిక్ రిలేషన్స్ సొసైటీ ఆఫ్ ఇండియా ఆధ్వర్యంలో విశాఖం సర్వహించిన జాతీయ ప్రజా సంబంధాల దినోత్సవంలో ఆయన ముఖ్య అతిథిగా విచ్చేశారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ విద్యార్థులు చాలా జాగ్రత్తగా ఉండి అభ్యుదయం సాధించాలని కోరారు. అసలు మెరుగుపరుచుకోవాలన్నారు. ఈ కార్యక్రమంలో సీఆర్ఎస్ఎం తిరుపతి శాఖ అధ్యక్షులు అధ్యక్షులు శ్రీ పురసుందరం, కళాశాల మాజీ ప్రధాన పరి డాక్టర్ స్వరాజ్యలక్ష్మి, పీఆర్ సీఐ ఎన్బీ సుధాకర్రెడ్డి, కళాశాల ఛైర్మన్ శ్రీనివాసరావు, కోడందరాజు, కళాశాల సీబ్పి, విద్యార్థులు పాల్గొన్నారు.

అవినీతి రాజకీయాలే అభివృద్ధికి అవరోధాలు



సమావేశంలో మాట్లాడుతున్న డాక్టర్ అగరాల ఈశ్వరరెడ్డి

రామచంద్రాపురం: అక్రమాలు, అవినీతి, హింసా రాజకీయాలే దేశ అభివృద్ధికి అవరోధాలుగా పరిణమిస్తున్నాయని ఉమ్మడి ఆంధ్రప్రదేశ్ అసెంబ్లీ మాజీ స్పీకర్ డాక్టర్ అగరాల ఈశ్వరరెడ్డి అన్నారు. మండలంలోని ఏఐఆర్ ఎంబీఎ కళాశాల ఆవరణలో శనివారం జాతీయ ప్రజా సంబంధాల దినోత్సవాన్ని వేరవ్వరించుకుని శనివారం తిరుపతికి చెందిన వల్లెర్ రిలేషన్స్ సొసైటీ ఆఫ్ ఇండియా ఆధ్వర్యంలో విద్యార్థులకు అవగాహన సదస్సు నిర్వహించారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ నిష్కళంక ప్రజలకు అందగా నిలబడాల్సిన ప్రజాప్రతినిధులే అసెంబ్లీ కార్యక్రమాలు, ఆధ్వారాలకు పాటుపడుతున్నారని అనేక వ్యక్తం చేశారు. నోట్లో ఓట్లు కొని, అధికారం అర్జీ కుని ప్రజల సొమ్మును దోచుకుంటున్నారన్నారు. అసంతరం సీనియర్ పాత్రకీ యువ సుధాకర్రెడ్డి మాట్లాడుతూ కులతర్కం, దనప్రవాహం ప్రజాస్వామ్యాన్ని అపహాస్యం చేస్తున్నాయని పేర్కొన్నారు. కార్యక్రమంలో అధ్యక్షులు శ్రీ పురసుందరం, స్వరాజ్యలక్ష్మి, హర్షవర్ధన్రెడ్డి, శ్రీనివాసరావు, కోడందరాజు, కళాశాల సీబ్పి, విద్యార్థులు పాల్గొన్నారు.

