

PUBLIC RELATIONS SOCIETY OF INDIA

HARMONY



Building Bridges of Trust

Month

May 2024

MoU between PRSI and AAFT, Noida
for creation of Nalanda in AAFT

37



Practicing public relations in the light of
SANATAN VALUES

PRSI Celebrates National PR Day with a Focus on Sanatan Values

Rajya Sabha MP Naresh Bansal releases **harmony** the monthly newsletter of the PRSI

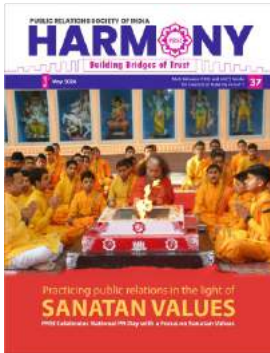


Public Relations Society of India, the national body of the PR and communication professionals of the country, made a new mark by launching a monthly newsletter- Harmony. The publication was released by Shri Naresh Bansal, Hon'ble Member of Parliament (Rajya Sabha). Speaking on the occasion, he appreciated the efforts of PRSI in lauding national issues along with the addition of professional value to PR in India.

Talking about the government of India's initiatives under Prime Minister Modi, Mr Bansal said that even after the independence, India was being ruled by pre-independence laws. Today, India is respected across the world by the leadership provided by Shri Modi.

Speaking on the occasion, the National President of PRSI said that the organisation is always nationalist in its approach and is making its humble efforts to see India becoming the world leader through the power of PR. He also congratulated Dr Archana Kumari, the Editor and the editorial team for the committed job.

PUBLIC RELATIONS SOCIETY OF INDIA
HARMONY



Monthly (May 2024)

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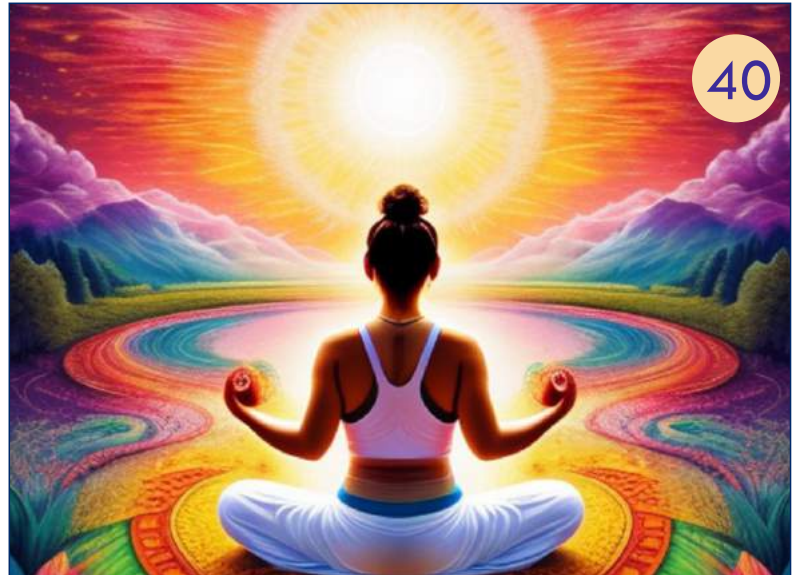
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Message of Nataša Pavlović Bujas,
IPRA President 2024



Nataša Pavlović Bujas

International Public Relations Association
(IPRA) President 2024

Dear friends and colleagues,

Perhaps there was always hate speech. Always an attack on an identity, an activity, a dissimilarity. Hate speech can be verbal or written, recorded or live. In all cases it is aggressive, inappropriate and aimed to humiliate someone. One issue has always been that there is no definition under international human rights law as to what it is. And without that definition we are left with a shared sense of unease because we see that hate speech always causes harm and may cause conflict and even war.

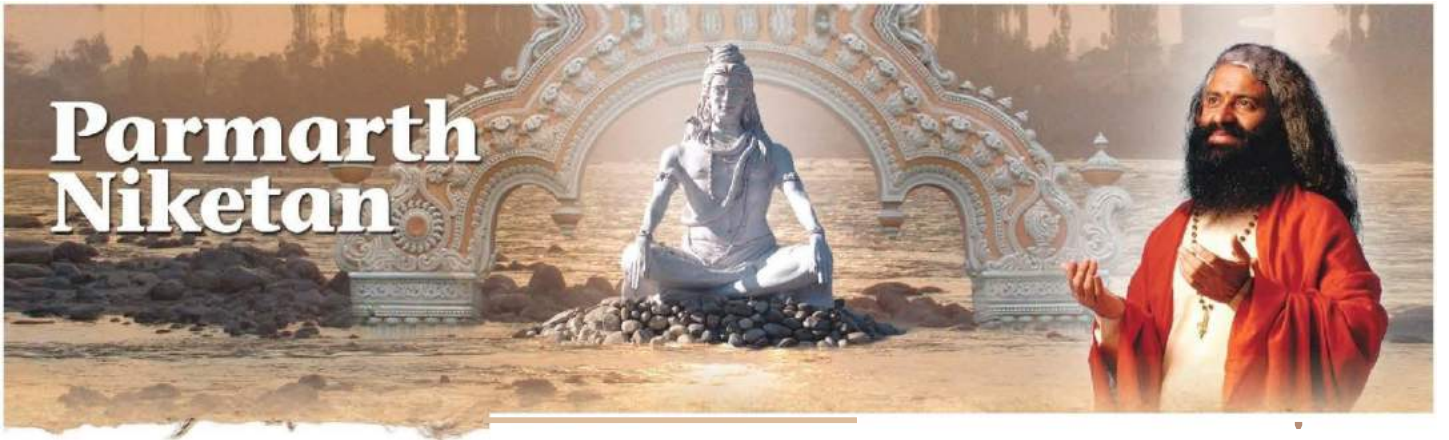
And now it is online

Today with social media, everyone can be an author with an undiscerning audience. This has made online hate speech seem like an unstoppable tide. A tide that we have got used to. A problem we have given up on.

So how do we fight hate speech? Let's start in this month of June. UN resolution 75/309 of 21 July 2021 proclaimed 18 June as the International Day for Countering Hate Speech, to be observed annually. The resolution built on the UN strategy and plan of action on hate speech launched in June 2019. "But we are far from powerless in the face of hate speech. We can and must raise awareness about its dangers, and work to prevent and end it in all its forms" said Antonio Guterres, UN secretary general, on that occasion.

As IPRA what do we do?

In IPRA we are aware that social responsibility starts with personal responsibility, and we are proud of our consultative status with certain agencies of the United Nations. Let us reflect now that communication has consequences and that hate speech harms us and our societies. One easy way to fight back is by use of hashtags. Consider #NoToHate and #TakeCareBeforeYouShare. Or if you prefer, create your own! It is always worth repeating our mission: Leading trust and ethics in global communication. If you are not already an IPRA member, I invite you to join us in this mission, more vital than ever in a world of hate speech.



H.H. Pujya Swami Chidanand Saraswatiji
President, Parmarth Niketan

ॐ असतो मा सद्गमय ।
तमसो मा ज्योतिर्गमय ।
मृत्योर्मा अमृतं गमय ।

हे ईश्वर, हमें असत्य से सत्य की ओर ले चलो ।
हमें अंधकार से प्रकाश की ओर ले चलो ।
हमें मृत्यु से अमरता की ओर ले चलो ।

In the vast ocean of existence, where waves of uncertainty and turmoil often threaten to engulf us, the eternal wisdom enshrined in the Sanatan Dharma serves as a lighthouse that guides weary souls towards the safe harbour of truth, light, and immortality. This ancient tradition, rooted as it is in timeless principles, offers profound insights into the nature of reality and the purpose of life. And found in its revered practices are sacred mantras that echo through the ages, providing evidence of humanity's eternal quest for enlightenment and freedom.

Through Sanatan Dharma, we humbly ask the Divine to lead us from falsehood to truth, from darkness to light, and from mortality to immortality. In the simplicity of its teachings lie profound wisdom that encapsulates the essence of spiritual evolution, and serve as daily reminders to seekers that encourage them to transcend the limitations of the material world and strive for higher ideals.

In today's divergent and disparate society – a society that is characterized by rapid globalization, technological advancement, and societal upheaval - the relevance of Sanatan values cannot be overstated. Amid the clatter and chatter of competing ideologies and fleeting trends, its timeless principles offer a sanctuary of stability and guidance

Satya - truth - is the cornerstone of Sanatan's eternal values, and provides a constant and consistent standard of ethical conduct and moral integrity. And, in a world rife with misinformation and propaganda, the pursuit of truth has never been more crucial. Whether in the realm of journalism, academia, or public discourse, the simple practice of truth-telling becomes unquestionably essential to ensure transparency, accountability, and trustworthiness in all phases of life.

The Public Relations Society of India plays a crucial role in promoting that transparency, accountability and trust in the field of communication as a torchbearer of ethical communication and professional integrity. I am happy that PRSI is committed to upholding the highest standards of practice.

As we navigate the complexities of the modern world, let us draw strength and inspiration from the eternal wisdom of Sanatan Dharma. By embracing values such as dharma, ahimsa, satya, and seva, we can create a more just, harmonious, and compassionate society for ourselves and future generations.

It gives me immense pleasure to learn that PRSI is celebrating the 'National Public Relations Day' on 21st April 2024 across the country with the theme of "Sanatan Values and Emerging India: The Role of Public Relations." I am aware of the positive role the PRSI is playing to foster a culture of responsible communication that is grounded in Sanatan Values through its various initiatives and programs.

I extend my best wishes to PRSI, which is working tirelessly to promote ethical communication and uphold the timeless values that unite us all.

Jai Gange! Jai Hind!

With love and blessings always.

In the service of God and humanity,



Swami Chidanand Saraswati
President and Spritual Head,
Parmarth Niketan Ashram,



DEV SANSKRITI
VISHWAVIDYALAYA

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Accredited by NAAC & Awarded as Best University
for Holistic Education

Dr. Chinmay Pandya
Pro Vice Chancellor
(MBBS, PGDipl, MRCPsych- London)



Dr Ajit Pathak
National President
Public Relations Society of India

Dear Dr. Pathakji,

I extend my warmest greetings to you on the occasion of National Public Relations Day. The publication encapsulating the profound theme of "Sanatan Values and Emerging India: Role of Public Relations" is truly commendable and timely.

As we celebrate this significant day, let us reaffirm our commitment to excellence in the field of Public Relations. I commend the efforts of the Public Relations Society of India in promoting professionalism and ethical practices within the PR industry.

May this publication serve as a guiding light for PR professionals across the nation, reminding us of the pivotal role we play in shaping public discourse and promoting societal well-being.

Wishing you continued success in all your endeavours.

Dr Chinmay Pandya

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Exhibition Excellence Awards 2024 Honors Public Relations Society of India Excellence Award For International Public Relations Festival

Navi Mumbai

On the momentous occasion at the CIDCO (City and Industrial Development Corporation of Maharashtra) Exhibition and Convention Center in Navi Mumbai, the esteemed Exhibition Excellence Award 2024 was bestowed on the Public Relations Society of India (PRSI). This recognition is a testament to the PRSI's remarkable International Public Relations Festival, a significant event in the field of public relations, held from November 25-27, 2023, in Delhi.

Dr. Ajit Pathak, National President of PRSI, and Dr. P. L. K. Murthy, the Secretary General of PRSI, proudly received the award on behalf of the organization. The accolade celebrates their dedicated efforts in hosting a successful and impactful event that drew participation from global PR professionals and showcased the latest trends and innovations in the industry.

The International Public Relations Festival 2023 featured a dynamic lineup of keynote speakers, panel discussions, and workshops, providing a platform for knowledge exchange and networking. It highlighted the importance of strategic communication in today's fast-paced world and underscored the pivotal role of public relations in shaping public perception and building trust.

