

# Largest democracy: Biggest dreams

## Value your Vote-Vote for Values

*Public Awareness Campaign*

National  
Public  
Relations Day  
2024



**Public Relations Society of India**

[www.prsi.org.in](http://www.prsi.org.in)

# Largest democracy: Biggest dreams

Dear Colleagues,



The process of election is the Festival of democracy ; it is often said that Dictatorships are one-way streets while Democracy aims at two-way traffic. Abraham Lincoln described democracy as the government of the people, by the people, for the people. Democracy gives equal opportunity to every citizen without any bias of birth, wealth, cast region , religion or education.

‘Truth’, ‘Right’ ,‘equality’ and ‘justice’ need to be safeguarded for each of the citizens. Democracy prospers only when

people are able to express their choice meaningfully and are prepared to choose their leaders wisely.

India, the largest democracy of the world is respected for preserving the core values of democracy over the years. With 75 years of Independence , the country has entered Amrit Kaal of Aazadi. General elections will be held in India in 2024 to elect the 543 members of the 18th Lok Sabha. 97 crore voters will exercise their franchise at the upcoming Lok Sabha elections. There are 97.8 crore eligible voters of which 49.72 crore are male voters and 47.1 crore female , including 1.82 crore first-time voters. Election to 543 constituencies will be held in seven phases April 19 - June 1 ; final results will be declared on June 4.

Public Relations Society of India, as the national body of the Public Relations and corporate communications professionals has served the profession and the nation with the power of communication building bridges of trust. In the last Lok Sabha PRSI had the privilege to organise nation wide campaign on election to 'Elect the best', joining hands with Election Commission of India.

This year also we shall play our humble role in creating awareness to vote and to ensure quality and character of the people elect. A number of young voters are joining the ' Maha-Yagya ' of 'Lokatantra' and we take it our responsibility to build a positive awareness on the subject which remains the core focus of emerging India as the world leader. Plato had said that one of the penalties for refusing to participate in politics is that you end up being governed by your inferiors. The real safeguard of democracy, therefore, is education and awareness. I call upon all the chapters of the Public Relations Society of India and the Universities / Institutes engaged in Public Relations, journalism and mass communication education to organise innovative programmes to build a positive atmosphere.

## **National Campaign for Election Awareness**

30<sup>th</sup> March - 6<sup>th</sup> April, 2024

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Public Awareness Campaign to strengthen the  
democracy with meaningful Vote.

## **PRSI Chapter Initiatives:**

Public Relations Society of India's all the chapters will organise programmes, campaigns and competitions roping in opinion leaders, NGOs, Women groups, academicians, media, students and masses. Chapters will also provide Selfie backdrops to propagate the awareness. All those who take their selfies should be motivated to put photos on social media of PRSI. Best Photographs with slogans will be awarded. All the Entries with participants contacts may be posted on face book

( <http://www.facebook.com/PublicRelationsSociety> )

## **PR / Mass Communication Institute Initiatives:**

PRSI invites all the Universities and Institutes to organise various programmes, skits, competitions for awareness. Besides, Students of Mass Communication, PR and Journalism are welcome to participate in following two national Competitions:

1. Video film on voters awareness ( 30 -60 Seconds ).
2. Poster Competition for motivating Youth voters.

Both the competitions will have following Prizes :

First Prize : Rs 5,000/-; Second Rs 3,000/- and Third Rs 2,000/-. Digital Entries may be sent to Dr PLK Murthy, Secretary General, PRSI. Mobile: 93931 00515 , Email: [plkmurthy@gmail.com](mailto:plkmurthy@gmail.com). Entries may be sent on or before 4<sup>th</sup> April, 2024. For any support pl contact Ms Jaya Jha, Executive Secretary, National President, PRSI , Mobile : 9667961678 Email : [jayajj1678@gmail.com](mailto:jayajj1678@gmail.com).

It is true that a politician thinks of the next election ; a statesman, of the next generation. Can we all ensure that every citizen who is eligible to vote, realises the power of his vote and casts vote in favour of the candidate who is a statesman and can transform dreams of citizens to reality !

Jai Bharat !

A handwritten signature in black ink, appearing to read 'Ajit Pathak', written over a horizontal line.

( Dr Ajit Pathak )

*Selfie Stand : Public Relations Society of India*

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