సాక్షి Sun, 22 April 2018
epaper.sakshi.com//c/28074905

అవినీతి రాజకీయాలే అభివృద్ధికి ఆటంకాలు -మాజీ స్పీకర్ డాక్టర్ అగరాల ఈశ్వర రెడ్డి



తిరుపతి ఏప్రిల్ 21 ప్రభాకరావు: అవినీతి అక్రమాలు, హింసా రాజకీయాలే దేశాభివృద్ధికి అవరోధాలుగా పరిణమిస్తున్నాయని మాజీ స్పీకర్ డాక్టర్ అగరాల ఈశ్వరరెడ్డి అన్నారు. తిరుపతి రామచంద్రాపురంలోని ఏఐఆర్ ఎంబీఎ కళాశాలలో పబ్లిక్ రిలేషన్స్ సొసైటీ ఆఫ్ ఇండియా ఆధ్వర్యంలో విశాఖం సర్వహించిన జాతీయ ప్రజా సంబంధాల దినోత్సవం వేరవ్వరించుకుని శనివారం తిరుపతికి చెందిన వల్లెర్ రిలేషన్స్ సొసైటీ ఆఫ్ ఇండియా ఆధ్వర్యంలో విద్యార్థులకు అవగాహన సదస్సు నిర్వహించారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ నిష్కళంక ప్రజలకు అందగా నిలబడాల్సిన ప్రజాప్రతినిధులే అసెంబ్లీ కార్యక్రమాలు, ఆధ్వారాలకు పాటుపడుతున్నారని అనేక వ్యక్తం చేశారు. నోట్లో ఓట్లు కొని, అధికారం అర్జీ కుని ప్రజల సొమ్మును దోచుకుంటున్నారన్నారు. అసంతరం సీనియర్ పాత్రకీ యువ సుధాకర్రెడ్డి మాట్లాడుతూ కులతర్కం, దనప్రవాహం ప్రజాస్వామ్యాన్ని అపహాస్యం చేస్తున్నాయని పేర్కొన్నారు. కార్యక్రమంలో అధ్యక్షులు శ్రీ పురసుందరం, స్వరాజ్యలక్ష్మి, హర్షవర్ధన్రెడ్డి, శ్రీనివాసరావు, కోడందరాజు, కళాశాల సీబ్పి, విద్యార్థులు పాల్గొన్నారు.

Sun, 22 April 2018
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SKYLINE ENGLISH DAILY

Saturday 21, April 2018

Politics with corruption becomes obstacles for development

By our staff Reporter, Tirupati, April 21

Dr. Agarala Eswar Reddi, former speaker of United Andhra Pradesh while giving a lecture on the eve of National Public Relations day on Saturday at AER MBA College as chief Guest deplored at the prevailing political situation which is proving detrimental to the Country's development. He regretted that the Public Representatives who are supposed to be role model for country's people are themselves are entangled in various modes of anti social activities and atrocities. The persons with ill gotten wealth are ruling the roost. On account of possessing