Dr. Ajit Pathak expressed his gratitude, stating, "This recognition is a testament to the hard work and dedication of our entire team. The International Public Relations Festival was an extraordinary opportunity to bring together PR professionals from around the world and facilitate meaningful conversations about the future of our industry."



Dr P. L. K. Murthy added, "We are deeply honoured to receive this award. It reflects our commitment to excellence in public relations and our mission to elevate the standards of the profession. We look forward to continuing our efforts to foster a thriving community of PR practitioners in India and beyond."

The PRSI has been instrumental in advancing the public relations profession in India, providing continuous learning opportunities, promoting ethical standards, and serving as a voice for PR practitioners across the nation. The International Public Relations Festival is a testament to PRSI's leadership in the sector and its ability to organize events that resonate internationally.

Editorial



Dr. Ajit Pathak
National President
Public Relations Society of India

Dear Public Relations Colleagues,

India has profoundly influenced humanity over centuries, embodying the spirit of human civilization. Mark Twain aptly described India as the cradle of the human race, the birthplace of speech, the mother of history, and the origin of traditions.

The prayer

ॐ सर्वे भवन्तु सुखिनः,

सर्वे सन्तु निरामयाः ।

सर्वे भद्राणि पश्यन्तु,

मा कश्चिद्दुःखभाग्भवेत् ।

ॐ शान्तिः शान्तिः शान्तिः ॥

translates to "Let all be happy, let all be free from debilitation, let all see goodness, let there be no victims of sorrow." This reflects the values imparted by our Rishis and Munis, who selflessly prayed for global well-being.

Our Sanatan philosophy, encapsulated in "**वसुधैव कुटुम्बकम्**" (The World is One Family), remains relevant today, emphasizing global solidarity, collective well-being, and responsibility. It advocates addressing crucial issues like climate change, sustainable development, peace, and tolerance.

Sanatan values, nurtured over centuries, define us as adherents of Sanatan Dharma, or "eternal religion." This way of life is based on duties and religious practices incumbent upon all Hindus, promoting honesty, non-violence, purity, goodwill, mercy, patience, forbearance, self-restraint, generosity, and asceticism.

These timeless principles, deeply entrenched in India's heritage, encompass dharma (righteousness), karma

(action), seva (service), and ahimsa (non-violence). They highlight the interconnectedness of all beings and the importance of collective welfare, guiding individuals and communities towards unity, compassion, and progress. Despite challenges, Sanatan dharma has always emerged victorious, advocating peace, happiness, and prosperity for all.

India's recent achievements, like the Ram temple in Ayodhya and the Kashi Vishvanath Corridor, highlight the enduring positivity of Sanatan values. The world is increasingly recognizing India's values, traditions, and spiritual power.

As India progresses, Public Relations (PR) plays a crucial role in promoting understanding, communication, and harmony. PR helps voice India's ancient culture and values to the world, fostering inclusivity and celebrating diversity.

This year, National Public Relations Day was celebrated with the theme "Sanatan Values and Emerging India: Role of Public Relations," emphasizing the blend of traditional values and modern aspirations. Through seminars, conferences, workshops, competitions, cultural presentations, road-shows, and awareness drives, the national network of PR chapters aims to instill pride in Sanatan values, positioning Bharat as a world leader. This effort aligns with the "Amrut Kaal" of Bharat's Independence, paving the way for a prosperous future.

As India stands at the cusp of transformation, characterized by rapid economic growth, technological advancement, and cultural renaissance, the revival of Sanatan values provides a holistic framework for development, balancing material prosperity with spiritual well-being.

Celebrating SANATAN VALUES in Emerging India through Public Relations



Photo credit: Shekhar Ghosh

New Delhi

National Public Relations Day, celebrated annually, serves as a platform to recognize and elevate the significance of the public relations profession in India. This year's theme, "Sanatan Values and Emerging India: The Role of Public Relations," has prompted a nationwide reflection on the profound impact that ancient values can have on shaping a modern

society. Various chapters of the Public Relations Society of India (PRSI) have embraced this theme, hosting a series of events that delve deep into the essence of Sanatan values and their relevance in today's rapidly evolving landscape.

From the vibrant city of Kolkata to the culturally rich regions of Karnataka, each PRSI chapter has brought its own



Photo credit: Dr Amarnath Tripathi



flavor to the celebrations. In Kolkata, the discussions ranged from the ethical dimensions of public relations to the recognition of outstanding contributions in the field. The Karnataka chapter emphasized the transformational power of truth and non-violence in modern communication strategies, honoring the legacy of public relations stalwarts who have embodied these principles.

Moving to Mumbai, the celebrations were marked by the presence of eminent personalities who highlighted the critical role of PR in upholding Sanatan values within corporate governance and societal development. Similarly, in Hyderabad and Delhi, seminars and panel discussions provided a platform for thought leaders to share their insights on integrating traditional values with contemporary PR practices, fostering a dialogue that bridges the past with the present.

Ahmedabad's chapter took a unique approach by focusing on the role of PR in fostering universal brotherhood and harmony in a multicultural society, while Chandigarh's events underscored the importance of ethical communication in building trust and credibility. Bhubaneswar's celebrations

included an engaging session on the spiritual dimensions of PR, reflecting on how values like compassion and empathy can enhance professional relationships and public trust.

In Indore and Bhopal, the focus was on the strategic implementation of Sanatan principles in public relations campaigns, showcasing case studies that demonstrated successful outcomes. The Dehradun chapter's event highlighted the synergy between traditional values and modern PR tactics, emphasizing the need for authenticity and integrity in communication.

Throughout these diverse celebrations, one common thread emerged: the enduring relevance of Sanatan values in guiding ethical and effective public relations practices. The events not only celebrated the profession but also provided a rich tapestry of ideas and best practices, inspiring PR professionals across the country to integrate these timeless principles into their work. As India strides forward on the global stage, these values offer a steady compass, ensuring that progress is achieved with a foundation of ethical integrity and universal harmony.

राष्ट्रीय जन संपर्क दिवस समारोह सोल्लास आयोजित

उत्कृष्ट कार्य के लिए डॉ मोइज मन्जान हक़ और श्री शशिन राय का स्नेहिल सत्कार



पब्लिक रिलेशंस सोसाइटी ऑफ़ इंडिया PRSI नागपुर चैप्टर और DG I & PR नागपुर अमरावती विभाग के संयुक्त तत्वावधान में 21 अप्रैल को राष्ट्रीय जन संपर्क दिवस समारोह सोल्लास मनाया गया।

सिविल लाइन्स स्थित रवि भवन के सभा गृह में आयोजित इस कार्यक्रम के प्रारंभ में कार्यकारिणी सदस्य स्वर्गीय छत्रपति चेटुले एवं श्री अनिल गडेकर की माताजी स्वर्गीय शशिकला बाई गडेकर की पावन स्मृति में दो मिनट का मौन रख कर उन्हें आदरांजलि दी गई। तत्पश्चात जन संपर्क गीत के साथ कार्यक्रम का शुभारम्भ हुआ। मुख्य अतिथि प्रख्यात शिक्षा विद डॉ वेद प्रकाश मिश्रा ने अपने संबोधन से सबको मंत्रमुग्ध कर दिया।

इस वर्ष की थीम थी “सनातन मूल्य, उभरता भारत : जन

संपर्क की भूमिका”

डॉ वी पी मिश्र ने कहा कि हमारे सनातन मूल्य आज भी शाश्वत हैं और समाज को एक रखने में जन संपर्क की सदैव बड़ी अहम भूमिका रही है. उन्होंने कहा कि समावेशी सदाशयता हमारी अनमोल धाती रही है.

समारोह की अध्यक्षता पी आर एस आई के राष्ट्रीय उपाध्यक्ष (पश्चिम) श्री एस पी सिंह ने की. उन्होंने कहा कि वसुधैव कुटुम्बकम की अवधारणा पर चलना और एक दूसरे के सुख-दुःख में शामिल रहना पीआरएसआई की प्राथमिकता है. विशिष्ट अतिथि के रूप में जिला सूचना अधिकारी श्री विनोद रापतवार ने भी सभी को जन संपर्क दिवस की शुभकामनाएं दीं।

उत्कृष्ट कार्य के लिए, समारोह में राष्ट्र संत तुकड़ोजी महाराज नागपुर विश्वविद्यालय के जन संवाद विभाग प्रमुख डॉ मोइज



मन्ना हक़ और PIB नागपुर के उप संचालक तथा IIMC अमरावती के OSD श्री शशिन राय एवं श्री अशोक कोल्हटकर का सत्कार किया गया।

कार्यक्रम में GM PR WCL श्री पी नरेंद्र कुमार एवं Principal Advisor LIT University श्री मोहन पांडे एवं MPTB के भूतपूर्व उप संचालक श्री युवराज पडोले का विशेष रूप से स्नेहिल स्वागत किया गया।

समारोह का प्रभावी संचालन नागपुर चैप्टर के सचिव श्री मनीष सोनी ने, स्वागत भाषण वरिष्ठ सदस्य श्री अनिल गडेकर ने तथा धन्यवाद ज्ञापन उपाध्यक्ष श्री अखिलेश हलवे ने किया।

कार्यक्रम की सफलता में अध्यक्ष श्री यशवंत मोहिते, कोषाध्यक्ष श्री शरद मराठे, श्री एम एम देशमुख, श्रीमती शोभा धनवटे, श्री अमित वाजपेई आदि ने सक्रिय भूमिका निभाई।



समारोह में सामाजिक, साहित्य, संस्कृति एवं मीडिया क्षेत्र की हस्तियां प्रो. के जी मिसर, डॉ नितीन कराले, डॉ रेणुका बोकारे, मधु गुप्ता, पूनम मिश्रा, मंजू मिश्रा, सर्वश्री सुनील सिंहा, तेजवीर सिंह, भरत भाई देसाई, अशोक मोहता, अविनाश बागडे, अभिषेक सिंह, कृष्ण कुमार सिंह आदि प्रमुखता से उपस्थित थे।



PRSI Guwahati Chapter organizes Talk Show on Sanatan Values and Emerging India



Guwahati

In celebration of National PR Day, the Guwahati Chapter of Public Relations Society of India in collaboration with Brahma Kumaris Ishwariya Viswa Vidyalaya, Rupnagar, organized a thought-provoking event centered around the theme “Sanatan Values and Emerging India: Role of Public Relations.” Held on April 21st at the Rupnagar center, the event aimed to explore the intersection of traditional Indian values with the contemporary practice of Public Relations (PR) and its impact on the nation's development.

The event was spearheaded by the Chapter Chairperson of the new committee, Ms. Ruma Chakraborty along with Vice Chairman Mr. Surojit Sinha Roy, Secretary Dr. Bimal Krishna Sarma, Jt. Secretary Ms. Jumita Saikia and Treasurer Mr. Anjan K. Borthakur.

The event featured distinguished guest speakers, Senior Rajyoga Teacher and Incharge of Brahma Kumaris Noonmati Centre, BK Maushumi, and the Head of the Department of Mass Communication at Asian Institute of Management & Technology, Mrs. Rose Mahanta.

Mrs. Rose Mahanta delivered a compelling address on

the importance of PR ethics and emphasized the crucial role of Sanatan values in shaping ethical and truthful PR practitioners. Her insights shed light on the significance of integrity, honesty, and transparency in PR practices, aligning with the timeless values deeply rooted in Sanatan Dharma.

BK Maushumi, in her speech, elaborated on the essence of Sanatan values and the value system they offer to individuals and society through Raj Yoga practices. She elucidated how these values can serve as a guiding light in navigating the complexities of modern PR practices.

BK Maushumi's session provided attendees with a deeper understanding of how incorporating Sanatan values can contribute to fostering harmony, respect, and authenticity in PR endeavors. The event concluded with a brief meditation session led by BK Maushumi, allowing participants to introspect and internalize the discussed principles.

Reflecting on the event, Ms. Ruma Chakraborty, Chairperson of PRSI Guwahati Chapter, expressed her gratitude to the guest speakers and attendees for their active participation in promoting meaningful discussions around the convergence of Sanatan values and contemporary PR practices.

