

PUBLIC RELATIONS SOCIETY OF INDIA

# HARMONY



Building Bridges of Trust

Month

May 2024

Hyderabad Chapter Hosts Enlightening Training Programme with Vietnamese Journalists

24

## Largest democracy Biggest dream

Value  
your Vote  
Vote  
for Values



**Largest democracy: Biggest dream**  
**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)

PUBLIC RELATIONS SOCIETY OF INDIA  
**HARMONY**



Monthly (May 2024)

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**Message** of Nataša Pavlović Bujas,  
IPRA President 2024, for the Public Relations  
Society of India newsletter



**Nataša Pavlović Bujas**

International Public Relations Association  
(IPRA) President 2024

15 April 2024

As President of the International Public Relations Association, I offer my congratulations to Dr Ajit Pathak, national president of the Public Relations Society of India (PRSI) on his facilitation of the annual celebration by PRSI of National Public Relations Day in India on 21 April. IPRA is proud to endorse the celebration.

Public relations play an essential role in all aspects of personal, interpersonal, social, and organizational relationships. Today PR is a respected and valued profession. Thus the theme of this year's celebration in India of Sanatan values is especially relevant. Global PR has enormous resonance with these values embracing the inter-connectedness of all beings and the importance of collective welfare.

I would like to remind all PRSI members that under our agreement you benefit from early bird prices at any time for entries to the IPRA Golden World Awards which close 6 May. Enter at [www.ipra.org](http://www.ipra.org) IPRA is proud once again to pursue activities under the co-operation agreement we have with Public Relations Society of India.

# Editorial



**Dr. Ajit Pathak**

National President

Public Relations Society of India

## Dear colleagues,

We are thrilled to announce the launch of Harmony, the monthly newsletter of Public Relations Society of India. With a fresh look, renewed energy, and a commitment to excellence, Harmony aims to be your go-to source for insights, inspiration, and information in the ever-evolving landscape of public relations.

India, the largest democracy in the world, stands as a beacon of democratic ideals, where every citizen, regardless of background, is endowed with the precious right to participate in shaping the nation's destiny.

As we step into the month of April, we are filled with a sense of anticipation and purpose, for this is a time when our nation gears up for one of its most sacred democratic rituals—the general elections. With the upcoming elections beckoning, it is imperative that we cherish and uphold the fundamental principles that underpin our democracy. Truth, right, equality, and justice are not mere words but the guiding stars that illuminate the path towards a more inclusive and prosperous society. Every vote cast is not just a civic duty but a solemn pledge to safeguard these values for generations to come.

The Public Relations Society of India, as the vanguard of communication and advocacy, remains steadfast in its commitment to fostering awareness and engagement in the electoral process. Through our national campaign for Election Awareness, we strive to empower citizens with the knowledge and tools necessary to make informed choices and elect leaders who embody the virtues of integrity, competence, and empathy. As we embark on this journey, let us remember that the true essence of democracy lies not only in the act of voting but in the values we uphold and cherish. Let us value our vote and vote for values, for in doing so, we honour the rich tapestry of our nation's democratic fabric.

In this edition of Harmony, we delve into the essence of democracy, the power of participation, and the importance of values in shaping our collective future. Join us as we explore insightful articles, engaging discussions, and inspiring stories that highlight the significance of active citizenship and responsible governance.

Thank you for your continued support, and we look forward to embarking on this new chapter of Harmony together.

# Largest democracy Biggest dream

**Value your Vote- Vote for Values**

## A Public Awareness Campaign

organised by

**Public Relations Society of India**



India, the world's largest democracy is abuzz with anticipation for the upcoming General Elections-2024. It is gearing up for a momentous event that will shape its future. The Public Relations Society of India (PRSI) this year also spearheaded the national campaign for election awareness on "Largest Democracy: Biggest Dreams, Value your Vote- Vote for Values" to strengthen the democracy with meaningful vote.

Vibrant chapters of PRSI fostered election awareness through diverse events. From interactive talks to engaging round table conference and innovative campaigns & competitions, PRSI aimed to empower citizens with knowledge and promote active participation in the electoral process. These events served as a catalyst for nurturing an informed, engaged, and responsible citizenry.

### Dehradun Chapter

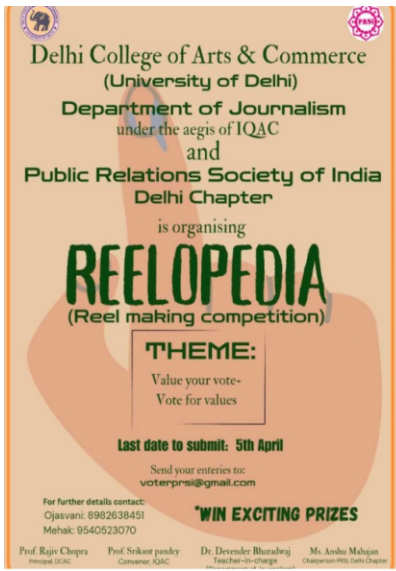
PRSI, Dehradun Chapter hosted a round table



conference focussed on the role of public relations in promoting voter awareness. Key discussions centered on the reasons behind the low voter turnout in Uttarakhand and strategies to address it. Mr Anoop Nautiyal, a prominent social activist, highlighted the voter turnout figures from previous elections and emphasized on the need for long-term planning and social responsibility to



bridge the gap. Mr Ravi Bijaraniya, Deputy Director of Information and Nodal Media for Elections, underscored the Election Commission of India's efforts to boost voter turnout, particularly targeting youth through social media campaigns. Mr Sanjay Bhargava, Regional Manager of HUDCO, emphasized the collective social responsibility in increasing voter participation.



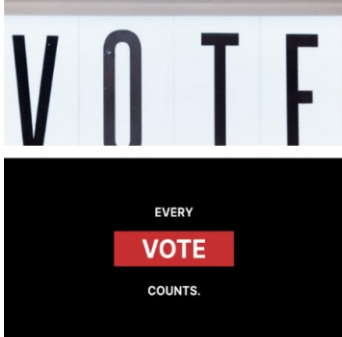
### Delhi Chapter

In today's dynamic world, where democracy stands as the cornerstone of our society, it's imperative to instill the importance of civic engagement and ethical voting practices in our youth. Public Relations Society of India, Delhi Chapter and Delhi College of Arts & Commerce (University of Delhi), Department of Journalism under the aegis of IQAC had an opportunity to empower the next generation of voters with knowledge, awareness, and a sense of responsibility towards shaping the future of our nation by organising Reelopedia: A Reel making Competition on the theme: Value your Vote- Vote for Values. By harnessing the power of storytelling and creativity, the competition inspired students to play an active role in shaping the future of democracy in India.

### Jammu



Public Relations Society of India, Jammu Chapter, initiated a campaign to raise awareness among voters for the upcoming Lok Sabha elections in 2024 during a discussion on the book 'Modi Consensus: The Rediscovery of Bharat'. The campaign, launched with fervour and determination, aimed to educate and empower citizens to participate actively in the electoral process. The event was graced by Dr. Swadesh Singh, an author, and Shri Devender Singh Rana, a well-known political leader of Jammu & Kashmir. The slogan of this campaign was, 'Value your vote, Vote for Values.



### Kolkata



Public Relation Society of India, Kolkata Chapter in association with IQAC & Electoral Literary Club, Ramakrishna Sarada Mission Vivekananda Vidyabhavan organized a thought-provoking discussion on April 4, 2024 on "Largest Democracy: Biggest Dreams, Value Your Vote - Vote for Values," aimed to promote election awareness and civic engagement among first time voters. The discussion was facilitated by esteemed speakers Mr. Sumit Agarwal, Mentor at Niti Aayog Icon Election Commission North 24-Parganas, West Bengal, and Mr. Soumyajit Mahapatra, Chairman of PRSI, Kolkata Chapter. Their expertise and insights provided valuable perspectives on the significance of democracy, the importance of voting, and the core values that underpin electoral participation.