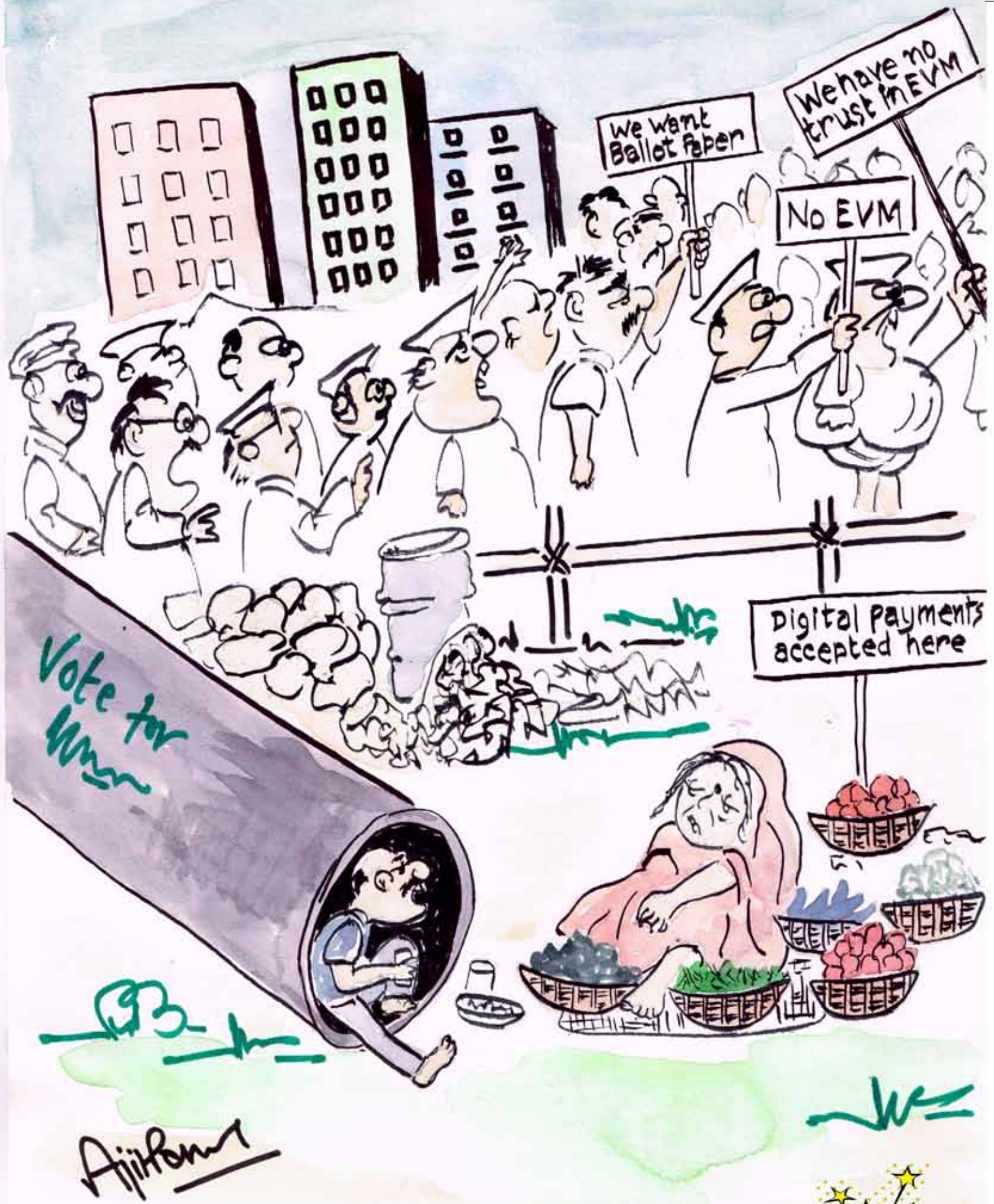


massive wealth, they have become law unto themselves and are calling the shots. He referred his entry into the politics as a youngster and the political parties vied with one another for allotting party tickets to him. Presently the trend is running in crores of rupees and the entrants are pouring crores of rupees for getting

resulting the poor and down trodden remain poor only. He suggested that the public should choose credibility of the candidate over his caste which franchising their votes.

Professor Tripura Sundari, President of PRSI Tirupati branch said that the organisation is involved in conducting the programmes related to the importance of value based politics in the existing scenario.

Dr.A.Eswar Reddy was felicitated by SPW college former Principal Dr.C. Swarajyalakshmi, PRSI Tirupati branch Secretary N.B. Harshavardhan Reddy, Vice President Srinivasa Rao Treasurer S.Kodanda Raju and others.



Public Relations Society of India





VARANASI CHAPTER

Varanasi Chapter celebrated P R Day in collaboration with Journalism & Mass Communication Department of Mahatma Gandhi Kashi Vidyapeeth, Varanasi on 21st April 2018 on Indian Democracy: Effective Elections.

Prof. Prithveesh Nag, Vice Chancellor was Chief Guest, who in his inaugural address highlighted the importance of using one's voting right. He urged upon the participating students to create awareness and help increase the voting percentage. Principal Speaker Mr. Anil Kumar Pandey, (ex-ADM Admin. and ARO) stressed the need for getting one self and family registered with Election Commission as Voter on completing 18 years of age. That is first and foremost requirement for effective elections. Prof. Anil Kumar Updhyay (ex-Chairperson, Varanasi Chapter & HOD) asked to use Public Relations with positive attitude without defining sectarian or political boundaries. HOD Deptt. of Law, MGKVP Prof. Chaturbhuj Nath Tewari & Dr. arun

Kumar Sharma also spoke on the subject.

PRSI Vice President (Norh) Mr. Narendra Mehta informed the audience about importance of PR Day and why it is celebrated all over country on this particular day. Programme Convener and ex-Chaprrperson Varanasi Mr. Amitabha Bhattacharya welcomed the Guests and Participants while NC Member Mr. Pradeep Kumar Upadhyay extended vote of thanks. Seminar was conducted by Dr. Prabha Shankar Mishra.

On this occasion Mr. Yadvesh Kumar (GM, Amar Ujala), Mr. Anil Jajodia (Director-PR, DPS) & Mr. Prem Nath Chaubey (NBT) were honoured with a plaque and angvastam by VC. Prof. Raj Kumar Singh, Dr. Manohar Lal, Dr. Ramesh Singh, Dr. Rudranand, Dr. Nand Bahadur, Dr. Jai Prakash, Dr. Pradeep, Dr. Rajesh, Tresurer Mahesh Seth, Dinesh Seth, Secretary Ajay Seth were present. Certificate of participation was given to 50 students of department by chapter.