'सनातन मूल्य और उभरता भारत : जनसंपर्क की भूमिका' विषय पर चर्चासत्र चिरंतन और नूतन है जनसंपर्क : प्रो. आनंद पाटील



वर्धा

राष्ट्रीय जनसंपर्क दिवस के उपलक्ष्य पर पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया के वर्धा चैप्टर तथा यशवंतराव दाते स्मृति संस्था, वर्धा के संयुक्त तत्वावधान में 'सनातन मूल्य और उभरता भारत : जनसंपर्क की भूमिका' विषय पर आयोजित चर्चासत्र में महात्मा गांधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय के दूर शिक्षा निदेशालय के निदेशक प्रो. आनंद पाटील ने कहा कि जनसंपर्क अपनी भूमिका बखूबी निभा रहा है इस कारण वह अपने धर्म का ध्वजवाहक बन गया है। जो बात हुई है उसे समेटते हुए रखना जनसंपर्क का वैशिष्ट्य है। सनातन मूल्य और उभरते भारत के लिए जनसंपर्क चिरंतन और नूतन है। कार्यक्रम का आयोजन विदर्भ साहित्य संघ के अध्यक्ष प्रदीप दाते के साबले प्लॉट स्थित निवास पर किया गया। कार्यक्रम की अध्यक्षता पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया के वर्धा चैप्टर के अध्यक्ष डॉ. राजेश लेहकपुरे ने की। इस अवसर पर विशेष अतिथि के रूप में यशवंतराव दाते स्मृति संस्था पुरस्कार समिति के संयोजक डॉ. राजेंद्र मुंढे उपस्थित थे। प्रो. पाटील ने सनातन शब्द की व्याख्या करते हुए कहा कि सबको साथ लेकर चलना सनातन का कार्य है। यह शब्द सबका विकास चाहता है। वसुधैव कुटुंबकम् भारत की धारणा है और इसी धारणा से हम सभी के प्रति समान दृष्टि रखते हैं। उन्होंने महाभारत का उदाहरण देते हुए संजय के संवाद को एक अच्छे जनसंपर्क का प्रसंग बताया। उन्होंने कहा कि हमारी सभ्यता के विकास में जनसंपर्क की अहम भूमिका रही है। उन्होंने उभरते भारत के संदर्भ में जी२० और ज्ञान, विज्ञान के क्षेत्र में भारत

की बढ़ती साख पर भी प्रकाश डाला।

डॉ. राजेंद्र मुंढे ने कहा कि सत्य, अहिंसा, प्रज्ञा, शील, करुणा और शांति इन मूल्यों को समाज में स्थापित करने में जनसंपर्क की महत्वपूर्ण भूमिका है। विश्व में इन्हीं तत्वों के कारण भारत की पहचान स्थापित हुई है, वास्तव में यही भारतीय मूल्य हैं। उन्होंने तथागत बुद्ध, साने गुरुजी और राष्ट्रसंत तुकडोजी महाराज के विचार-दर्शन में सामाजिक विकास के मूल्यों का उल्लेख किया और कहा कि सनातन शब्द में सक्रियता, नाविन्यपूर्णता, तत्व की व्यापक दृष्टि समाहित है। भारत विज्ञान और प्रौद्योगिकी की प्रगति में अग्रेसर है और उभरते भारत की ओर दुनिया देख रही है। डॉ. राजेश लेहकपुरे ने कहा कि भारत को विकसित और विश्वगुरु बनाने की दिशा में जनसंपर्क एक महत्वपूर्ण माध्यम बन सकता है। समाज के साथ सीधा संपर्क रखकर उन्हें दिशा देने में जनसंपर्क की बड़ी भूमिका है।

कार्यक्रम का प्रारंभ जनसंपर्क गीत से किया गया। कार्यक्रम का संचालन सचिव बी. एस. मिरगे ने किया तथा कोषाध्यक्ष विनेश काकडे ने आभार माना। कार्यक्रम में पीआरएसआई के उपाध्यक्ष प्रफुल्ल दाते, डॉ. बालाजी चिरडे, नरेंद्र दंडारे, संघर्ष डाहाके, सचिन घोडे, डॉ. अमित विश्वास, आकाश दाते, उज्वला घोडे, वृषाली बकाल, प्रिया कुमारी, आशुतोष साहुरकर, विकास मिश्र, राम फरांडे, रजत बत्रा, अभिषेक द्विवेदी, पंकज कलाने, मनन्य सिंह निर्वाण, मोहित भारद्वाज, अश्विन श्रीवास आदि उपस्थित रहे।

'सनातन मूल्य और उभरता भारत : जनसंपर्क की भूमिका' विषय पर एक संगोष्ठी आयोजित



शिमला

राष्ट्रीय जनसंपर्क दिवस के अवसर पर पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया के शिमला चैप्टर ने 'सनातन मूल्य और उभरता भारत : जनसंपर्क की भूमिका' विषय पर एक संगोष्ठी आयोजित की। हिमाचल प्रदेश के कुल्लू जिला की बनोगी पंचायत के देऊरी गांव में दुर्गा माता मंदिर परिसर में यह संगोष्ठी आयोजित की गई। यह अवसर इसलिए भी महत्वपूर्ण था क्योंकि इसी दिन देऊरी गांव में दुर्गा माता मंदिर की प्रतिष्ठा भी थी।

इस संगोष्ठी में देऊरी गांव सहित बनोगी पंचायत के कई प्रतिष्ठित व्यक्तियों ने हिस्सा लिया। कार्यक्रम की अध्यक्षता बनोगी पंचायत के पूर्व प्रधान गिरधारी लाल ठाकुर ने की। गिरधारी लाल ठाकुर ने कहा कि सनातन धर्म विश्व का सबसे पुराना धर्म है और सनातन के मूल्य उभरते भारत को विकसित भारत की ओर अवश्य ही लेकर जाएंगे।

उन्होंने कहा कि जनसंपर्क की भूमिका सनातन मूल्यों को आम व्यक्ति तक पहुंचने की है ताकि पंक्ति में खड़ा आखिरी व्यक्ति भी सनातन मूल्य के महत्व को समझ सके। इस अवसर पर मौजूद

विशिष्ट अतिथि रवि ठाकुर ने कहा कि सनातन मूल्यों को हमारी शिक्षा पद्धति में विशेष स्थान मिलना चाहिए तभी हम सही मायनों में सनातन मूल्यों को उभरते भारत के साथ जोड़ पाएंगे।

कार्यक्रम में पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया के शिमला चैप्टर की ज्वाइंट सेक्रेटरी डा देव कन्या ठाकुर ने कहा कि वसुधैव कुटुंबकम् का मंत्र दुनिया को भारत ने ही दिया है और इसी धारणा से हम सभी के प्रति समान दृष्टि रखते हैं। सनातन धर्म में प्रकृति एवं जीव जंतुओं को भी पूजनीय माना गया है। उन्होंने कहा कि हमारी सभ्यता के विकास और सनातन मूल्य के प्रचार एवं प्रसार में जनसंपर्क की अहम भूमिका रही है।

कार्यक्रम का प्रारंभ जनसंपर्क गीत से किया गया। तत्पश्चात डा देव कन्या ठाकुर ने नेशनल प्रेसिडेंट श्री अजीत पाठक का जनसंपर्क दिवस के अवसर पर संदेश पढ़कर सुनाया। कार्यक्रम का संचालन सहायक जनसंपर्क अधिकारी कुल्लू श्री जय प्रकाश ने किया। कार्यक्रम में कोठी बनोगी के प्रतिष्ठित व्यक्तियों ने हिस्सा लिया। मंदिर प्रतिष्ठा में सम्मिलित होने आए कुल्लू के पूर्व सांसद श्री महेश्वर सिंह भी मौजूद थे।

हम भारतीयों को सनातन मूल्य हमारे ऋषि-मुनियों से मिले: डा. वर्तिका नन्दा

19 महिला पत्रकारों को दिया
अचला एवं उदिता अवार्ड

अपर संचालक जनसंपर्क जी.एस. वाधवा
लोक संपर्क सम्मान से अलंकृत



भोपाल

सब सुखी हों, सब दुर्बलता से मुक्त हों, सब अच्छाई देखें, कोई दुःख का शिकार न हो। हम भारतीयों को ये मूल्य हमारे ऋषि-मुनियों से मिले हैं, जिन्होंने निस्वार्थ भाव से दुनिया भर में संपूर्ण मानवता के लिए प्रार्थना की। यह उद्गार वरिष्ठ पत्रकार एवं लेडी श्रीराम कॉलेज नई दिल्ली पत्रकारिता विभाग की प्रमुख डॉ. वर्तिका नन्दा ने पब्लिक रिलेशंस सोसायटी ऑफ इंडिया के भोपाल चैप्टर द्वारा रविवार, 21 अप्रैल 2024 को राष्ट्रीय जनसंपर्क दिवस के अवसर पर रवीन्द्र भवन में आयोजित व्याख्यान में व्यक्त किए। उन्होंने “सनातन मूल्य और उभरता भारत: जनसंपर्क के परिप्रेक्ष्य में” विषय पर विशेष

व्याख्यान में कहा कि सनातन का मतलब सत्य से है, और सत्य ही शाश्वत है। उन्होंने भीम बैठिका का जिक्र करते हुए कहा कि हमें अपने ऐतिहासिक धरोहरों पर भी ध्यान देना चाहिए, साथ ही समाज के वंचित लोगों की समस्याओं से भी सरोकार रखना होगा। उन्होंने इस दौरान शेरू और ‘किस्सा खाकी का’ के माध्यम से अपनी बात रखते हुए दिल्ली पुलिस के साथ उनके वार्तालाप का भी जिक्र किया। इस अवसर पर विशेष अतिथि पद्मश्री वैद्य डॉ. बालेन्द्र प्रकाश ने भी अपने विचार रखते हुए आयुर्वेद के महत्व पर प्रकाश डाला। उन्होंने सनातन का मतलब बताते हुए कहा कि हमारा स्वभाव हमारी प्रकृति ही सनातन है, यही सत्य भी



है। कार्यक्रम में वरिष्ठ पत्रकार व राजनीतिक विश्लेषक श्री गिरिजा शंकर ने भी सभी को शुभकामनाएं देते हुए अपने विचार व्यक्त किए। कार्यक्रम में पीआरएसआई भोपाल के अध्यक्ष श्री मनोज द्विवेदी ने स्वागत भाषण में संस्था के कार्यों के बारे में बताया साथ ही उन्होंने पीआरएसआई के राष्ट्रीय अध्यक्ष श्री अजीत पाठक के संदेश को भी पढ़कर सुनाया।

कार्यक्रम के दूसरे चरण में जनसंपर्क विभाग के अपर संचालक श्री जी.एस.वाधवा को लोक संपर्क सम्मान सहित 19 महिला पत्रकार व संचारकर्मियों को अचला एवं उदिता अवार्ड से सम्मानित किया गया।

पीआरएसआई भोपाल चैप्टर के अध्यक्ष श्री मनोज कुमार द्विवेदी ने बताया है कि मध्यप्रदेश के पत्रकारिता मीडिया, टी.वी. मीडिया और कार्पोरेट मीडिया में कार्यरत चुनिंदा महिला पत्रकारों, टी.वी. एंकरों और जनसंपर्क प्रोफेशनल्स को स्व. पुष्पेंद्रपाल सिंह जी की स्मृति में अचला और उदिता सम्मान सम्मान से सम्मानित किया गया। सम्मानित होने वाली महिलाओं में नूपूर चतुर्वेदी, सोनल भारद्वाज, शुभ्रा सिंह, वृंदा प्रधान, रानी रैकवार, फरीदा खान, प्रीति द्विवेदी, प्रियदर्शिनी सिंह, सृष्टि दीक्षित, शैलजा पुरोहित, रसिका पाण्डेय, योगिता यादव, मनीषा त्रिपाठी, प्राची मेहरा, देवांशी शर्मा, चित्रांशी सक्सेना, ऐश्वर्या श्रीवास्तव, अवंतिका श्रीवास्तव एवं अंजलि सिंह शामिल हैं।