### Shimla



In a bid to inspire and ensure the active participation of young and first-time voters in the

upcoming general elections, a comprehensive one-day national awareness campaign took place at the Dr YS Parmar University of Horticulture and Forestry, Nauni. The event aimed to empower the first time voters with essential knowledge about their electoral rights and the significance of exercising them in a democratic setup. The initiative was organised by the Public Relations Society of India, Shimla Chapter in collaboration with the Systematic Voters' Education and Electoral Participation (SVEEP) initiative of the Election Commission of India.

### Tirupati Chapter



PRSI, Tirupati Chapter employed selfie backdrops as a creative tool to propagate election awareness in a fun and engaging manner. By leveraging the popularity of selfies and social media, PRSI Tirupati effectively reached a wide audience, sparking conversations and raising awareness about civic responsibility.

# PRSI Shimla Chapter Empowers First-Time Voters through National Awareness Campaign



*Attended by over 250 first-year students of BSc Horticulture and BSc Forestry, many of whom are first-time voters, the event aimed to equip this demographic with vital knowledge about their electoral rights and the significance of active participation in a democratic setup.*

Shimla

In a concerted effort to inspire and engage young and first-time voters ahead of the upcoming general elections, the Shimla Chapter of the Public Relations Society of India (PRSI) organized a comprehensive one-day national awareness campaign at Dr YS Parmar University of Horticulture and Forestry, Nauni, Solan, Himachal Pradesh. Attended by over 250 first-year students of BSc Horticulture and BSc Forestry, many of whom are first-time voters, the event aimed to equip this demographic with vital knowledge about their electoral rights and the significance of

active participation in a democratic setup.

The initiative, spearheaded by Dr. Ranvir Verma, Chairman of the Shimla Chapter of PRSI, in collaboration with the Systematic Voters' Education and Electoral Participation (SVEEP) initiative of the Election Commission of India, served as a platform to educate and mobilize youth towards playing an active role in the electoral process.

Addressing the gathering, Additional Commissioner MC Solan and District Nodal Officer of SVEEP, Dr. Priyanka Chandra, underscored the importance of




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*SDM Solan, Poonam Bansal, provided insights into voter registration procedures and encouraged vigilance among new voters.*

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young voters' engagement in shaping the nation's future. They urged first-time voters to recognize the power of their votes and their responsibility towards strengthening democratic principles.

SDM Solan, Poonam Bansal, provided insights into voter registration procedures and encouraged vigilance among new voters. She also familiarized them with Election Commission of India's initiatives aimed at facilitating the participation of differently abled individuals and elderly voters, while introducing them to digital tools such as the Voter Helpline app, Electronic Voting Machine, and Voter Verifiable Paper Audit Trail.

Dr. Manish Sharma, Dean of the College of Horticulture, expressed gratitude towards PRSI and SVEEP for their efforts in fostering awareness about electoral processes. He reaffirmed the university's commitment to encouraging student participation in elections on various pertinent issues.

The event culminated with a vote of thanks delivered by Dr. BS Panwar, acknowledging the contributions of all involved stakeholders, including PRSI National Council members, nodal officers, faculty, and staff.

The participation of esteemed members of the university community, including Librarian Dr. K.K. Raina, PRSI National Council members Yadvinder Singh Chauhan and Ashok Sharma, along with Dr. T.D. Verma, PD Bhardwaj, and Yashpal Kapoor, further enriched the event, highlighting the collaborative effort towards empowering the youth and fostering a culture of informed civic engagement.

# पीआरएसआई वाराणसी चैप्टर ने युवाओं को किया मतदान के लिए जागरूक



वाराणसी।

**प**ब्लिक रिलेशंस सोसाइटी ऑफ इंडिया के वाराणसी चैप्टर ने डीएवी पोस्ट ग्रेजुएट कॉलेज, बनारस हिंदू विश्वविद्यालय तथा सम्पूर्णानंद संस्कृत विश्वविद्यालय के युवाओं के लिए मतदाता जागरूकता अभियान शुरू किया। इस अभियान का उद्देश्य भारतीय नागरिक विशेष तौर पर युवाओं को अपने मताधिकार का उपयोग कर जनप्रतिनिधि चुनने के लिए प्रेरित करना है। अभियान मतदाताओं में मताधिकार के प्रयोग की चेतना को जागृत करने और सक्रिय चुनावी भागीदारी को प्रेरित करने के उद्देश्य से शुरू किया गया है।

**सम्पूर्णानंद संस्कृत विश्वविद्यालय परिसर में मतदाता जागरूकता हस्ताक्षर अभियान**

पब्लिक रिलेशंस सोसायटी आफ इंडिया, वाराणसी चैप्टर द्वारा आयोजित सम्पूर्णानंद संस्कृत विश्वविद्यालय परिसर में मतदाता जागरूकता हस्ताक्षर अभियान कार्यक्रम किया गया। इस अभियान

का शुभारंभ कुलपति प्रो बिहारी लाल शर्मा ने किया। इस अवसर पर विश्वविद्यालय के कुलसचिव राकेश कुमार (आईएएस) सहित अनेकों विद्वान प्रोफेसर, अध्यापक, कर्मचारी एवं छात्र छात्राएं उपस्थित रहे।

कुलपति प्रो बिहारी लाल शर्मा ने इस अवसर पर कहा कि पीआरएसआई का कार्य जनसम्पर्क के क्षेत्र में उत्कृष्टता के प्रति समर्पण का प्रमाण है। उन्होंने आगे कहा कि भारत दुनिया का सबसे बड़ा लोकतंत्र है। हम लोकतंत्र के महापर्व के दरवाजे पर खड़े हैं। हमारा दायित्व बनता है कि हम जागरूक होकर लोकतंत्र की मजबूत के लिए अपने मताधिकार का उपयोग करें। इस अवसर पर वाराणसी सम्पूर्णानंद संस्कृत विश्वविद्यालय, वाराणसी के जनसंपर्क अधिकारी शशींद्र मिश्र को "जनसम्पर्क सेवा सम्मान" से सम्मानित किया गया।

**मतदान से लोकतंत्र को मजबूत करने का लें संकल्प**

पब्लिक रिलेशंस सोसायटी ऑफ इंडिया, वाराणसी चैप्टर, द्वारा आयोजित मतदाता जागरूकता हस्ताक्षर अभियान एवं पोस्टर



लोकार्पण कार्यक्रम का आयोजन काशी हिन्दू विश्वविद्यालय में किया गया। इस अभियान में मुख्य अतिथि के तौर पर काशी हिन्दू विश्वविद्यालय के हिन्दी विभाग के विभागाध्यक्ष प्रो. वशिष्ठ द्विवेदी 'अनूप' शामिल हुए। इस अवसर पर हिंदी पत्रकारिता एवं जनसंपर्क की शिक्षा में उत्कृष्ट योगदान के लिए हिंदी विभाग, काशी हिन्दू विश्वविद्यालय को पब्लिक रिलेशन्स सोसायटी आफ इंडिया वाराणसी चैप्टर द्वारा अवार्ड से सम्मानित किया गया। इस अवसर पर प्रो. वशिष्ठ ने कहा कि हमें ५ वर्ष अयोग्य नेतृत्व सहने के बजाय थोड़ी धूप सहें और मतदान करें।

### डीएवी पोस्ट ग्रेजुएट कॉलेज में मतदाता जागरूकता अभियान

डीएवी पोस्ट ग्रेजुएट कॉलेज में पीआरएसआई वाराणसी चैप्टर ने परिवर्तनकारी मतदाता जागरूकता अभियान का आयोजन किया। डीएवी पोस्ट ग्रेजुएट कॉलेज के प्राचार्य प्रो. सत्यगोपाल के नेतृत्व और प्रो. समीर पाठक के गतिशील मार्गदर्शन में यह जागरूकता अभियान चलाया गया जिसमें छात्रों, शिक्षकों और समुदाय के सदस्यों की उत्साही भागीदारी देखी गई।



# PRSI Kolkata Chapter Engages First-Time Voters in Electoral Education Initiatives



## Kolkata

The Public Relations Society of India (PRSI), Kolkata Chapter, continues to champion civic engagement and electoral education through a series of initiatives aimed at empowering first-time voters. In recent events held at Pailan College of Management & Technology and Ramakrishna Sarada Mission Vivekananda Vidyabhavan, the PRSI Kolkata Chapter facilitated enriching interactions and activities to equip young voters with the knowledge and awareness necessary for active participation in the democratic process.