"Systematic Voters' Education & Electoral Participation (SVEEP)"

It is the right to vote that guarantees an equal status to all citizens. SVEEP educates the uninformed, includes the marginalised, stirs the complacent and lends support where needed for enhanced electoral participation. Some of the focus areas and target groups are:

Women	Youth	Urban population
Tribal communities	People in difficult regions	People in extremism affected areas
Migrant groups	Labourers	Senior citizens
Differently abled persons	Homeless population	Service Voters/ Defence Personnel
Non Resident Indians	Prospective Voters/ Young Students	

जन-जनसे सम्पर्क ही प्रभावी जनसम्पर्क

तकनीकी विकास के कारण आज जनसम्पर्क का तरीका बदल गया है, लेकिन वन टू वन सम्पर्क ही सबसे अच्छा और-प्रभावी जनसम्पर्क है। उक्त बातें शनिवार को काशी विद्यापीठ के पत्रकारिता एवं जनसंचार विभाग एवं पब्लिक रिलेशन सोसाइटी ऑफ इंडिया वाराणसी चैप्टर के संयुक्त तत्वावधान में जनसम्पर्क दिवस के अवसर पर आयोजित "भारतीय लोकतंत्र: सफल चुनाव का मंत्र" विषयक कार्यक्रम में काशी विद्यापीठ के निवर्तमान

वाइसचांसलर डॉक्टर पृथ्वीश नाग ने कही। उन्होंने कहा कि हर देश में सरकार को चलाने एवं जन प्रतिनिधियों को चुनने का अपना-अपना मॉडल है। देश के मॉडल के

सकारात्मक प्रभाव डालें। हर व्यक्ति मतदान के प्रति जागरूक हो और अपने आस-पास के लोगों को जागरूक करें। जिसे जनसम्पर्क के द्वारा ही निभाया जा सकता है। विधि

होगा। अतिथियों को स्वागत अमिताभ भट्टाचार्य ने किया। इस अवसर पर डॉक्टर अरुण कुमार शर्मा, डॉक्टर नरेन्द्र मेहता, डॉक्टर भरत कुमार ने भी विचार व्यक्त किये। इस अवसर पर मीडिया क्षेत्र में उत्कृष्ट योगदान के लिए प्रेमनाथ चौबे, यादवेश एवं शिक्षा के क्षेत्र में प्रोफेसर राजकुमार सिंह, समाजसेवी अनिल जजोदिया को स्मृति चिन्ह एवं अंगवस्त्रम भेंट कर सम्मानित किया गया। कार्यक्रम का संचालन डॉक्टर प्रभाशंकर मिश्र एवं धन्यवाद ज्ञापन प्रदीप उपाध्याय ने किया। इस अवसर पर डॉक्टर मनोहर लाल, डॉक्टर रमेश सिंह, डॉक्टर रूद्रानंद, डॉक्टर नन्दबहादुर, डॉक्टर जय प्रकाश, डॉक्टर प्रदीप, डॉक्टर राजेश सहित छत्र उपस्थित रहे।

संगोष्ठीमें निवर्तमान वीसी पृथ्वीज नागके उद्गार

अनुरूप राजनीतिक जनसम्पर्क की जरूरत पड़ती है। मुख्य वक्ता वाराणसी के पूर्व एडीएम अनिल पाण्डेय ने कहा कि हर व्यक्ति अपने-अपने क्षेत्र में जनसम्पर्क अधिकारी है। विभागाध्यक्ष प्रोफेसर अनिल कुमार उपाध्याय ने कहा कि जनसम्पर्क को किसी फार्मूले में न लोकर बल्कि इस ढंग से करना चाहिए कि वह

संकाय के संकायाध्यक्ष प्रोफेसर चतुर्भुज नाथ तिवारी ने कहा कि संविधान ने हमें निर्वाचन का अधिकार दिया है उसी के साथ यह भी अधिकार दिया कि हम किसी उम्मीदवार के बारे में जाने, उसकी सम्पत्ति, शैक्षणिक एवं सामाजिक स्थिति के बारे में जानकर उसका चुनाव करें तभी लोकतंत्र मजबूत