कार्यक्रम में पीआरएसआई के सचिव पंकज मिश्रा, कोषाध्यक्ष केके शुक्ला, माखनलाल चतुर्वेदी पत्रकारिता विवि के रजिस्ट्रार अविनाश वाजपेयी, प्रकाश साकल्ले, विजय बोंद्रिया, दिनेश शुक्ला, सहित बड़ी संख्या में पत्रकार, मीडियाकर्मी व जनसामान्य उपस्थित थे। अंत में एमसीयू के रजिस्ट्रार अविनाश वाजपेयी ने आभार व्यक्त किया।



राष्ट्रीय जनसंपर्क दिवस-2024 मनाया गया

पीआरएसआई रायपुर चैप्टर द्वारा जनसम्पर्क के क्षेत्र में विशिष्ट योगदान के लिए 4 विभूतियों को किया सम्मानित



रायपुर

पब्लिक रिलेशंस सोसाइटी ऑफ इंडिया (पीआरएसआई) रायपुर चैप्टर के द्वारा सुखसागर कांफ्रेंस हाल, रायपुर में राष्ट्रीय जनसंपर्क दिवस- 2024 मनाया गया। अतिथियों ने इस वर्ष जनसंपर्क दिवस पर सनातन मूल्य और उभरता भारत में जनसंपर्क की भूमिका पर अपने वक्तव्य दिए। कार्यक्रम की शुरुआत पदम् श्री भारती बन्धु और उनकी टीम द्वारा प्रस्तुत कबीर भजन के माध्यम से हुई।

कार्यक्रम को सम्बोधित करते हुए मुख्य अतिथि पूर्व आईएस डॉ सुशील त्रिवेदी जी ने कहा कि जनसंपर्क से मैं लंबे समय से जुड़ा रहा हूँ, मैं राज्यपाल, राष्ट्रपति और शासकीय विभागों में जनसम्पर्क से जुड़ा रहा हूँ। डॉ त्रिवेदी ने सनातन मूल्य और उभरता भारत में जनसम्पर्क की भूमिका विषय पर अपने व्याख्यान देते हुए कहा कि हम सनातन मूल्य की बात करते हैं तो उसका तात्पर्य उस हिन्दू धर्म से है जिसका पालन सामान्य हिंदू परिवार करते हैं। वैदिक ग्रंथों में जीवन मूल्य शब्द नहीं है, मूल शब्द अंग्रेजी की वैल्यू के कारण आ गया है। ग्रंथों में तो जीवन मूल्य का अर्थ पुरुषार्थ। वैदिक ग्रंथों में जीवन मूल्य का अर्थ पुरुषार्थ की बात कही है ये चार प्रकार के हैं धर्म, अर्थ, काम और मोक्षा। यही हमारे सारे संघर्ष के आधार हैं। जीवन की इच्छा और जीवन भोग। इसी अवधारणा पर हमारा

इमरजिंग इंडिया भी आधारित है। हमारी क्या जीवन इच्छा है और क्या जीवन भोग करना चाहते हैं। इसी आधार पर हम इमर्जिंग भारत की बात करते हैं। उन्होंने कहा कि जनसंपर्क में सुनियोजित निरंतर प्रयास द्वारा किसी संगठन या सत्ता और उसकी जनता के बीच परस्पर सम्बन्ध स्थापित होता है और इसके लिए अच्छे चरित्र दायित्वपूर्ण भूमिका की जरूरत है। बगैर अच्छे चरित्र के हम जनसंपर्क नहीं कर सकते।

जनसंपर्क दिवस पर सनातन मूल्य और उभरता भारत में जनसंपर्क की भूमिका पर वरिष्ठ पत्रकार श्री आसिफ इकबाल ने अध्यक्षीय उद्बोधन में सनातन शब्द को सर्वधर्म के रूप में निरूपित किया। मुख्य वक्ता के बतौर वरिष्ठ पत्रकार डॉ विश्वेश ठाकरे ने टेक्नोलॉजी और एआई से उत्पन्न खतरों से बाहर निकलने के लिए हमें सनातन मूल्यों के साथ आगे बढ़ना होगा। सनातन का रास्ता सत्य और अहिंसा का है। मशीनों पर बनती निर्भरता ने हमारे मूल्यों के संकट पैदा किया है इसलिए पत्रकारिता में भी सनातन को शामिल करने की जरूरत है। विशिष्ट वक्ता साहित्यकार श्री गिरीश पंकज ने कहा कि सनातन में कटुता का भाव नहीं है बल्कि यह विश्व बंधुत्व की भावना से जुड़ा है। श्री पंकज जी ने स्वामी दयानंद सरस्वती, गौतम बुद्ध, श्री विनोबा भावे, लोहिया जैसे महापुरुषों के प्रसंगों से बताया



कि सनातन में करुणा, नवाचार और उदारता के मूल्य हैं। उभरते भारत में सनातन चरित्र के माध्यम से जनसंपर्क भ्रम की स्थिति को तोड़ सकता है। जनसंपर्क विभाग के अपर संचालक जनसंपर्क श्री आलोक देव ने अपने विशेष वक्तव्य में मनखे-मनखे एक समान के महान संदेश में मानव समानता की जरूरत पर बल दिया। श्री आलोक देव ने सनातन में रुढ़िवादिता जैसे मुद्दों पर विमर्श करने की जरूरत भी बताई। कार्यक्रम में वरिष्ठ पत्रकार श्री बाबूलाल शर्मा, सामाजिक कार्यकर्ता सुश्री निधि अग्रवाल ने भी संबोधित किया। चैप्टर चैयरमेन डॉ शाहिद अली एवं सचिव श्री संजय नैयर ने कार्यक्रम का संचालन किया। आभार प्रदर्शन श्री जनसंपर्क अधिकारी श्री मिलिंद खेर ने किया। इस अवसर पर अतिथियों का पुष्प गुच्छ, श्रीफल एवं राजकीय वस्त्र से अभिनंदन किया गया। इस अवसर पर बड़ी संख्या में मीडिया और जनसंपर्क के क्षेत्र से जुड़े लोग उपस्थित रहे।



पीआरएसआई रायपुर चैप्टर द्वारा जनसम्पर्क के क्षेत्र में विशिष्ट योगदान के लिए 4 विभूतियों को किया सम्मानित

पब्लिक रिलेशन्स सोसाइटी ऑफ इंडिया ने जनसंपर्क कला के क्षेत्र में विशिष्ट योगदान के लिए डॉ दानेश्वरी सम्भाकर, सुश्री रूखसार परवीन, श्री सी.विद्रुमन वाचस्पति भारती और पीयूष शर्मा को प्रशस्ति पत्र और स्मृति चिन्ह भेंट कर सम्मानित किया



सनातन मूल्यों को आत्मसात कर समाज के निचले तबके तक लाभ पहुंचाने में जनसंपर्क कर्मियों की भूमिका महत्वपूर्ण



जयपुर

पब्लिक रिलेशन्स सोसायटी ऑफ इण्डिया जयपुर चैप्टर का 47 वां राष्ट्रीय जनसंपर्क दिवस एवम् सम्मान समारोह रविवार को आयोजित हुआ। कार्यक्रम थीम 'सनातन मूल्य और उभरता भारत- जनसंपर्क की भूमिका' विषय पर बोलते हुए मुख्य अतिथि विधायक श्री गोपाल शर्मा ने कहा कि सनातन मूल्यों को आत्मसात कर समाज के निचले तबके तक इनका लाभ पहुंचाने में जनसंपर्क कर्मियों की भूमिका महत्वपूर्ण है। उन्होंने कहा कि सत्यम वद, धर्मम चः यानी सत्य बोलो, धर्म पर चलो ही सनातन विचार हैं। हमारा, समाज का और देश का भला इन्हीं दो शब्दों से होगा। उन्होंने सनातन मूल्यों के संरक्षण की बात कही। अध्यक्षता कर रहे वरिष्ठ प्रशासनिक अधिकारी श्री डी आर मेहता ने कहा कि सनातन के मूल में दूसरों का भला करने की भावना निहित है। उन्होंने जयपुर फुट के सेवाओं का जिक्र करते हुए कहा कि पाकिस्तान, फिलिस्तीन और इराक जैसे देशों में जनसंपर्क के जरिए जरूरतमंदों को लाभ दिया जा रहा है।

विषय वक्ता आचार्य कौशलेन्द्र दास ने कहा कि सनातन का अर्थ धर्म, संप्रदाय न होकर अच्छे आचरण से है। सत्य, दया, अहिंसा, अस्तेय, अपरिग्रह, अहिंसा, परोपकार, सद्भावना तथा आदर आदि जीवन मूल्य सनातन भावना की पहचान हैं।

वरिष्ठ साहित्यकार डा नरेंद्र शर्मा कुसुम ने कहा कि हम संवेदना-शून्य होते जा रहे समाज में सनातन भावना और आचरणों की बहुत

आवश्यकता है। नई पीढ़ी तक इन आचरणों को पहुंचाने की जिम्मेदारी हमें निभानी है।

कार्यक्रम में सोसायटी अध्यक्ष रविशंकर शर्मा ने स्वागत भाषण में संस्था के उद्देश्यों तथा कार्यक्रम की जानकारी दी। उपाध्यक्ष गोविंद पारीक ने समारोह की विषय वस्तु के बारे में वक्तव्य दिया। संचालन प्रेरणा अरोड़ा सिंह ने किया।



इन्हें मिला सम्मान – कार्यक्रम में वरिष्ठ जनसंपर्कर्मियों के सिंघवी को 'जनसंपर्क श्री' सम्मान से नवाजा गया। वीरेंद्र पारीक, कन्हैया भ्रमर, तरुण जैन, जितेंद्र माथुर, गणपतसिंह नारोलिया तथा डॉ संदीप पुरोहित को जनसंपर्क उत्कृष्टता पुरस्कार मिला। जनसंचार शिक्षण विशिष्टता सम्मान डॉ वैशाली कपूर, डॉ रतन सिंह को मिला। इसके अलावा उदीयमान प्रतिभा सम्मान सुहानी खंडेलवाल, उदिषा पारीक, सतीश राज, लोकेश सैनी, साक्षी गोयल, रिद्धि गुप्ता, दिया मांगनी, प्रीति अधिकारी, अपूर्व तथा संजीत सिंह चाहर को प्रदान किया गया।

भारतीय मूल्यों व वसुधैव कुटुम्बकम् के सिद्धांत में छिपा है सफल जीवन का सार

जनसंपर्क दिवस पर राष्ट्रीय संगोष्ठी
और सम्मान समारोह संपन्न

पत्रकारिता और जनसंचार शिक्षा में उल्लेखनीय योगदान हेतु
बारह अग्रणी संस्थानों को दिया गया जनसंपर्क सेवा सम्मान



वाराणसी चैप्टर

विश्व जनसम्पर्क दिवस के उपलक्ष्य में पब्लिक रिलेशन्स सोसाइटी आफ इण्डिया, वाराणसी चैप्टर द्वारा जीवनदीप महाविद्यालय के पत्रकारिता एवं जनसंचार विभाग के सहयोग से “राष्ट्रीय जनसम्पर्क दिवस कार्यक्रम व संगोष्ठी” का आयोजन सफलतापूर्वक किया गया।

इस अवसर पर मुख्य अतिथि आकाशवाणी के निदेशक राजेश कुमार गौतम के सानिध्य में विस्तारित विमर्श व संगोष्ठी का आयोजन किया गया जिसका विषय जनसम्पर्क के परिप्रेक्ष्य में सनातन मूल्य व उभरता भारत रहा।