At Pailan College of Management & Technology, the PRSI Kolkata Chapter orchestrated a dynamic meet-up, bringing together aspiring first-time voters from the Department of Media Science. Esteemed dignitaries, including Soumyajit Mahapatra, Chairman of PRSI Kolkata Chapter, and Sumit Agarwal, Mentor at Niti Ayog & Icon, Election Commission, North 24 Parganas, alongside key figures from Pailan College, graced the occasion. The participants engaged in insightful discussions under the theme "Largest Democracy: Biggest Dreams, Value for Votes: Votes for Value," exchanging perspectives on the significance of electoral participation and the responsibilities it

entails.

Continuing its commitment to developing electoral literacy, the PRSI Kolkata Chapter extended its outreach to Ramakrishna Sarada Mission Vivekananda Vidyabhavan. A stimulating quiz was organized to invigorate the spirits of first-time voters. Pravrajika Vedarupaprana, Principal of RKSMVV, inaugurated the event, which witnessed the participation of notable speakers such as Dr. Chaiti Mitra, Coordinator of Internal Quality Assurance Cell (IQAC) at RKSMVV, and Dr. Sabita Chowdhury, Associate Professor in the Department of Political Science. Through the theme "Largest Democracy: Biggest Dreams, Value for Votes: Votes for Value," the participants delved into the nuances of democratic ideals and the transformative power of voting.

These initiatives underscore the PRSI Kolkata Chapter's dedication to nurturing an informed and engaged electorate, empowering the youth to become conscientious contributors to the democratic fabric of the nation. By fostering dialogue, knowledge-sharing, and active participation, PRSI continues to play a pivotal role in shaping the future of democracy in India.

# PRSI Jammu Chapter Launches Voter Awareness Campaign Value for Vote- Vote for Values



Voter Awareness Campaign for the upcoming Lok Sabha elections 2024 with the slogan 'Value for Vote- Vote for Values' urging citizens to value their votes.

Jammu

The Public Relations Society of India (PRSI), Jammu Chapter, organized an insightful session which initiated a Voter Awareness Campaign for the upcoming Lok Sabha elections 2024 with the slogan 'Value for Vote- Vote for Values' urging citizens to value their votes. The session also included a discussion focused on the book 'Modi Consensus: The Rediscovery of Bharat' by Dr. Swadesh Singh. It was held at the Press Club and the event drew prominent figures including the author of the mentioned book, Dr. Swadesh Singh, distinguished political leader of Jammu & Kashmir-Shri Devender Singh Rana, alongside more than 50 educators, researchers, journalists, and social workers from the region. A message about the upcoming election from Dr. Ajit Pathak, the National President of PRSI, was also read by the Secretary of the Jammu Chapter.

The program commenced with the ceremonial

lighting of the lamp and a warm welcome speech delivered by Opinder Sharma, Vice Chairman of PRSI Jammu Chapter. Dr. Swadesh Kumar, the author, articulated the significance of the book in understanding contemporary politics, shedding light on Prime Minister Modi's transformative initiatives and their impact on both domestic and international arenas over the past decade.

Dr. Kumar emphasized the necessity for political parties to prioritize social issues and translate rhetoric into tangible actions for the welfare of the populace.

The discussion witnessed the participation of esteemed personalities including Regional Director of IIMC Jammu Prof. (Dr.) Anil Saumitra, Associate Professor at Center for Media Studies, JNU Dr. Archana Kumari, and senior journalists Tejendra Singh Sodhi, Sant Kumar Sharma, among others, contributing to a vibrant exchange of ideas.

## पीआरएसआई देहरादून चैप्टर द्वारा

# वोटर जागरूकता के लिए राउंड टेबल कांफ्रेंस आयोजित



देहरादून।

**व**ोटर जागरूकता में जनसंपर्क की भूमिका पर पीआरएसआई देहरादून चैप्टर द्वारा शनिवार को राउंड टेबल कांफ्रेंस आयोजित की गई। इसमें उत्तराखंड में अपेक्षाकृत कम वोट प्रतिशत के कारणों और इसे बढ़ाए जाने पर विस्तार से विचार विमर्श किया गया। मुख्य वक्ता समाजसेवी श्री अनूप नौटियाल ने उत्तराखंड में पिछले लोकसभा चुनावों में वोट प्रतिशत के आंकड़े साझा करते हुए बताया कि पहले की अपेक्षा उत्तराखंड में लोकसभा चुनावों में वोट प्रतिशत बढ़ा है, परंतु हम अभी भी राष्ट्रीय औसत से कम हैं। इस गैप को कम करने के लिए दीर्घकालीन योजना पर गंभीरता से काम किए जाने की जरूरत है। इसे एक सामाजिक दायित्व की तरह लेना होगा। युवा वर्ग को विशेष रूप से प्रेरित करना होगा। वोटर जागरूकता कार्यक्रमों में जनसहभागिता बढ़ानी होगी।

उपनिदेशक सूचना और निर्वाचन में नोडल मीडिया रवि बिजारनीया ने कहा कि भारत निर्वाचन आयोग द्वारा वोट प्रतिशत को बढ़ाए जाने के लिए विशेष प्रयास किए जा रहे हैं। उत्तराखंड में मुख्य निर्वाचन अधिकारी श्री बी.वी.आर.सी. पुरुषोत्तम के निर्देश पर मतदान शपथ का अभियान चलाया गया। युवाओं को प्रेरित करने के लिए सोशल मीडिया पर खास तौर पर फोकस किया जा रहा है। लोकसभा चुनाव में उत्तराखंड की सोशल मीडिया

एक्टिविटीज की भारत निर्वाचन आयोग द्वारा भी सराहना की है। कांफ्रेंस में प्रतिभागियों द्वारा उठाए गए बिंदुओं पर बताया गया कि वोटर आईडी ना होने पर आधार कार्ड सहित 12 अन्य पहचान पत्रों का उपयोग किया जा सकता। मतदाता सूची में नाम होना जरूरी है। वोटर हेल्प लाइन एप से मतदाता सूची में अपने नाम की जांच के साथ ही मतदान केंद्र की जानकारी भी ली जा सकती है।

हुडको के क्षेत्रीय प्रबंधक संजय भार्गव ने कहा कि मतदान प्रतिशत को बढ़ाने में हम सभी को सामाजिक भागीदारी निभानी होगी। कार्यक्रम का संचालन पीआरएसआई देहरादून चैप्टर के सचिव अनिल सती द्वारा किया गया। उन्होंने कहा कि पीआरएसआई द्वारा विभिन्न सामाजिक गतिविधियों में कार्यरत रही है।