वन टू वन सबसे प्रभावी जनसंपर्क : डॉ. पृथ्वीश नाग

वाराणसी। तकनीकी विकास के कारण आज जनसंपर्क का तरीका बदल गया है लेकिन वन टू वन संपर्क ही सबसे अच्छा और प्रभावी जनसंपर्क है। यह बातें महात्मा गांधी काशी विद्यापीठ के कुलपति डॉ. पृथ्वीशनाग ने कही। वह शनिवार को पत्रकारिता एवं जनसंचार विभाग व पब्लिक रिलेशन सोसाइटी ऑफ इंडिया चैप्टर के संयुक्त संयोजन में आयोजित 'भारतीय लोकतंत्र सफल चुनाव का मंत्र' विषयक संगोष्ठी को संबोधित कर रहे थे।

मुख्य वक्ता पूर्व एडीएम अनिल पांडेय थे। अध्यक्षता पत्रकारिता व जनसंचार विभाग के विभागाध्यक्ष डॉ. अनिल कुमार उपाध्याय ने की। प्रो. चतुर्भुज तिवारी, अमिताभ भट्टाचार्य, डॉ. अरुण कुमार शर्मा व नरेन्द्र मेहता, डॉ. भरत कुमार ने भी अपने विचार व्यक्त किए। पत्रकार प्रेमनाथ चौबे, मीडिया सलाहकार यादवेश और प्रो. राजकुमार सिंह व अनिल जजोदिया को सम्मानित किया गया। ब्यूरो



निवर्तमान वाइसचांसलरको सम्मानित करते विशिष्टजन।

छाया : आज

चुनौति :

नायक चुनने की --

वायदा जो निभाएं !!



लोकतंत्र ना बने लाचारी।
हम सब की है ज़िम्मेदारी।।
लोकसभा की बने गरिमा।
अच्छे लोग चुनें नर-नारी।।

श्रीप्रतीत
प्राबक



Public Relations Society of India







WARDHA CHAPTER

पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया के वर्धा चेप्टर की ओर से 21 अप्रैल को जिलाधिकारी कार्यालय के सभा कक्ष में आयोजित राष्ट्रीय जनसंपर्क दिवस समारोह की अध्यक्षता करते हुए जिलाधिकारी शैलेश नवाल ने कहा कि हमें हमारा समाज कैसा चाहिए यह हमारे मताधिकार पर निर्भर करता है। लोकतंत्र में लोगों का विश्वास बढ़ाने के लिए मताधिकार का अधिक से अधिक प्रयोग जरूरी है। लोकतंत्र में लोग जागरूक होंगे तो उनकी अपेक्षा और आकांक्षाएँ पूरी होंगी।

इस वर्ष जनसंपर्क दिवस 'भारतीय लोकतंत्र – सार्थक चुनाव का मंत्र' इस विषय पर मनाया गया जिसपर वर्षभर चर्चाएं, कार्यक्रम एवं उपक्रम आयोजित होंगे। इस अवसर पर मुख्य अतिथि के रूप में महात्मा गांधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय के प्रतिकुलपति प्रो. आनंद वर्धन शर्मा उपस्थित थे। कार्यक्रम में उप जिला चुनाव अधिकारी श्रीमती स्मिता पाटिल तथा जिला सूचना अधिकारी मनीषा सावले की विशेष उपस्थिति थी। कार्यक्रम में मुख्य वक्ता के रूप में उपस्थित डॉ. बाबासाहेब आंबेडकर मराठवाडा विश्वविद्यालय, औरंगाबाद में जनसंचार एवं जनसंपर्क के विशेषज्ञ प्रो. विजय एल. धारूरकर ने 'भारतीय लोकतंत्र – सार्थक चुनाव का मंत्र' विषय पर व्याख्यान दिया। कार्यक्रम का स्वागत वक्तव्य एवं प्रास्ताविक पब्लिक रिलेशन्स सोसायटी वर्धा चेप्टर के अध्यक्ष प्रो. अनिल कुमार राय ने प्रस्तुत किया। कार्यक्रम का संचालन पीआरएसआई वर्धा चेप्टर के सचिव श्री बी. एस. मिरगे ने किया तथा आभार कोषाध्यक्ष श्री प्रफुल्ल दाते ने माना। समारोह में वर्धा के जाने-माने बाल रोग विशेषज्ञ तथा वैद्यकीय जागरूकता मंच के अध्यक्ष डॉ. सचिन पावडे को जनसंपर्क सम्मान से विभूषित किया गया। इस अवसर पर जनसंपर्क दिवस विशेषांक का विमोचन अतिथियों के द्वारा किया गया।