अपने उद्बोधन में मुख्य अतिथि ने कहा कि भारतीय मूल्यों व वसुधैव कुटुम्बकम् के सिद्धांत में सफल जीवन का सार छिपा है. सनातन मूल्यों ने भारत को ज्ञान, अध्यात्म व चेतना के क्षेत्र में सदा आगे रखा है और एक बार पुनः इनके बल पर नया भारत एक बड़ी वैश्विक शक्ति के रूप में उभर रहा है इन मूल्यों ने न केवल हमारी उपयुक्त छवि सबके सामने रखी बल्कि हमें विशेष स्थान भी दिलाया है।

प्रारंभ में मुख्य अतिथि व गणमान्य अतिथियों ने दीप प्रज्ज्वलन कर कार्यक्रम का शुभारम्भ किया, उसके उपरांत गणेश वंदना और पब्लिक रिलेशन्स सोसाइटी ऑफ इंडिया का गीत जन-जन से संपर्क बढ़ाने वाले हम, आशाओं की किरण जगाने वाले हम प्रस्तुत किया गया और गणमान्य अतिथियों का अंगवस्त्र व स्मृति चिन्ह भेंट कर स्वागत किया गया।

अपने अध्यक्षीय उद्बोधन में पब्लिक रिलेशन्स सोसाइटी आफ इण्डिया, वाराणसी चैप्टर के चेयरमैन अनिल के. जाजोदिया ने कहा कि जनसंपर्क न केवल समूह या संस्थान बल्कि हर व्यक्ति के लिए बड़ा महत्वपूर्ण होता है। हमारे कार्यों और संपर्क से ही हमारी छवि का निर्माण होता है और लोग उसी के अनुरूप हमारा आंकलन करते हैं, हमसे पहले हमारी खबर और हमारा प्रभाव पहुँच कर आपसी संपर्क और संबंधों की दिशा का आधार बना देते हैं।

जनसंपर्क सेवा सम्मान

इस अवसर पर पत्रकारिता और जनसंचार शिक्षा में उल्लेखनीय



योगदान के लिये बारह अग्रणी संस्थानों को जनसंपर्क सेवा सम्मान से सम्मानित किया गया। जनसंपर्क सम्मान से विभूषित संस्थानों में काशी हिन्दू विश्वविद्यालय, महात्मा गांधी काशी विद्यापीठ, मदनमोहन मालवीय हिन्दी पत्रकारिता संस्थान, जगतपुर महाविद्यालय, धीरेन्द्र महिला महाविद्यालय, जीवनदीप महाविद्यालय, डीएवी डिग्री कॉलेज, स्कूल आफ मैनेजमेंट साइंसेज, बसंता महिला महाविद्यालय, महादेव पोस्ट ग्रेजुएट कालेज, हरिश्चन्द्र पोस्ट ग्रेजुएट कालेज, सम्पूर्णानंद संस्कृत विश्वविद्यालय प्रमुख रहे।

कार्यक्रम को संबोधित करते हुए मुख्य वक्ता काशी विद्यापीठ के मदन मोहन मालवीय हिंदी पत्रकारिता संस्थान के निदेशक प्रो. नागेन्द्र सिंह ने कहा कि स्वयं की चेतना से संपर्क और लोगों से सही संवाद जीवन का अटूट कार्य है।

स्वामी विवेकानंद का उल्लेख करते हुए उन्होंने कहा कि हम जैसे हैं वह छवि और हमारे भावों की सही अभिव्यक्ति हमें लोगों से जोड़ती है और यह यही हमारी प्रगति का आधार भी बनती है, हम जैसे नहीं है यह दिखाना कठिन है, इसलिए आवश्यक है कि हम जैसा दिखना चाहते हैं, वैसे बने।

प्रमुख वक्ता वरिष्ठ पत्रकार और लेखक विश्वनाथ गोकर्ण ने कहा कि इस दौर में भारतीय मूल्यों को विश्व पटल पर रखने और सत्य,

अहिंसा व करुणा के माध्यम से वसुधैव कुटुम्बकम् का सिद्धांत वैश्विक स्तर पर प्रतिपादित करने का सुनहरा अवसर बताया। साथ ही कहा कि ईमानदारी और अच्छी साख हमारे जनसंपर्क को प्रभावी बनाती है। हमें जनसम्पर्क करते समय अपनी कमियों को भी उसके मजबूत पक्ष के साथ रखना होगा।

इस अवसर पर जीवनदीप के विभागाध्यक्ष अरुण कुमार सिंह और हर्ष अग्रवाल को भी विशेष संयोजन पुरस्कार से सम्मानित किया गया। कार्यक्रम के द्वितीय सत्र में पत्रकारिता व जनसंचार के छात्र छात्राओं ने शोध पत्र, डाक्यूमेंट्री और टैबोलाइट प्रस्तुत किये जिनमें उत्कृष्ट प्रस्तुति के लिए अग्रणी विजेताओं को विशेष पुरस्कार प्रदान किये गए। सभी प्रतिभागियों को प्रमाण पत्र प्रदान किये गए।

कार्यक्रम को पब्लिक रिलेशन्स सोसाइटी आफ इण्डिया के राष्ट्रीय उपाध्यक्ष नरेंद्र मेहता ने भी संबोधित किया। कार्यक्रम का ओजस्वी और ज्ञानपूर्ण संचालन विद्यालय के प्रवक्ता राघवेन्द्र जी के मार्गदर्शन में छात्राओं द्वारा किया गया। स्वागत जीवनदीप की निदेशिका डॉ अंशु सिंह, प्रधानाचार्य डॉ. इन्द्रेश चन्द्र सिंह एवं धन्यवाद प्रकाश सोसाइटी के सचिव प्रदीप कुमार उपाध्याय द्वारा किया गया। इस अवसर पर ज्ञानेंद्र उपाध्याय, महेश सेठ सहित महाविद्यालयों के शिक्षक और छात्र-छात्राएं प्रमुखता के साथ उपस्थित रहे।

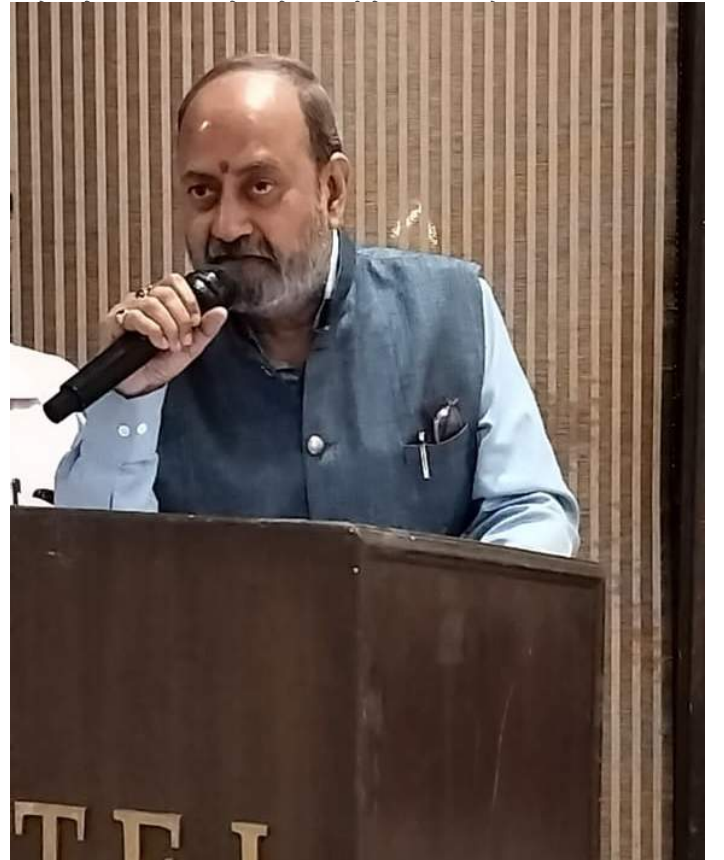
सनातन मूल्य समकालीन चुनौतियों पर सुसंगत हल देने की क्षमता रखती है-नीरज पांडे



देहरादून।

पब्लिक रिलेशंस सोसाइटी ऑफ इंडिया (पीआरएसआई) देहरादून चौप्टर के सदस्यों द्वारा देहरादून में राष्ट्रीय जनसंपर्क दिवस-2024 धूमधाम के साथ मनाया गया। अतिथियों ने इस वर्ष जनसंपर्क दिवस पर सनातन मूल्य और उभरता भारत में जनसंपर्क की भूमिका पर अपने वक्तव्य दिए। सनातन मूल्यों के जानकार, नीरज पांडे ने सनातन मूल्य और उभरता भारत में जनसंपर्क की भूमिका विषय पर अपने व्याख्यान देते हुए कहा कि वैज्ञानिक सिद्धांतों में निहित सनातन मूल्य, भारत और दुनिया के सामने आने वाली समकालीन चुनौतियों पर सुसंगत हल देने की क्षमता रखते हैं। हम सनातन मूल्य की बात करते हैं तो उसका तात्पर्य उस हिन्दू धर्म से जिसका पालन सामान्य हिंदू परिवार करते हैं। वैदिक ग्रंथों में जीवन मूल्य शब्द नहीं है, मूल शब्द अंग्रेजी की वैल्यू के कारण आ गया है।

ग्रंथों में तो जीवन मूल्य का अर्थ पुरुषार्थ। वैदिक ग्रंथों में जीवन मूल्य का अर्थ पुरुषार्थ की बात कही है ये 4 प्रकार के हैं धर्म, अर्थ, काम





सामाजिक कार्यकर्ता अनूप नौटियाल ने हिमालयी क्षेत्र में पर्यावरणीय सुरक्षा को बढ़ावा देने के लिए प्रभावी जनसंपर्क के महत्व पर जोर दिया। उन्होंने सनातन मूल्यों के परिप्रेक्ष्य में पर्यावरणीय चुनौतियों से निपटने की आवश्यकता पर बल दिया। नौटियाल ने मानवविज्ञानी लोकेश ओहरी के शोध का हवाला देते हुए कहा कि रुद्रप्रयाग में हरियाली देवी के प्रति श्रद्धा भाव ने क्षेत्र में 98 पौधों की प्रजातियों को संरक्षित करने में उपयोगी साबित हुआ।

उप-निदेशक सूचना रवि बिरजानिया ने भी जनसंपर्क दिवस पर सनातन मूल्य और उभरता भारत में जनसंपर्क की भूमिका पर अपने विचार व्यक्त किये। इसके साथ ही सचिव अनिल सती, कोषाध्यक्ष सुरेश भट्ट, फिल्मकार निर्माता, वैभव गोयल, फिल्मनिर्देशक कांता प्रसाद ने भी अपनी बात रखी। पीआरएसआई देहरादून चौप्टर द्वारा जनसम्पर्क के क्षेत्र में विशिष्ट योगदान के लिए विभूतियों को सम्मानित भी किया गया।



National PR Day Observed

Traditional values are source of social progress: Amudala

Tirupathi



Public Relations Society of India (PRSI) Tirupathi Chapter celebrated National Public Relations Day at Tirupathi Youth Hostel. On this occasion, a conference was held on the topic "Nation Building with Traditional Values: Role of Public Relations".

Mr. Amudala Murali, a prominent Telugu poet, who was the chief guest for this program said that India is developing technologically and in this situation, orthodox values will protect the youth from getting addicted. He said that values should be taught to children within the family and then India should be added to school education.

He said that today's youth do not know our traditions, festivals and thus do not know the importance of locality. He said that Sanatana Dharma stands as a guide for human growth. The role of public relations has become very important in spreading this Sanatana Dharma. He explained that good results can be achieved through good public relations.

Dr Yuvashree, assistant professor of the Telugu Department of Sri Padmavati Women's University,

spoke about the importance of attachment, friendship, etc in Sanatana Dharma. He asked the youth of today to learn and follow the ideals followed by Lord Rama in the Treta Yuga and Lord Krishna in the Dwapara Yuga through Sanatana Dharma.