कार्यक्रम में सभी का स्वागत पीआरएसआई के कोषाध्यक्ष सुरेश चंद्र भट्ट द्वारा किया गया। उन्होंने कहा कि इस कार्यशाला से सकारात्मक परिणाम सामने आएंगे। कार्यक्रम में नेशनल काउंसिल के सदस्य अनिल वर्मा द्वारा धन्यवाद ज्ञापित किया गया।

इस अवसर पर पीआरएसआई के सदस्य वैभव गोयल, डॉ. मनोज गोविल, संजय सिंह, आकाश शर्मा, संजय बिष्ट, पुष्कर सिंह नेगी, सुशील सती, जितेंद्र कुमार आदि उपस्थित थे।

# पीआरएसआई रायपुर चैप्टर रेलवे स्टेशन पर चलाया मतदाता जागरूकता अभियान



रायपुर

**रा**यपुर। सीनियर डीसीएम, साउथ ईस्ट सेंट्रल रेलवे, रायपुर के सहयोग से पब्लिक रिलेशन सोसायटी आफ इंडिया रायपुर चैप्टर ने मतदाता जागरूकता अभियान रेलवे स्टेशन पर चलाया। आयोजन को सफल बनाने में रेलवे के जनसंपर्क अधिकारी शिव प्रसाद परमार ने महत्वपूर्ण योगदान दिया। मतदाताओं को जागरूक करने के लिए नगर के प्रमुख स्थलों पर भी जनसंपर्क के माध्यम से वोटर्स को मतदान करने के लिए प्रोत्साहित किया गया। अनेक संस्थान प्रमुखों और उनके समूहों में चैप्टर के बैनर प्रेषित कर लोकतंत्र में मतदान के महत्व को जन-जन तक संप्रेषित करने की



अपील रायपुर चैप्टर ने की। मतदाता जागरूकता कार्यक्रम के लिए प्रेरित करने हेतु पब्लिक रिलेशन्स सोसायटी के राष्ट्रीय अध्यक्ष डॉ अजीत पाठक के प्रति आभार व्यक्त किया।

# PRSI Visakhapatnam Chapter launches voter awareness campaign



## Visakhapatnam

In order to sensitize general public about the ensuing elections, Public Relations Society of India (PRSI), Visakhapatnam Chapter launched voter awareness campaign by reaching out to many contesting legislatures in and around Visakhapatnam. The team of PRSI also released PRSI voter awareness posters.

Smt. Botsa Jhansi, Contestant for MP in Visakhapatnam Constituency, Shri M Bharat, Contestant for MP in Visakhapatnam Constituency, released the posters and assured for creating awareness in the voters for voting. The awareness was also created by releasing the posters by Shri Ganta Srinivasa Rao, Contestant for Member of Legislative Assembly in Bhimili constituency, Visakhapatnam District, Andhra Pradesh and in the presence of PRSI team.

PRSI Committee also met Shri P Vishnu Kumar Raju, MLA Contestant, BJP, Shri VV Laxminarayana, MLA Contestant from Jai Bharat Party, Shri KK Raju, MLA



Contestant from YSRCP, Shri Ganta Srinivasa Rao, MLA Contestant from TDP, Sri PVGR Naidu, MLA Contestant from TDP, YSRCP Leader Sri Dronamraju

Srivastav, Sri Adari Anand, MLA Contestant from YSRCP, Shri G Amarnath, MLA Contestant from YSRCP and Shri Palla Srinivasa Rao, MLA Contestant from TDP, Social activist Smt Paluri Seshumamba, Sri Malla Vijaya Prasad, Former MLA, YSRCP leader, Sri Muthamsetty Srinivasa Rao, MLA contestant, Sri Sravan, MD, Avanthi Engineering College, Agricultural marketing committee Chairman Sri Yelamanchili Suryanarayana, Sri Pedababu, Bhimili Mandal Praja President Sri Boni Bangaru Naidu, Bhimili YARCP party President Gaadu Srinu, Sri Akkaramani Ramunaidu and others participated.

All expressed their happiness for creating such awareness among voters and assured for increasing voting of the public.



# PRSI Guwahati Chapter organizes election awareness program among first time women voters



## Guwahati

The Public Relations Society of India (PRSI), Guwahati Chapter, organized an impactful Election Awareness Program at Handique Girls' College on April 30, 2024, under the theme "Largest Democracy: Biggest Dreams - Value your Vote, Vote for Values." The event aimed to foster a culture of informed citizenship and encourage active participation in the democratic process. Eminent speakers, Mr. P.J. Barua, Executive Editor of The Assam Tribune, and Rj Aaliya from 92.7 BIG FM, shared insightful perspectives on the significance of voting and the role of citizens in shaping the nation's future.



# PRSI Hyderabad Chapter organised Voter Awareness Program



## Hyderabad

Hyderabad Chapter of Public Relations Society of India (PRSI) in collaboration with College of Community Science, Prof. Jayashankar Telangana State Agricultural University (PJTSAU) organised a Voter Awareness Program as part of National Public Relations Day celebrations.

Sri R. Dileep Reddy, Media and Communications Expert and Former Commissioner, Right to Information Act was the Chief Guest and Keynote speaker. He stressed the need for creating awareness among the youth who are voting for the first time to take up this social responsibility and cast their valuable vote in selecting the right candidate. He said 'Vote' is the best tool in the hands of citizens, especially the youth, for making or unmaking the formation of a truly elected government to fulfill the people's aspirations.

The Dean of Community Science, Dr V Vijaya Lakshmi,

who was the Guest of Honour highlighted the need to understand the process of voting and felt that it is the duty of every citizen to cast a vote. She also advised not to undervalue the right to vote and observed that the voter should know whom to vote and the candidate's background.

Shri Krishna Baji Former National Vice-President (South) PRSI presided over the function said that voting is a great responsibility as well as a greater opportunity and a weapon in the hands of citizens in selecting the right candidates and government.

Yadagiri Kambhampati, Chapter Secretary, Dr J Chennaiah & Sri C. Ravindra Reddy Advisors PRSI Hyderabad Chapter, Sri V Madhusudan & Sri P Mohan Rao, NC Members, PRSI Hyderabad Chapter, Dr V Sudhakar, PRO, PJTSAU and EC Member, as well as faculty members of College of Community Science, Mrs Supta Sarkar, S Jayaram and others participated in the program.

Earlier Dr Sajid Khan, EC member invited the guests to the Dias and anchored the program while Mrs Radhika, NSS program officer proposed the vote of thanks.

# PRSI, VIPS organise Voter Awareness Campaign



## Delhi

Vivekananda School of Journalism and Mass Communication, VIPS-Technical Campus, under the mentorship of Prof Sidharth Mishra, Chairperson of VSJMC, and Prof Charu Lata Singh, Dean of VSJMC, organized various events to commemorate Public Relations Day 2024, as espoused by the Public Relations Society of India (PRSI).

**Poster Making Competition:** A poster-making activity was conducted with the VSJMC students on National PR Day, April 21, 2024. The topic of the competition was 'Value your Vote: Vote your Values!'

**Jingle Making Competition:** A jingle making competition on the theme #MyFirstVote was organized by Vigyapan, the Advertising Society of Vivekananda School of Journalism and Mass Communication, VIPS-TC, in association with the Public Relations Society of India (PRSI) on April 16, 2024, as part of the one-day advertising conclave, Adphoria 2024. Four entries were received for the competition, three from Vivekananda School of

Journalism and one from the Vivekananda School of English Studies.

**Pledge to Vote:** The "We Pledge To Vote" awareness campaign was conducted at VSJMC, VIPS, to encourage active participation and voter engagement among students ahead of the upcoming elections. The campaign aimed to emphasize the importance of exercising one's right to vote and to foster a sense of civic responsibility among the student body. It was conducted on Monday, April 29th, 2024, and students actively participated in the campaign. At the conclusion of each session, students were invited to take a pledge for their commitment to vote in the upcoming elections. The students reaffirmed their dedication to civic duty and active citizenship.