मुख्य वक्ता के रूप में विचार रखते हुए प्रो. विजय धारूरकर ने कहा कि हमारा देश व्यापक भूभाग वाला है। उन्होंने लोकतंत्र के महत्व को रेखांकित करते हुए कहा कि इसमें हर किसी को चुनाव के माध्यम से अपनी क्षमता को सिद्ध करने का मौका मिलता है। हमारे देश में जनतांत्रिक परंपरा इतिहास रहा है और इसी को संविधान के ढांचे में ढाला गया है। सुचारू रूप से चुनाव करने के लिए चुनाव आयोग महत्वपूर्ण एजेन्सी है जो देश भर में चुनाव सम्पन्न कराने के कार्य करती है जिसके पास वैज्ञानिक पद्धति की प्रबंधन प्रणाली है। चुनाव और लोकतंत्र में मीडिया की भूमिका का जिक्र करते हुए उन्होंने कहा कि समांतर शासन और सरकार के कार्यक्रमों को लोगों तक पहुंचाने के लिए मीडिया महत्वपूर्ण इकाई है। वह सरकार और लोगों के बीच कड़ी के रूप में कार्य करती है। उन्होंने कहा कि चुनाव को पारदर्शी बनाने, चुनाव में लोगों की भागीदारी बढ़ाने, उनमें सजगता लाने में जनसंपर्क और

मीडिया की अहम भूमिका होती है।

महात्मा गांधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय के प्रतिकुलपति प्रो. आनंद वर्धन शर्मा ने कहा कि इस विशाल देश में चुनाव कराने की चुनौतियों का सामना बड़े सुचारू ढंग से चुनाव आयोग और उनकी यंत्रणा करती है। उन्होंने कहा कि हाल के दिनों में पता चलता है कि चुनाव से सुशिक्षित मतदाता दूर होता जा रहा है और इसके लिए उनमें जागरूकता लाने की अधिक जरूरत महसूस हो रही है। चुनाव प्रक्रिया देश का भविष्य तक करती है और सरकार को मार्ग दिखाने का काम हमारा लोकतंत्र करता है।

इस अवसर पर उप जिला चुनाव अधिकारी श्रीमती स्मिता पाटिल ने कहा कि चुनाव में लोगों की भागीदारी बढ़ाने के लिए चुनाव पाठशाला जैसे उपक्रम हाथ में लिए जा रहे हैं जिसके माध्यम से स्कूल और कॉलेजों में नए मतदाताओं को जोड़ने का काम किया जाएगा। पीआरएसआय और अन्य संस्थाओं को इस उपक्रम में शामिल किया जाएगा जिससे अधिक से अधिक लोग आने वाले चुनाव में सहभागी हो सकें। इस अवसर पर पीआरएसआई की ओर से वैद्यकीय जागरूकता मंच के माध्यम से जल संरक्षण, स्वास्थ्य शिक्षा के क्षेत्र में उल्लेखनीय कार्य करने के लिए वर्धा शहर के जाने-माने बाल रोग विशेषज्ञ डॉ. सचिन पावडे को जनसंपर्क सम्मान से विभूषित किया गया। जिलाधिकारी श्री नवाल और प्रतिकुलपति प्रो. शर्मा ने उन्हें शॉल, मान पत्र और पुष्पगुच्छ प्रदान कर उनका सम्मान किया। अपने सम्मान पर उन्होंने कहा कि यह सम्मान वर्धा शहर के लोगों और वैद्यकीय जागरूकता मंच को समर्पित है।