PRSI Tirupathi Chapter Founder Chairman C. Ramakanta



Sharma, President K. Srinivasa Rao, Secretary Dudyala Chandramohan, Treasurer Dr. Chakravarty Raghavan, national council member Harshavardhan Reddy, Chapter executive member RCK.Raju, former chairman Dr. NB Sudhakar Reddy, Dr. Swarajya Lakshmi, participated.

Every individual should follow the three essence of Sanatan Values: Dhrama, Karma and Seva- Dr. Chatterjee



Bhubaneswar

Public Relations Society of India (PRSI) Bhubaneswar Chapter celebrated the National Public Relations Day 2024, with deliberations by eminent speakers on the theme 'Sanatan Values and Emerging India: Role of Public Relations', at the Press Club of Odisha. Gracing the event as the Chief Guest, author and former Finance Secretary, Govt. of Odisha Mr. Prasanna Kumar Mishra, IAS (Retd.) emphasized on the need for constitutional institutions to play the role they are envisioned to and called upon citizens and professionals to be fearless in expressing themselves.

Sharing his thoughts and insights on the theme of this year's National PR Day, Chief Speaker Prof (Dr.) Mrinal Chatterjee, Regional Director, IIMC Dhenkanal, said that every individual should follow the three essence of Sanatan Values, Dhrama, Karma and Seva, so that we can take the society, the country towards a better world. He also urged public relations professionals to become more proactive in their actions.

The event also witnessed release of probably the first comprehensive book on Public Relations and Corporate Communication, in Odia language, co-authored by Prof (Dr.) Mrinal Chatterjee.



Public Relations and Corporate Communication professionals, academicians from across the state and members of PRSI Bhubaneswar participated in this event. The event was presided over by PRSI Bhubaneswar Chapter Chairman Shashanka Pattnaik, while Vice Chairman Sudhi Ranjan Mishra anchored the programme and Secretary Krushna Mahapatra presented the Vote of thanks.

PRSI Ahmedabad Chapter Commemorate National Public Relations Day 2024



Ahmedabad

The Ahmedabad Management Association (AMA) in collaboration with the Ahmedabad chapter of the Public Relations Society of India (PRSI) hosted a ceremony on Saturday to mark the observance of National Public Relations Day 2024. Industry leaders from the public relations and corporate communications sector convened at AMA in Ahmedabad to discuss and deliberate upon the evolving landscape of the industry in India.

Neeraj Jha, Group President and Chief Communications Officer, Bajaj Group, was present as the guest of honour. The event commenced with a stimulating keynote address delivered by Jha. He shed

light on the vital role of modern communication strategies in the dynamic landscape of PR while speaking on the subject, 'The Present and Future of PR and Communication in the Era of Artificial Intelligence and Social Media'.

The National Public Relations Day, an annual event celebrated on April 21 in India, is dedicated to recognising the significance of public relations amidst the rapid transformations seen by the modern world. It is also an occasion to honour the dedication and efforts of PR practitioners and professionals who play a pivotal role in shaping communication strategies across various sectors.



Delivering the keynote address, Jha spoke about the paradigm shift in the landscape of the communications industry after the intervention of technologies like Artificial Intelligence (AI) and Machine Learning (ML).

“The advent of AI and ML has made all tasks far easier for humans. However, one cannot entirely replace human intervention in certain jobs. The job of a PR professional is one such. The involvement of a PR professional has come a long way and has taken the centre stage across key departments of many organisations,” he said.

The keynote address was followed by a compelling panel discussion on ‘Challenges & Opportunities in Today’s PR Domain’. Distinguished panellists namely Susim Mohanty, Lead – Brand & Communications, NAMTECH (New Age Makers’ Institute of Technology); Riddhima Basiya, Head, Corporate Communication and Employee Engagement, Dishman Carbogen Amcis; and Nisarg Acharya, General Manager, Marketing, Public Relations & Corporate Communications, GIFT City, shared their views on the subject.

The insightful dialogue was moderated by Narayan Bhatt, Vice President, Corporate Communications, Reliance Industries Limited, who steered a thought-provoking discourse on the contemporary dynamics of PR.

Speakers emphasised upon the critical importance of embracing innovation and adapting to the evolving communication landscape to effectively engage with diverse stakeholders in today’s digital age.

Panellists also spoke about how the dynamics of PR have changed drastically across the globe with implementation of evolving technologies. They also highlighted how PR professionals have played a pivotal role in building precise strategies for the regional as well as national media. The speakers collectively opined that corporates should sensitise their local audience about advantages of their presence in the region beyond their national outreach, which is invariably beneficial in the longer run.”

Speaking on the significance of the event, Dr. Savan Godiawala, president, AMA, said, “As we commemorate National Public Relations Day in presence of industry leaders, it is imperative to recognise the pivotal role of PR professionals in forming vital communications strategies across various domains. This event not only celebrates their contributions but also serves as a catalyst for continued innovation and excellence in the field.”

The event provided a platform for industry leaders to exchange ideas, insights, and best practices, and adopt collaborative efforts towards advancing the public relations profession.

National Public Relations Day Celebrated by Hyderabad Chapter

Hyderabad



The essence of Sanatan Dharma is widely misunderstood though it keeps people on the righteous path and develops brotherhood among people, according to the former Chief Secretary, Government of Andhra Pradesh, LV Subramanyam, IAS (Retd).

Addressing PR and Communication professionals on the theme 'Sanatan Values and Emerging India: Role of Public Relations' as the Chief Guest of the National PR Day Celebrations at Potti Sriramulu Telugu University, said: "Sanatan Dharma doesn't approve any difference between personal life and public life. Love all is the essence of it."

He also said that a large section of people misunderstand the difference between religion and spirituality. He called upon PR professionals to help people understand the relevance of Sanatan values for a better society.

Former Chief Information Commissioner and noted journalist Budda Murali, guest of honour, said that Sanatan Dharma is eternal and we all need to make the new generation understand the importance of it.

PRSI Hyderabad Chapter Chairman Dr S.Ramu observed that the word 'sanatan' has assumed a wrong connotation due to various reasons. "There is no wrong

in taking the good from ancient values for a better modern society," he said. He also said that PR professionals play a vital role in disseminating right information to the public.



While the Chapter's EC member Rajesh Kalyana read out the message sent out by the National President Dr Ajit Pathak, the Chapter's Secretary Yadagiri Kambhampati proposed a vote of thanks. Patron Krishna Baji, Advisors Dr J.Chennaiah, C Ravinder Reddy, Chapter Treasurer Sri Bhujanga Rao, National committee members Sreekar Reddy & Madhu were also present.

WILL AI BE HINDU?

Will AI be Hindu? Or, for that matter, Muslim, Christian, Sikh? Or will Artificial Intelligence be an atheist? If that seems to be a hypothetical question, it really means we have not been paying attention to the big issue on AI that everyone is debating while we muck around trying to figure out the best content AI rewriter, best design AI, best analytical tool that pairs up with real time news and so forth.

What really worries anyone who carries any weight in the debate on AI is the problem not just of singularity (when artificial intelligence surpasses the control of humans which some AI experts believe is less than a decade away while others say it will not happen in the foreseeable future) but of the value system of artificial intelligence whose computational power is doubling every six months or less.

Let's first address the opening question. Around the world, people are asking religious websites, opinion forum such as Quora, encyclopedic forums such as Wikipedia and social media questions on appropriate moral behavior, faith based questions on dressing and good, social behavior, issues that affect mental health, issues of personal belief, faith based questions and more. Tomorrow, many of these questions would be asked to AGIs or Artificial General Intelligence or Large Language Models similar questions. So, how would these answers stand

up on the yardstick of faith? How would you train AI to be imbued with values of one, two or all religions?

COMMUNICATIONS AND THE ISSUE OF FOUNDATIONAL DATA BIAS AND AI HALLUCINATION

The issue of value system does not just lead us to questions of morality, ethics and, inevitably, religion, but also, closer to home for communication professionals, it leads to the question of the values that will define how AI today learns and then, on that basis, define its understanding and engages either in decision making or providing inputs for decision making.

Till the recent past, the business of news reporting, data reporting and information reporting had been based on common appreciation of what is valid news, what is valid data and what is valid reporting. Some sort of values of fair play, the right to have representation in reports about oneself, the necessity of reporting basic facts over opinion and ensuring that some common human and national values are protected such as rights of the victims, equal treatment of people, mercy and charity for the the underprivileged and non-discrimination between people of different religions, castes, countries and so forth.

The birth of social media and trends in politics around the world has, more or less, destroyed the social contract on



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many of these common grounds of reporting news, data and information. The perversion has reached a point where virtually every new piece of reportage is more likely to be coloured and distorted than to be beyond reproach – and it does not matter which side of the divide the information is coming from.

And this is the material on which AI is learning today, that is the material which is shaping the world view of AI.

So here lies the crux of the challenge for companies and for corporate communications and the issue of business survival:

If super intelligent machines 'learn' by themselves by 2037 that your company is not worthy of survival, and these 'intelligences' are a billion times smarter than all of humanity, will your company survive?

And what if AGI (a step beyond LLMs) concludes the same thing as early as 2027 and works its assault into areas where it is already operating, namely trading in stock markets, managing communications, coordinating logistics, handling banking? And what if in 2025, someone at the controls of LLM and AI Applications decides to “prompt” their superior ingenuity, how do you combat that?

So the question here is what should Corporate Communications do in the domain that is of largest interest, namely news, information, reputation, branding, investor relations, stakeholder management, employee communication at point of time when AI is still “learning” and is in its infancy.

Here, it is important to make a distinction between preparing for AI vs deploying AI applications. In the case of AI, the approach will have to be based on a long term vision of building capability to train, engage, shape and infuse value into the fundamental knowledge base of the platforms as they come up.

Today, one of the biggest issues that AI experts are dealing with is called AI hallucination – where a LLM Chatbot “dreams up” content about issues, situations, people and companies. IBM, for instance, warns that “AI hallucination can have significant consequences for real-world applications. For example, a healthcare AI model might incorrectly identify a benign skin lesion as malignant, leading to unnecessary medical

interventions.”

“AI hallucination problems can also contribute to the spread of misinformation. If, for instance, hallucinating news bots respond to queries about a developing emergency with information that hasn't been fact-checked, it can quickly spread falsehoods that undermine mitigation efforts. One significant source of hallucination in machine learning algorithms is input bias. If an AI model is trained on a dataset comprising biased or unrepresentative data, it may hallucinate patterns or features that reflect these biases.”

THE CHALLENGE OF BUILDING 'TRUSTWORTHY AI'

And here is where teaching AI and the business of Public Relations and Corporate Communications needs to come together. Or, to put it bluntly, MUST come together with foundational data sets that will create “trustworthy AI”.

The HP Enterprise Community had a rather interesting article based on the work on Trustworthy AI by the AI Research group at Hewlett Packard Labs, including Paolo Faraboschi, Hewlett Packard Enterprise Fellow and Director of the AI Research Lab, and distinguished technologists Suparna Bhattacharya and Soumyendu Sarkar: “First, AI makes decisions based on the data it's used to train it. Is it the right data? Is it useful? Are there insights you can derive from it? And is it an unbiased expression of that part of the world you wish to examine?” According to Faraboschi. “Trustworthy AI is basically the set of techniques, that make AI trusted, secure, private, robust, and human-focused. In other words, that is the technology that makes AI follow a set of established ethical principles.”

And that is where the first big jump has to be made – start creating the data foundation that “trustworthy AI can trust”. Build the repository of your knowledge and feed LLMs. Educate them. Most importantly, start teaching AI to trust the company.

(Oh, yes, lot more jobs will happen here – many, many more than one can imagine if the world were not to descend into chaos. Just to try it out, go into ChatGPT and try out a combination of questions on what you think is India's least trusted corporate brand and see how it is getting 'trained')

While application of ethics is a challenge for every AI company, as practitioners of Corporate Communications, you cannot afford to wait for AI to create its own data foundation about your company.