**Reel Making Competition:** A reel making competition on the theme 'Value Your Vote: Vote Your Values' was organized by Vivekananda School of Journalism and Mass Communication, VIPS-TC, aligned with the theme of the Public Relations Society of India (PRSI). The students made reels for the competition.

# Public Awareness Competitions for Mass Communication/ PR Students:

With a mission to sharpen communication skills of young communicators , PRSI National Council announced a National Competition for Posters and video films on Election Awareness. Following are the **WINNERS** :

## Election Awareness Poster Competition

FIRST



**Mr Abhisek Nayak**  
ADPR Department  
IIMC, New Delhi

SECOND



**Ms Sneha Singh**  
Indian Institute of Mass  
Communication, Kottayam

THIRD



**Ms Anjali Anand**  
Indian Institute of Mass  
Communication, New Delhi

## Election Awareness Video Competition

FIRST



**Ms Bhagyashree Kotwal  
(and Team)**  
ADPR, IIMC, New Delhi

SECOND



**Ms Aayushi Gupta**  
Delhi College of Arts and Commerce  
(DCAC), New Delhi

THIRD



**Mr Sahil Mehta**  
Maharaja Agrasen Institute of  
Management Studies, New Delhi

**PR Pulse:**

# Mapping the Heartbeat of Indian Electoral Campaigns

**Dr. Pardeep Singh Bali**

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In the vibrant democracy of India, elections are not just about voting; they are grand spectacles of political theater, where narratives clash, and aspirations converge. Behind the scenes of this democratic extravaganza lies a powerful force that shapes perceptions, influences opinions, and orchestrates the intricate dance of democracy, Public Relations (PR).

India, with its diverse populace and complex socio-political fabric, presents a unique challenge for politicians seeking electoral success. In such a diverse landscape, effective communication becomes paramount. This is where PR steps in, serving as the linchpin between political parties and the electorate. At the heart of PR's role in Indian elections lies the art of crafting compelling narratives. PR professionals work tirelessly to shape the image of political leaders and parties, often employing strategies to highlight their strengths while mitigating weaknesses. From press releases to social media campaigns, every communication channel becomes a battleground for shaping public opinion.

In a country where personal connections and charisma play significant roles in politics, PR

professionals are tasked with building and managing the profiles of candidates. This involves not only projecting their achievements and vision but also humanizing them to resonate with voters on a personal



level. Whether it's organizing rallies, town hall meetings, or door-to-door campaigns, every interaction is carefully curated to leave a lasting impression.

In such high-stakes arena, controversies are inevitable. PR professionals serve as crisis managers, adept at dealing turbulent waters and mitigating

In the age of digital democracy, PR extends beyond traditional channels to encompass social media and digital platforms.

From Twitter wars to viral campaigns, political parties leverage the power of social media to engage directly with voters, bypassing traditional gatekeepers. PR professionals monitor online sentiment, analyze data, and tailor communication strategies to resonate with different demographics.

damage to the reputation of their clients. Whether it's responding to allegations of corruption or addressing public outcry over policy decisions, effective crisis communication can often make the difference between political survival and downfall. Media plays a pivotal role in shaping public opinion, and PR professionals understand its power all too well. They forge symbiotic relationships with journalists and media houses, strategically disseminating information to garner favorable coverage. Press conferences, interviews, and exclusive scoops are carefully orchestrated to ensure maximum visibility and positive portrayal in the media.

In the age of digital democracy, PR extends beyond traditional channels to encompass social media and digital platforms. From Twitter wars to viral campaigns, political parties leverage the power of social media to engage directly with voters, bypassing traditional gatekeepers. PR professionals monitor online sentiment, analyze data, and tailor communication strategies to resonate with different demographics.

In the grand theater of Indian elections, Public Relations emerges as a silent yet omnipresent force, shaping narratives, managing perceptions, and influencing outcomes. From crafting compelling messages to managing crises, PR professionals play a pivotal role in the democratic process, ensuring that the voice of the people is heard amidst the cacophony of political discourse. As India continues its journey towards a more inclusive and vibrant democracy, the role of PR in elections is set to become even more pronounced, reflecting the evolving aspirations of a dynamic nation.

### About the Author

*Dr Pardeep Singh has a more than 8 years of field experience as a journalist with mainstream media. He has also worked as a Publicity officer with J&K Government. His area of interest remained peace and conflict journalism, political reporting, changing landscape of media in India. His PhD work encompasses comparative study of kashmir conflict in different newspapers of India and Pakistan to analyse how the conflict of last 30 years in kashmir has been covered by these newspapers. He is working as a lecturer in University of Jammu and teaches media laws and ethics, new media and public relations.*

# Hyderabad Chapter Hosts Enlightening Session Felicitation of Communication professionals from Vietnam



*The session, conducted as part of the Indian Technical and Economic Cooperation Programme (ITEC) framework, aimed to develop cross-cultural exchange and capacity building between media professionals from India and Vietnam.*

Hyderabad

The Hyderabad chapter of the Public Relations Society of India (PRSI) hosted an engaging and enlightening interactive session with a delegation of Vietnamese journalists at the prestigious Dr. Marri Chenna Reddy Human Resources Development Institute (DR MCR HRD) in Hyderabad. The session, conducted as part of the Indian Technical and Economic Cooperation Programme (ITEC) framework, aimed to develop cross-cultural exchange and capacity building between media professionals from India and Vietnam.

Under the guidance of Dr. Ajit Pathak, Chairman of PRSI Hyderabad Chapter, the two-hour session witnessed active participation from senior professionals representing various sectors enrolled with the Hyderabad chapter. The visiting Vietnamese journalists, who were in Hyderabad to attend a two-week course on "Journalism and Public Relations for Media Professionals from Vietnam," found the session to be highly enriching.

Dr. Pathak, who had previously conducted training sessions for



South African journalists and PR professionals at the same venue, led a full-day session on Crisis Communication and Public Relations. The interactive session with local PR professionals provided valuable insights to the visiting journalists, facilitating a fruitful exchange of ideas and experiences.

During the session, Y. Babji, Legal Advisor and former Secretary General of PRSI, elaborated on PRSI's initiatives to enhance PR education and bridge the gap between academia and industry. Dr. K Anita, Chairperson of Women's Wing, highlighted the contributions of the wing in promoting and encouraging women professionals in the field of public relations.

Dr. Pathak elucidated the intricate ecosystem of PR in India and emphasized the symbiotic relationship between media and PR departments in organizations. He stressed the pivotal role of PR in crisis management and underscored the importance of maintaining excellent relations with the media.

Dr. Ramu, Chairman of PRSI Hyderabad Chapter, provided insights into the media landscape in India and Vietnam, shedding light on press freedom indices and

the challenges faced by PR professionals in navigating politicized media environments.

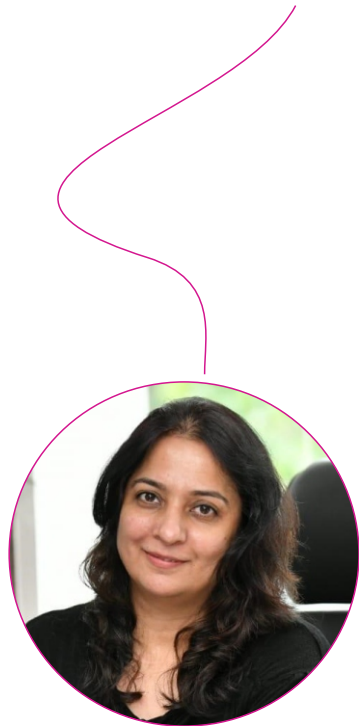
The session concluded with the felicitation of the Vietnamese journalists by the PRSI team, symbolizing the spirit of camaraderie and collaboration between the two nations. Dr. Madhavi Ravulapati, Director of DR MCR HRD Institute, and other esteemed speakers expressed their gratitude for the enriching interaction and emphasized the importance of such initiatives in fostering mutual understanding and cooperation.