कार्यक्रम में पीआरएसआई के उपाध्यक्ष संजय इंगले तिगांवकर, हिंदी विवि के जनसंचार विभाग के सहायक प्रोफेसर राजेश लेहकपुरे, डॉ. अख्तर आलम, अनुवाद अध्ययन विभाग के डॉ. अनवर अहमद सिद्दीकी, डॉ. राम प्रकाश यादव, जानकीदेवी बजाज संस्था के विनेश काकडे, यशवंत सोसायटी के संदीप घानोकर, सचिन घोडे, इब्राहिम बक्ष, अग्निहोत्री महाविद्यालय के जनसंपर्क अधिकारी प्रमोद गिरडकर, संदीप वर्मा, डॉ. डी. एन. प्रसाद, निसर्ग सेवा समिति के अध्यक्ष मुरलीधर बेलखोडे, वैद्यकीय जागरूकता मंच के डॉ. आलोक विश्वास, डॉ. स्मिता सचिन पावडे, बहार नेचन फाउंडेशन के अध्यक्ष प्रा. किशोर वानखेडे, रेडियो एमगिरी के अमोल देशमुख, स्वेता क्षीरसागर, डीजीसी कम्युनिकेशन के सचिन घोडे, एबीपी माझा न्यूज चौनल के पराग ढोबले, जिला सामान्य रुग्णालय के प्रवीण गावंडे, अभिषेक वडतकर, हिंदी विवि के शोधार्थी रूपाली अलोने, अनुपम राय, चेतन भट्ट, रंजीत कुमार, वैभव उपाध्याय, गोदावरी ठाकुर, विकास सिंह, फोटोग्राफर राजदीप राठौर, सुरेश कुमार, दीपक साल्वे, रजत देशमुख, कल्याणी बढिये, दीपक पांडे आदि उपस्थित थे।

सकाळ

आज, सोमवार
१३ अप्रैल २०१८

लोकशाही बळकट करण्यासाठी मतदान

जिल्हाधिकारी शैलेश नवाल : पीआरएसआयतर्फे जनसंपर्कदिन साजरा

सकाळ मुंबई
आज, सोमवार १३ अप्रैल २०१८
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दैनिक भास्कर

नागपुर, सोमवार, २१ अप्रैल २०१८

आज राष्ट्रीय जनसंपर्क दिवस

ब्यूरो वर्धा, पब्लिक रिलेशन्स सोसाइटी ऑफ इंडिया वर्षा चौपट्टर द्वारा राष्ट्रीय जनसंपर्क दिवस का आयोजन २१ अप्रैल को सुबह साढ़े ९ बजे जिलाधिकारी कार्यालय सभा कक्ष में किया गया है। इस अवसर पर भारतीय लोकतंत्र सार्थक चुनाव का मंत्र इस विषय पर व्याख्यान होगा। अध्यक्षता जिलाधिकारी शैलेश नवाल करेंगे। अतिथि के रूप में महात्मा गांधी अंतरराष्ट्रीय हिंदी विधि के प्रतिवृत्तपति प्रो. आनंद वर्धन शर्मा, जिला चुनाव अधिकारी स्मिता पाटील, जिला सूचना अधिकारी मनीषा सावले, डा. विजय एल धारकर, जनसंपर्क सम्मान डा. सचिन पावडे उपस्थित रहेंगे। प्रस्तावना प्रो. अनिल कुमार राय रखेंगे। कार्यक्रम में बड़ी संख्या में नागरिकों को सहभागी होने का आह्वान बी एस मिर्गे, संजय इंगले तिगावकर, प्रफुल्ल दाते, राजेश लेहकपुरे, डा. अख्तर आलम आदि ने किया है।



दैनिक भास्कर

नागपुर, सोमवार, २१ अप्रैल २०१८

मताधिकार का इस्तेमाल लोकतंत्र को बनाता है सक्षम : नवाल



ज्येष्ठ | आठ वें वर्षा हस्ताक्षर किया...
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राष्ट्रप्रकाश

राजिपुर, २२ अप्रैल २०१८

जिलाधिकारी कार्यालय में मना जनसंपर्क दिवस

डॉ. सचिन पावडे को जनसंपर्क सम्मान मताधिकार के प्रयोग से ही लोकतंत्र सक्षम : नवाल



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राष्ट्रप्रकाश

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जनसंपर्क दिवस समारोह आज

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