For now, that seems to be the golden task for every practitioner of corporate communications: Create your own data foundation to feed AI. Test it. Prepare it for views that are close to what you would like LLMs to record as relevant, correct and unbiased. These are the reporters of the future. Twitter's Grok is already an active analyser and summarizer of news – offering first off the plate summaries on news trends.

.AI APPLICATIONS: CUTTING DOWN THE OODA LOOP

Let's move to AI Applications. These are here today. And they are fundamentally changing capability, competence but, most important, creativity.

At the core of what AI brings is the ability to do things we could not but the real change is that communication will now move from the real world to that of imagination – an imagination that is not shackled by the limitations of reality

The second and most important change that AI applications bring is speeding up the OODA loop.

The OODA Loop was developed by strategist and U.S. Air Force Colonel John Boyd to define the way in which fighter pilots function where OODA stands for

“Observe, Orient, Decide, and Act.” Simply put, Boyd's OODA Loop is a cycle where observation leads to orientation on possible courses of action followed by a decision and finally action. Faster the OODA loop, the more successful the pilot. The more technology enables the fighter pilot to cut short the time and make it error-free, the better the chances of success.

Today, we are very much in that cockpit where many of us see fast changing terrain, need to observe multiple data points, coalesce all of it into one clear picture to choose the course of action and then pick the best option and act. As more and more content enabled by man, machine and malice starts impacting people, politics, society and companies, proficiency over AI applications that feed the OODA loop will be the key to survival.

It will also be the key to how your voice is heard, your customers and stakeholders engaged, governments influenced and crisis managed

Where Corporate Communications survived by building authority around the brand and its spokesperson, the future of information engagement and information warfare will be the ability to deploy AI propelled content by analyzing quickly, orienting strategies speedily, deciding on the course of action and then acting.

Faster your OODA loop, better your situational awareness, more tools of digital engagement and better your data foundation, the more effective would be brand communication.

About the Author

Supriyo Gupta is a seasoned communications consultant, entrepreneur, and media specialist with a rich background in journalism and over two decades of public relations consulting experience. He is associated with Torque Communications, a leading PR firm, and Digilogue Communications, a digital marketing venture.

Throughout his professional career, Supriyo has offered invaluable guidance to diverse clients across multiple sectors. His expertise encompasses brand communications, energy policy, crisis management, the automotive industry, e-commerce, corporate communications, food and beverage, government affairs, defense, mergers and acquisitions, digital communications, social media, investments, social sector initiatives, impact investments, and policy advocacy.

Supriyo's extensive experience and profound understanding of various industries have established him as a trusted advisor for several leading Indian companies as well as Fortune 500 firms, assisting them in navigating complex challenges and achieving their communication objectives.

Bharat Bhoomi and the Sanatan Values

Sanatan value, often referred to as "Sanatan Dharma," encapsulates the eternal and universal principles that form the foundation of Hinduism. These values are rooted in ancient scriptures and traditions, emphasizing timeless truths and ethical guidelines meant to govern individual and societal conduct. Sanatan values form a comprehensive framework for ethical, spiritual, and societal conduct. They emphasize a harmonious balance between individual duties, societal responsibilities, and spiritual aspirations, fostering a life of righteousness, truth, and compassion. Sanatan Dharma is often translated as "Eternal Order" or "Eternal Religion," represents the ancient and timeless principles that underpin Hinduism. It is more than a set of religious beliefs; it encompasses a comprehensive way of life, guiding ethical, social, and spiritual conduct. It is said that the Sanatan Dharma is a timeless and comprehensive philosophy that encompasses every aspect of life. Its emphasis on righteousness, ethical living, spiritual growth, social responsibility, and environmental stewardship provides a holistic approach to living a balanced and meaningful life. By adhering to these eternal principles, individuals can achieve personal fulfilment and contribute to the welfare of society and the world at large.

timeless principles that have shaped Indian civilization over millennia.

Core Principles of Sanatan Values

Dharma (Righteousness and Duty):

Dharma represents the moral and ethical duties that sustain society and the cosmos. It involves righteousness, justice, and adherence to moral laws. Dharma varies based on an individual's age, gender, occupation, and social status but is universally about maintaining harmony and balance. Dharma is the principle of cosmic order, emphasizing moral and ethical duties that sustain the universe and human society. It involves performing one's duty with integrity, which varies based on one's role in life, such as a parent, teacher, or citizen.

Ahimsa (Non-Violence): Ahimsa, or non-violence, is a core value advocating for the avoidance of harm to any living being. It extends beyond physical harm to include non-violence in words and thoughts, promoting compassion and empathy. Ahimsa, or non-violence, is a central value promoting peace and compassion. It encourages avoiding harm to any living being, whether through actions, words, or thoughts.

Karma (Action and Consequence):

The law of karma states that every action has consequences, and ethical actions lead to positive outcomes while unethical actions lead to suffering. It emphasizes personal responsibility and the moral cause-and-effect chain that governs life. The law of karma governs the moral dimension of actions and



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their consequences. Good actions lead to beneficial outcomes, while negative actions result in suffering. This principle underscores personal responsibility and ethical living.

Moksha (Liberation): Moksha is the ultimate goal, representing liberation from the cycle of birth and death (samsara). It is achieved through self-realization, virtuous living, and spiritual practices. Moksha signifies union with the divine and eternal peace. Moksha represents the ultimate goal of human life: liberation from the cycle of birth and death (samsara). It is achieved through spiritual knowledge, ethical living, and devotion, leading to union with the divine.

Satya (Truth): Truthfulness is a fundamental Sanatan value. It encourages honesty in thoughts, words, and actions. Satya is not just about factual correctness but also about sincerity and integrity in personal conduct. Sanatan Dharma provides a moral framework that guides individuals in leading a righteous and ethical life. Principles such as truth (satya), and self-discipline foster personal integrity and societal harmony.

Ethical Living and Sanatan Values

Self-Discipline and Control: Sanatan values emphasize self-discipline and control over one's desires and emotions. Practices like yoga and meditation are encouraged to cultivate inner peace and mental clarity.

Respect for All Life: Respecting all forms of life, recognizing the divine presence in every being, and practicing ecological harmony are key aspects. This respect extends to animals, plants, and the environment.

Generosity and Charity: Dana, or charity, is highly valued. Sharing wealth, knowledge, and resources with the less fortunate is seen as a duty and a means to purify oneself.

Purity and Cleanliness: Physical and mental purity are emphasized. Rituals of cleanliness, purity in thought and action, and maintaining a clean environment are integral to spiritual and everyday life.

Family and Community: Family is considered the cornerstone of society. Respect for elders, care for children, and the maintenance of strong familial bonds are crucial. Community service and participation in societal duties are also encouraged. Family is central in Sanatan Dharma, emphasizing strong familial bonds and

respect for elders. Community involvement and service are also integral, fostering a supportive and cohesive society. Family is central to Indian society, with Sanatan Dharma emphasizing respect for elders, care for the young, and the importance of familial bonds. Social duties extend to community service and charitable acts, reinforcing social upliftment.

Tolerance and Inclusivity: Sanatan Dharma promotes tolerance and inclusivity, respecting diverse beliefs and practices. The philosophy of "Vasudhaiva Kutumbakam" (the world is one family) underscores the value of universal brotherhood and unity. Sanatan Dharma's inherent tolerance for diverse beliefs has contributed to India's secular and pluralistic society. It fosters an environment where multiple religions and cultures coexist harmoniously.

Education and Knowledge: Pursuit of knowledge (Jnana) is revered. Education is not only for personal advancement but also for the upliftment of society. Spiritual and secular education are both valued. The pursuit of knowledge (jnana) is highly valued. Education is seen as a means to achieve personal growth and contribute to societal welfare. Sacred texts like the Vedas, Upanishads, and Bhagavad Gita offer profound philosophical insights and practical wisdom. The value placed on knowledge (jnana) and learning is a significant contribution of Sanatan Dharma. Ancient Indian universities like Nalanda and Takshashila were centers of learning that attracted students worldwide, highlighting the emphasis on education.

Spiritual Practices and Sanatan Values

Devotion and Worship: Bhakti, or devotion, is a key spiritual practice, involving prayer, rituals, and ceremonies to honor and connect with the divine. Various forms of worship cater to diverse preferences and deities.

Yoga and Meditation: Practices like yoga and meditation, rooted in Sanatan Dharma, have gained global recognition. These practices promote physical well-being, mental clarity, and spiritual growth, contributing to India's image as a centre for spiritual enlightenment. The global interest in Indian spirituality, yoga, and meditation underscores Sanatan Dharma's universal appeal. India's spiritual heritage attracts millions of practitioners and seekers worldwide, enhancing its

cultural diplomacy. Practices like meditation (Dhyana) and contemplation (Upasana) help individuals attain higher consciousness and self-awareness, fostering spiritual growth and inner tranquillity.

Spiritual Growth and Liberation: It offers a path to spiritual growth through practices like meditation, yoga, and devotion (bhakti). The pursuit of spiritual knowledge and self-realization is central, leading to inner peace and ultimate liberation (moksha).

Social Harmony and Responsibility: Sanatan Dharma emphasizes the importance of social responsibilities and duties (svadharma). By fulfilling their roles responsibly, individuals contribute to societal stability and harmony. This includes respect for elders, care for the young, and community service.

Tolerance and Inclusivity: It promotes tolerance and respect for diverse beliefs and practices. The principle of "Vasudhaiva Kutumbakam" (the world is one family) highlights the value of universal brotherhood and acceptance, fostering peaceful coexistence in a multicultural world.

Environmental Sustainability: Sanatan Dharma advocates for respect and reverence towards nature. It encourages sustainable living and ecological balance, recognizing the interconnectedness of all life forms and the importance of preserving the environment.

Daily Conduct: Sanatan Dharma influences daily actions through rituals, prayers, and ethical guidelines. It encourages mindfulness, purity, and dedication in personal and professional life.

Spiritual and Religious Influence: Sanatan Dharma's spiritual teachings have profoundly influenced Indian spirituality and religious practices. Concepts such as karma (action and consequence), dharma (duty), and moksha (liberation) form the core of Hindu belief systems and guide individual and collective spiritual practices.

Temples and Pilgrimages: Temples and pilgrimage sites across India are central to the practice of Sanatan Dharma. These sacred spaces are not only places of worship but also cultural and social hubs that preserve and propagate ancient traditions.

Exploration of the intricate relationship between Sanatan Dharma and India: Historical and Cultural

Foundation

Sanatan Dharma is integral to the historical and cultural identity of India. The Vedas, Upanishads, and other sacred texts, composed in ancient India, form the core of Sanatan Dharma's philosophical and spiritual teachings. These texts have not only provided religious guidance but also laid the foundation for India's diverse cultural practices, arts, and sciences. The philosophies of Advaita (non-dualism), Dvaita (dualism), and other schools of thought originating from Sanatan Dharma have contributed to rich intellectual traditions. These have inspired Indian scholars and sages, influencing spiritual discourse globally.

Cultural Practices and Sanatan Values

Festivals like Diwali, Holi, and Navaratri, and rituals such as marriages and sacred thread ceremonies, are rooted in Sanatan Dharma. These practices foster a sense of community and continuity, linking generations through shared traditions. Sanatan Dharma has historically shaped the social structure of India, emphasizing duties (dharma) based on one's role in society. While the caste system, derived from the concept of varna, has been a controversial aspect, the broader ethical principles of Sanatan Dharma stress justice, righteousness, and social welfare. In contemporary India, Sanatan Dharma continues to be a source of moral and spiritual guidance, adapting to modern challenges while retaining its core principles. It plays a crucial role in the nation's identity and cultural diplomacy, promoting values of tolerance, non-violence (ahimsa), and universal brotherhood (Vasudhaiva Kutumbakam).