The event exemplified PRSI Hyderabad Chapter's commitment to promoting knowledge exchange and professional development in the field of public relations.



Dr Sajida Khan, Audio Engineer & member of PRSI received Honorary Degree of Doctorate of Social Service - USA, Theological University Texas @ Hyderabad on April 3, 2024 (Social Service)

# Leading During Crisis: Building Trust, Managing the Manageable, and Navigating the Uncontrollable



**Runa Rajeev Kumar**

Corporate Communications  
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In today's fast-paced work environment, unexpected crises can arise, putting both an organization's reputation and its employees' well-being to the test, especially those tasked with leading the response.

Communication professionals play a crucial role in guiding the way through these turbulent times, using effective communication to steer towards calmer waters. However, true success hinges on a three-pronged approach:

## 1. Building Trust and Supporting Your Team:

Empowerment, not handholding: Trust your team's capabilities during a crisis. Provide clear direction and support through established Standard Operating Procedures (SOPs) but avoid micromanagement. Empower them to take calculated risks and make decisions within their area of expertise.

**Mental well-being matters:** Prioritize stress management techniques and access to support systems like employee assistance and wellness programs.

**Open communication is key:**

Foster a culture of open communication where employees feel comfortable discussing their concerns and anxieties without judgment.

## 2. Controlling the Controllable: SOPs and Proactive Measures

**Crisis Communication Roadmap:** Develop a comprehensive crisis communication plan with clear SOPs outlining roles and responsibilities, communication protocols, and key messaging strategies. Regularly review and update these SOPs to reflect evolving situations and lessons learned.

**Prepare for the unexpected:** Do regular tabletop exercise to review existing scenarios, early warning indicators and develop evolving scenarios. Conduct regular crisis simulations and mock drills to identify areas for improvement and ensure team familiarity with the protocols.

**Transparency from the start:** Be honest about the situation, even if all the details are not yet clear. Acknowledge mistakes and take ownership.

A well-managed crisis response can even become an opportunity to strengthen brand reputation and employee loyalty. Remember, leading through a crisis is about trust. Trust your team, empower them with knowledge and support, and focus on controlling the controllable factors through well-defined SOPs.

### 3. Navigating the Uncontrollable: Media, Perception, and Continuous Communication

**Control your message, not the narrative:** The media landscape can be unpredictable, especially the digital media, where the stories can go viral in a second. Timing of the message is important. While good relationships are valuable, focus on crafting a clear and consistent message that outlines your side of the story.

**Continuous communication is vital:** Get information out quickly and accurately through designated channels. A communication vacuum breeds speculation and distrust.

**Tailored messages for different audiences:** Craft messages specific to each audience (media, employees, customers) addressing their unique concerns and information needs.

**Empathy goes a long way:** Express genuine concern for those affected by the crisis. Humanize your response. Remember the 3 Cs of crisis mitigation: 1) Control: Implement strategies to manage the crisis effectively, 2) Care: Demonstrate genuine concern for stakeholders' well-being, and 3) Commitment: Ensure the organization's dedication to safety and security.

A well-managed crisis response can even become an opportunity to strengthen brand reputation and employee loyalty. Remember, leading through a crisis is about trust. Trust your team, empower them with knowledge and support, and focus on controlling the controllable factors through well-defined SOPs. While external factors like media perception might be beyond your complete control, continuous and transparent communication remains your strongest tool in navigating the storm. By effectively communicating your side of the story and demonstrating genuine care for all stakeholders, you can emerge from a crisis stronger as a team.

#### About the Author

*Runa Rajeev Kumar is an accomplished communication professional with 25 years of experience spanning journalism, corporate communications, and strategic leadership. She has a background in print and electronic media, including roles at The Economic Times and All India Radio. Transitioning to Tata Steel in 2008, she excels in media management, content development, internal and external communication, crisis communication, and more. She is also a mentor and coach, guiding and nurturing the next generation of communication professionals.. She has been recognized with numerous awards including the exchange4media Women Achievers Awards 2021 "Communicator of the Year Award."*

# पीआरएसआई द्वारा प्रवासी साहित्यकार सम्मान समारोह का आयोजन 21 प्रवासी भारतीय साहित्यकार हुए सम्मानित



## भोपाल

पब्लिक रिलेशंस सोसायटी ऑफ इंडिया द्वारा रवीन्द्रनाथ टैगोर विश्वविद्यालय परिसर में प्रवासी साहित्यकार सम्मान समारोह और विश्वरंग कार्यक्रम के अंतर्गत कला एवं साहित्य महोत्सव का आयोजन किया गया। कार्यक्रम की अध्यक्षता टैगोर विश्वविद्यालय के कुलाधिपति संतोष चौबे जी द्वारा की गई। वहीं कार्यक्रम में मुख्य अतिथि के तौर पर आईएस अधिकारी आलोक अवस्थी जी शामिल हुए। कार्यक्रम में साहित्य एवं भाषा के क्षेत्र में उत्कृष्ट उपलब्धियों के लिए 21 प्रवासी भारतीयों को सम्मानित किया गया।

इस दौरान संतोष चौबे जी ने कहा कि विश्वरंग के माध्यम से हिंदी भाषा और संस्कृति के प्रचार प्रसार का कार्य किया जा रहा है। इस कार्य को पीआरएसआई के भोपाल चैप्टर जनसंपर्क की प्रामाणिक संस्था का सहयोग मिलना गर्व का विषय है।

वहीं मुख्य अतिथि आलोक अवस्थी जी ने विश्वविद्यालय के कार्यों की सराहना करते हुए पीआरएसआई का आभार प्रकट करते हुए कहा कि साहित्य के विस्तार और विकास के लिए ये कार्यक्रम कारगर साबित होगा।

पीआरएसआई भोपाल द्वारा प्रवासी साहित्यकार सम्मान 2023

से प्रवासी भारतीयों में यूनाईटेड किंगडम से वंदना मुकेश, जय वर्मा, ऋचा जैन, दिव्या माथुर, नीदरलैंड से पुष्पिता अवस्थी, रामा तक्षक, आयरलैंड से अभिषेक त्रिपाठी, श्रीलंका से अतीला कोतलावाल, बैंकाक थाईलैंड से शिखा रस्तोगी, यू.एस.ए. से सुनीता चांदला, अनूप भार्गव, इंड्रजीत शर्मा, रूस से प्रगति टिपणीस, ताशकंद से गुलेरा शेरमतोवा, ऑस्ट्रेलिया से मृदुल कीर्ति, उज्बेकिस्तान से उल्फत मुखीबोवा, लिस्बन वि.वि. पुर्तगाल से शिवकुमार सिंह, मॉरीशस से डॉ. माधुरी रामधारी, सिंगापुर से विनोद दुबे, कनाडा से डॉ. स्नेह ठाकुर एवं जापान से डॉ. रमा शर्मा को सम्मानित किया गया। इसी के साथ वैश्विक हिंदी संस्थाओं का भी सम्मानित किया गया। जिसमें यूके वातायन, साझा संसार, नीदरलैंड, वैश्विक हिंदी परिवार, अनूप भार्गव की पुस्तक 'हिंदी से प्यार है', हिंदी राइटर्स गिल्ड, कनाडा, इंडियन सोसाइटी ऑफ आर्ट एंड कल्चर आदि शामिल है।

सम्मानित प्रवासी भारतीयों की तरफ से यूएसए के अनूप भार्गव ने कहा कि हम सभी प्रवासी विविध क्षेत्रों की ओर से पीआरएसआई का आभार व्यक्त करते हुए रवीन्द्रनाथ टैगोर विश्वविद्यालय के 40 विद्यार्थियों का मेंटर बनने की घोषणा करते हैं। कार्यक्रम में मंच संचालन डॉ जवाहर कर्णावट द्वारा किया गया।

# PRSI Nagpur Chapter Hosts Maharashtra State Media Accreditation Committee



The meeting provided a platform for constructive dialogue and exchange of ideas on matters pertaining to media accreditation and its role in ensuring transparency and accountability in governance.

## Nagpur

The Public Relations Society of India (PRSI), Nagpur Chapter, played host to the Maharashtra State Media Accreditation Committee on March 2, 2024, marking a significant milestone in developing collaboration between media stakeholders and government authorities. Led by Mr. Yadu Joshi, the committee was warmly welcomed by PRSI Nagpur Chapter, showcasing a spirit of mutual cooperation and dialogue.

The event witnessed the presence of key dignitaries from both PRSI Nagpur Chapter and the Maharashtra State Media Accreditation Committee. Notable attendees included Mr. SP Singh, Vice President of PRSI; Mr. Yashawant Mohite, Chairman of PRSI Nagpur Chapter; Mr. Akhilesh Halwe, Vice Chairman; Mr. Manish Soni, Secretary; Mr. Sharad Marathe, Treasurer; Mr. Anil Gadekar, Executive Member; and Dr. Manoj Kumar, representing PRSI Nagpur Chapter.

From the Maharashtra State Media Accreditation

Committee, Mr. Hemraj Bagul, Director of Directorate General of Information and Public Relations (DGIPR), and Mr. Kishor Gangurde were prominently present, signifying the official engagement between the committee and PRSI Nagpur Chapter.

The meeting provided a platform for constructive dialogue and exchange of ideas on matters pertaining to media accreditation and its role in ensuring transparency and accountability in governance. It served as an opportunity for both parties to discuss challenges, explore opportunities for collaboration, and strengthen the relationship between media practitioners and government institutions.

The initiative underscores PRSI Nagpur Chapter's commitment to facilitating meaningful interactions and partnerships that contribute to the advancement of media professionalism and effective communication practices.

# किड्स ओलम्पिक 2024 : पीआरएसआई ने किया खेल महाकुंभ का आयोजन



## वाराणसी

पब्लिक रिलेशन्स सोसाइटी ऑफ इंडिया के वाराणसी चैप्टर द्वारा वाराणसी के सेठ एम.आर. जैपुरिया स्कूल व बाबतपुर कैम्पस के सहयोग से तीन दिवसीय खेल महाकुंभ का किड्स ओलम्पिक का आयोजन किया गया। जिसका शुभारंभ मुख्य अतिथि चाइल्ड वेलफेयर कमेटी की चेयरमैन स्नेहा उपाध्याय और विद्यालय चेयरमैन दीपक कुमार बजाज द्वारा मशाल जलाकर किया गया।

इस अवसर पर छात्र-छात्राओं के लिए कक्षावार कैरम, शतरंज, रस्साकशी, खोखो, बैडमिंटन, कबड्डी, हाई जंप आदि प्रतियोगिताओं का आयोजन किया गया। जिसके लिए 72000 घरों और बच्चों के बीच प्रतियोगिता के पैम्फलेट और 150 से ज्यादा स्कूलों में पोस्टर का वितरण किया गया। 1 से 3 फरवरी तक

चले इस खेल महाकुंभ में 104 विद्यालयों के 3741 बच्चों ने भाग लिया और 700 से अधिक बच्चों ने खेलों में अद्भुत प्रदर्शन करते हुए जीत हासिल। सभी विजेताओं को मेडल और प्रमाण पत्र देकर सम्मानित किया गया। साथ ही टीम प्रतियोगिताओं में विजेयी बच्चों को विशेष पुरस्कार भी प्रदान किए गए। खेल महाकुंभ में प्रथम, द्वितीय, तृतीय चैंपियंस को ट्रॉफी देकर सम्मानित किया गया। प्रतियोगिता का कुशल संचालन विद्यालय के क्रीड़ा शिक्षकों, रेफरी और निणार्थकों की टीम द्वारा किया गया।

प्रतियोगिता के समापन समारोह के मुख्य अतिथि अपर उपायुक्त यातायात राजेश कुमार पाण्डेय रहें। वहीं समापन समारोह में 100 प्रधानाचार्यों व खेल प्रशिक्षकों को भी पुरस्कार देकर सम्मानित किया गया। इस अवसर पर राष्ट्रीय उपाध्यक्ष नरेन्द्र मेहता, वाराणसी चैप्टर के चेयरमैन अनिल के. जाजोदिया और सचिव प्रदीप उपाध्याय ने बच्चों को शुभकामनाएं देकर सभी का धन्यवाद ज्ञापित किया।

# PRSI Ahmedabad arranges series of events to engage PR professionals nationwide



*The essay competition sparked keen interest among students studying PR, Mass Communications, and Journalism in Ahmedabad, culminating in the recognition of talented winners at the event's conclusion*

Ahmedabad

In honor of National PR Day, the Public Relations Society of India (PRSI) Ahmedabad Chapter hosted a dynamic event featuring a captivating talk and an engaging essay contest for students. Mr. Pankaj Bohra, a distinguished figure in both the finance world and the Indo-American Chamber of Commerce, took the stage to share insights on 'G20 and Indian Values: A Public Relations Perspective', a theme endorsed by the PRSI National Body. The session drew an enthusiastic crowd of PR professionals and budding communicators alike. The essay competition sparked keen interest among students studying PR, Mass Communications, and Journalism in Ahmedabad, culminating in the recognition of talented winners at the event's conclusion.

The Public Relations Society of India (PRSI) recently hosted an engaging workshop titled 'Writing for Public Relations', in collaboration with HB Institute of Communication and Management (Bhartiya Vidya Bhavan). The session garnered support from



Shree Vinayak Kelavani Mandal, Bhavnagar, further reinforcing its significance in the industry.

Writing has a pivotal role in effective communication within the PR realm. The session led by seasoned journalist and educator, Professor Shyam Parekh was a valuable resource for students, communication professionals, and PR experts alike.

Parekh's emphasis on storytelling and crafting media communication resonated strongly, urging attendees to focus on what truly captures attention in press releases and other PR materials.

PRSI hosted a lively winter dinner fostering engaging conversations among industry veterans, academics, and young professionals. Additionally, they collaborated with Mission PenPals for an awareness session on reducing plastic waste, attended by PRSI members nationwide. Dr. Ajit Pathak emphasized the importance of communication strategies in promoting sustainability goals.

PR professionals in India are Indians first when it's cricket then professional.

Nothing binds Indians like Cricket. Members of the PRSI had a fun-filled evening with Box Cricket. The event saw participation of students as well as industry veterans. The event was a great opportunity for industry professionals to interact and understand fellow professionals in human terms. Public relations professionals engage with corporations, traditional institutions, companies, and public figures on a daily basis. The 'Corporate Etiquette' session was organised by the PRSI to help members become proficient communicators. Under the direction of Dr. Gauri Wagenaar, a seasoned communications and management expert, the workshop focused on how important good manners, etiquette, and presentation are for public relations professionals.



**We lost our senior  
PRSIAN Shri Devi  
Singh Naruka  
Secretary PRSI Jaipur  
Chapter**



We, the members of PRSI are filled with profound sorrow at the sudden demise of our dearest colleague Shri Devi Singh ji Naruka. Shri Naruka ji left us on 4th April 2024. He was one of the most senior members of PRSI Jaipur Chapter and was actively associated with chapter since its inception. Even after retirement from long and distinguished service as Deputy Director, DIPR, he kept himself busy in editing and writing work and brought out several books and souvenirs. He also worked as News Editor, Door Darshan and AIR. He was Secretary PRSI Jaipur Chapter since February 2018 and was a constant source of inspiration to all of us.

# PRSI Hosts Dynamic Roundtable: Celebrating Women in Communication



## Bhubaneswar

On the eve of International Women's Day 2024, the Public Relations Society of India (PRSI) Bhubaneswar hosted a Roundtable discussion focusing on the theme 'Celebrating Women in Communication', in line with this year's International Women's Day theme 'Invest in Women: Accelerate Progress'.

During the event, Rupali Kar, AGM of PR, Media, and Corporate Communication at JSW, emphasised the importance of supporting the next generation of women. She highlighted the need to ensure that young girls working alongside us experience joy, fulfilment, and peace of mind, allowing them to pursue their aspirations freely. Kar stressed the societal responsibility to foster happiness and confidence in girls from an early age, empowering them to assert themselves and ask questions boldly. Drawing from examples of accomplished women in prominent corporate and public sector roles, she underscored the necessity for women in communication to embrace and adapt to rapid technological advancements.

As an HR leader, Lagna Pany, the Chief Human



Resources Officer (CHRO) at CSM Technologies, offered her perspectives. She noted that although many corporate organisations think they are great at marketing and human resources, she thinks this is true because these professionals are sensitive and compassionate, which makes them good at relating to people. Additionally, Pany emphasised the remarkable achievements of women working in the media, public relations, and strategic communication domains.

Nilanjana Mukherjee, Managing Director of Kalinga Hospital, during her guest speech highlighted the



deficiency in communication within the healthcare industry. She emphasised the fair presence of women in the healthcare sector and accentuated the necessity for refined communication skills among healthcare professionals, particularly doctors who regularly come across emotional situations with patients and families. Mukherjee emphasised the importance of gender equality, stating that discrimination based on gender should be non-existent. Shashank Pattnaik, Chairman of PRSI Bhubaneswar, echoed similar sentiment in his keynote address, elaborating on the significance of promoting gender sensitivity and equality in the workplace while acknowledging inspiring women communication leaders.

Amarjyoti Mahapatra, former Chairman of PRSI Bhubaneswar, during the roundtable beautifully discussed the evolution of public communication from ancient smoke signals to modern-day strategies. He highlighted Rosa Parks' impactful



contribution to the civil disobedience movement in the US through her silent protest, as depicted in the book "QUIET," unconventionally printed in white on a white cover. The event, organised by Amrita Kundu and coordinated by Krushna Chandra Mahapatra, saw attendance from PRSI Bhubaneswar members, as well as healthcare professionals. Mahapatra concluded the session with a vote of thanks.

## पीआरएसआई वर्धा चैप्टर

# सभी विचारों की जन्म भूमि है महाराष्ट्र : डॉ. बालाजी चिरडे

वर्धा

पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया के वर्धा चैप्टर ने महाराष्ट्र दिवस पर 'बदलता महाराष्ट्र' विषय पर आयोजित किया परिसंवाद वर्धा (टेलीस्कोप टुडे संवाददाता)। महाराष्ट्र दिवस के अवसर पर पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया के वर्धा चैप्टर की ओर से 'बदलता

महाराष्ट्र' विषय पर परिसंवाद आयोजित किया गया। जिसमें महात्मा गांधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय के एसोसिएट प्रोफेसर डॉ. बालाजी चिरडे ने कहा कि देश में जितनी भी विचारधाराएं हैं उनकी जन्मभूमि महाराष्ट्र है। बदलते महाराष्ट्र को और आगे ले जाने के लिए हमें इस पर ध्यान देना चाहिए कि सभी को शिक्षा उपलब्ध हो सके। बच्चों पर अपनी पसंद का शिक्षण थोपने के बजाए उन्हें प्राकृतिक तौर पर शिक्षण लेने के लिए अवसर देना चाहिए।

निसर्ग सेवा समिति, वर्धा के आक्सिजन पार्क के सभागार में आयोजित कार्यक्रम की अध्यक्षता पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया, वर्धा चैप्टर के अध्यक्ष डॉ. राजेश लेहकपुरे ने की। इस अवसर पर वक्ता के रूप में विदर्भ साहित्य संघ, नागपुर के अध्यक्ष प्रदीप दाते और निसर्ग सेवा समिति के अध्यक्ष मुरलीधर बेलखोडे उपस्थित थे। डॉ. चिरडे ने महाराष्ट्र में भाषा, शिक्षण और समाज में आए बदलाव को रेखांकित करते हुए कहा कि युवाओं ने अपनी प्रतिभा का उपयोग करते हुए युवा राष्ट्र को आगे बढ़ाने में योगदान देना चाहिए।

प्रदीप दाते ने राज्य को अग्रसर बनाए रखने में शिक्षण को महत्वपूर्ण माध्यम बताया। शिक्षण से ही आर्थिक, सामाजिक, सांस्कृतिक बदलाव हो सकते हैं। उन्होंने कहा कि महाराष्ट्र



राज्य की स्थापना के 64 वर्ष में क्या खोया क्या पाया इस पर विचार करने की जरूरत है। उन्होंने श्रमिक दिवस पर भी अपने विचार रखे। मुरलीधर बेलखोडे ने राष्ट्र विकास की नींव रखने में महात्मा गांधी, डॉ. आंबेडकर, विनोबा भावे, राष्ट्रसंत तुकडोजी महाराज, सुब्बाराव जैसे विचारकों के योगदान का उल्लेख करते हुए कहा कि इनकी दूर-दृष्टि के कारण महाराष्ट्र स्त्री शिक्षा, ग्राम विकास, नई तालीम, राष्ट्र भाषा आदि में रोल मॉडल के रूप स्थापित हुआ है।

अध्यक्षीय वक्तव्य में डॉ. राजेश लेहकपुरे ने मराठी राजभाषा दिवस पर अपनी बात रखी। उन्होंने बदलते महाराष्ट्र के परिप्रेक्ष्य में भी विस्तार से चर्चा की। कार्यक्रम का संचालन पीआरएसआई वर्धा चैप्टर के सचिव बीएस मिरगे ने किया तथा उपाध्यक्ष प्रफुल्ल दाते ने आभार जताया। कार्यक्रम का प्रारंभ महाराष्ट्र गीत जय जय महाराष्ट्र माझा से तथा समापन राष्ट्र वंदना से किया गया।

इस अवसर पर प्रो. आनंद पाटील, एड. नंदकुमार वानखेडे, नरेंद्र दंडारे, विनेश काकडे, प्रो. किशोर वानखेडे, डॉ. कोमल कुमार परदेशी, डॉ. मनोज मुनेश्वर, दामोदर राऊत, बा. दे. हांडे, डी. गोपाल, आकाश दाते, राखी, आरती कुमारी, वृशाली बकाल, प्रिया कुमारी, सुधीर कुमार, रजत बत्रा, विकास मिश्र, शिवम चौधरी, राजन आदि उपस्थित रहे।

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-A commitment to excellence

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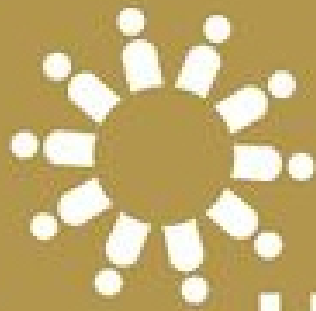
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