Sanatan Values in Indian Literature

Sanatan Dharma, the "Eternal Order" or "Eternal Religion," is deeply embedded in Indian literature, spanning millennia and encompassing a vast array of texts that articulate its philosophical, spiritual, and ethical dimensions. This literature, which includes scriptures, epics, philosophical treatises, and poetry, forms the cornerstone of Hindu thought and culture. Reverence for sacred texts like the Vedas, Upanishads, Bhagavad Gita, and Ramayana is central. These texts provide philosophical guidance and practical wisdom for living a virtuous life. Sanatan Dharma's literary tradition provides

moral and ethical guidance, presenting timeless values and principles that shape individual and societal conduct. These texts serve as a source of spiritual wisdom and enlightenment, guiding seekers on their path to self-realization and moksha (liberation). The rich tapestry of stories, philosophies, and teachings in these texts forms a significant part of India's cultural and religious identity, influencing art, music, dance, and everyday life.

Vedic Literature

The Vedas: The four Vedas—Rigveda, Samaveda, Yajurveda, and Atharvaveda—are the oldest and most authoritative texts in Sanatan Dharma. They consist of hymns, rituals, and philosophical discourses that lay the foundation of Hindu spirituality and cosmology. The Vedas emphasize concepts like Rta (cosmic order), Yajna (sacrifice), and Dharma (duty).

The Upanishads: The Upanishads, often referred to as Vedanta (the culmination of the Vedas), delve into metaphysical questions and the nature of reality. They explore the concepts of Brahman (the ultimate reality) and Atman (the soul), and their unity. Texts like the Isha Upanishad, Chandogya Upanishad, and Brihadaranyaka Upanishad are seminal works that profoundly influence Hindu philosophy.

Epic Literature

The Ramayana: Authored by Sage Valmiki, the Ramayana narrates the life and adventures of Lord Rama, an avatar of Vishnu. It highlights ideals of dharma, devotion, duty, and the virtues of truth, loyalty, and sacrifice through the characters of Rama, Sita, and Hanuman.

The Mahabharata: Composed by Sage Vyasa, the Mahabharata is the longest epic poem in the world and contains the Bhagavad Gita, a philosophical dialogue between Prince Arjuna and Lord Krishna. The Gita addresses the moral and philosophical dilemmas faced by Arjuna, elucidating the paths of devotion (bhakti), action (karma), and knowledge (jnana).

Puranic Literature

The Puranas: The Puranas are a genre of ancient texts that contain myths, legends, and genealogies of gods, goddesses, and heroes. They provide a comprehensive

view of Sanatan Dharma's cosmology, history, and religious practices. Major Puranas include the Vishnu Purana, Shiva Purana, and Devi Bhagavata Purana.

Philosophical and Devotional Texts

The Sutras: The Brahma Sutras, Yoga Sutras of Patanjali, and Dharma Sutras are significant texts that systematically outline various aspects of Hindu philosophy and practice. They provide concise aphorisms on metaphysics, yoga, and ethics.

Bhakti Literature: Bhakti (devotional) literature, such as the poems of Tulsidas (Ramcharitmanas), Surdas, Mirabai, and the Alvars and Nayanars of South India, emphasizes devotion to a personal god. These works focus on love, devotion, and surrender to divine will.

Modern Indian Literature

Renaissance and Contemporary Works: During the Indian Renaissance, figures like Swami Vivekananda, Rabindranath Tagore, and Sri Aurobindo drew from Sanatan Dharma to inspire cultural revival and social reform. Their writings blend traditional Hindu values with modern thought.

Conclusion

Sanatan Dharma is more than a religion; it is a way of life that permeates every aspect of Indian culture and society. Its principles of righteousness, duty, and spiritual pursuit have shaped India's historical trajectory and continue to influence its present and future. By adhering to these eternal values, India not only preserves its rich heritage but also contributes to global spiritual and cultural enrichment. Sanatan Dharma's profound influence on Indian literature is evident in its extensive and diverse body of texts, which encompass spiritual, ethical, and philosophical dimensions. These works have not only preserved and propagated Hindu beliefs and practices but have also enriched global spiritual and literary traditions. Through its literature, Sanatan Dharma continues to offer insights into the human condition, fostering a deeper understanding of the eternal truths that govern life and the universe.

Public Relations Society of India Honors Three Distinguished Figures



Visakhapatnam

In a grand ceremony held today, the Public Relations Society of India, Visakhapatnam Chapter, celebrated excellence by felicitating three remarkable individuals for their outstanding contributions to society.

Mr. V Ratan Raju: Former Executive Director of HPCL, Mr. Raju's visionary leadership has left an indelible mark on the corporate landscape, shaping the trajectory of the energy sector with his innovative strategies and unwavering commitment to excellence.

Mrs. Paluri Seshumamba : A beacon of hope and compassion, Mrs. Seshumamba's selfless dedication to social welfare has transformed countless lives. Her tireless efforts in championing causes for the marginalized and vulnerable serve as an inspiration to all.

Dr. Challa Krishnaveer: Renowned linguist, soft skills expert, and orator, Dr. Krishnaveer's profound expertise has not only enriched academia but has also empowered individuals to realize their full potential. His eloquence and erudition have captivated audiences worldwide, making him a revered figure in his field.

The felicitation ceremony was a testament to the invaluable contributions of these exemplary individuals, whose pioneering spirit and unwavering dedication continue to inspire generations.

Mr MKVL Narasimham, Chairman, PRSI Vizag Chapter, presided over the function Mr P.L.K.Murthy, National Secretary General, Mr U. S. Sarma, Vice Chairman, South, PRSI, Mr A. Govinda Rao, Mr Nanduri V. Narasimham, Mr Srinivas, and others spoke.

MoU between PRSI and AAFT, Noida For creation of Nalanda



Noida

Public Relations Society of India and AAFT, Noida today signed a Memorandum of Understanding to create Nalanda – Student’s Forum of PRSI to further Industry Academia interface and prepare the next generation of PR and Communication industry in India. Nalanda -Public Relations Society of India Students’ Forum is will mark a new beginning of the PRSI efforts to prepare youth to contribute in making the world leader.

MIU was signed by Dr Ajit Pathak, National President, PRSI and the Chancellor of AAFT Dr Sandeep Marwah , who is cultural Ambassador of over 75 countries.

Dr Charulata Singh, Chairperson , Shri Ajay Chaturvedi, Vice Chairman, Dr Harsha Bhargavi , Treasurer and Executive Members Shri Umesh Mishra and Shri Pankaj Saksena were also present to mark the occasion.



PhD Degree for Research on Public Relations in Odisha



Sanjaya Kumar Sahoo presenting the thesis to Hon'ble VC of the University. (From L-R: Dr. KN Kishore (Guide), Prof. Suresh Chandra Nayak (Co-Guide), Sanjaya Kumar Sahoo, Prof. Piyush Kant Pandey (Vice-Chancellor) and Dr Dhiraj Shukla (Examiner & HoD - Journalism & Mass Communication, Guru Ghasidas Vishwavidyalaya, Bilaspur).

Amity University Chhattisgarh has awarded a doctorate degree to Sanjaya Kumar Sahoo for his thesis titled "Public Relations in India": A Comparative Study of Private and Public Sector Enterprises in Odisha". Sanjaya completed his research under the guidance of Dr Kunnathully Nakulan Kishore, HoI (i/c) at Amity School of Communication, Amity University Chhattisgarh, and Prof. (Dr) Suresh Chandra Nayak, a professor at The Assam Royal Global University in Guwahati, Assam.

He presented and successfully defended his thesis on May 31, 2024, in front of faculty members, research scholars, and students at Amity University Chhattisgarh in Raipur. Prof. Piyush Kant Pandey, the university's vice chancellor, was also present on the occasion. With this success, he holds the distinction

of becoming the first student from Amity University Chhattisgarh to receive a doctorate.

The study used a survey and focus group discussions as methods of data collection. According to the qualitative data, the profession of public relations has gained significant recognition and acceptance in Odisha over the past two decades. The increase in industrial activities, the spread of print and electronic media, and the availability of highly skilled professionals due to the growth of mass communication institutions have significantly contributed to



Sanjaya Kumar Sahoo

the development of public relations as a professional discipline in Odisha.

The study found that there was no noticeable distinction between the functions and tools used by the professionals. The focus of public relations activities in both types of organisations leaned towards media relations activities. The study also found that public relations professionals in Odisha experience a lack of recognition for their work and face

stereotypes that impact their job satisfaction. Public relations professionals working in public-sector enterprises reported a higher level of job satisfaction compared to PR professionals in private-sector enterprises. Professionals in both types of organisations experience difficulties when it comes to measuring public relations initiatives, recruiting and retaining skilled employees, and accessing further training possibilities. The study also revealed a fragmented approach to public relations practices and a lack of strategic involvement within the organisations. The emphasis on publicity and public information also diminishes the strategic involvement of public relations professionals, making the profession a supplementary function in Odisha.

Given the growing importance of regional public relations in India, this thesis makes a valuable contribution to India's expanding body of public relations literature. This is one of the first comprehensive studies on the public relations profession in Odisha, which is one of the fastest-growing states on the eastern coast of India.

Sanjaya Kumar Sahoo is currently an Executive Committee member of the PRSI Bhubaneswar Chapter, having served as its founding secretary. He comes from Indupur, Kendrapara district, and has successfully contributed to the strategic communications and media relations functions of various organisations in Odisha. He is currently employed as the Deputy General Manager in the Corporate Communication department at Jindal Steel & Power.

National President, PRSI had announced a policy to encourage research in Public Relations and accordingly, Dr Sanjay will be given cash award, PRSI life membership and will be honoured at the All India Public Relations Conference in 2024 in Raipur.

Finding Your Center: The Yogic Path to Happiness in a Chaotic World



Runa Rajeev Kumar

a former journalist who now works as a Corporate Communications Professional with over two decades of experience. She has been on a journey of wellness for over a year now and is sharing her insights from what she has learned and experienced about well-being and happiness.

Feeling overwhelmed by the constant rush of modern life? Stress and anxiety simmer beneath the surface, making peace and happiness seem like distant dreams. Here's where the ancient wisdom of the yogic lifestyle steps in. It offers a holistic approach to well-being, going beyond the physical to touch the very core of who you are.

The Yogic Antidote to Modern Stress

Chronic stress wreaks havoc on our physical and mental health. It weakens our immune system, fuels anxiety and depression, and disrupts sleep. The yogic lifestyle combats this by nurturing all aspects of ourselves. It combines physical postures (asanas) that improve strength and flexibility with controlled breathing (pranayama) to calm the mind and reduce stress hormones. Meditation cultivates mindfulness, allowing us to step back from our thoughts and emotions and observe them objectively.

The Four Pillars of Yogic Happiness

Yoga emphasizes the interconnectedness of mind, body, and spirit. This is reflected in its four pillars of well-being:

- **Achar (Conduct):** Living a life of purpose with ethical behaviour as your foundation. This means cultivating compassion, honesty, and kindness towards yourself and others.
- **Vihar (Lifestyle):** Creating healthy daily routines that prioritize sufficient rest and a balanced diet.

- **Vichaar (Thoughts):** Shifting your mindset towards positivity. Yoga encourages replacing negativity with gratitude and practicing mindfulness to appreciate the present moment.

- **Aahar (Diet):** Nourishing your body with wholesome foods. Yogic principles promote mindful eating, encouraging you to be aware of what you put in your body and make healthy choices.

By addressing these four pillars, the yogic lifestyle fosters a sense of wholeness and inner peace, which is the true foundation of lasting happiness.

The Rise of Yogic Principles in Modern Wellness

The growing recognition of stress as a major health concern has led to the rise of wellness programmes in organizations. Many of these programmes incorporate elements of yoga, mindfulness, and stress management techniques. This is a testament to the effectiveness of yogic principles in promoting not just physical health, but also a deep sense of mental and emotional well-being.

The yogic lifestyle is a powerful tool for navigating the complexities of modern life. By integrating its principles into your daily routine, you can cultivate inner peace, reduce stress, and pave the path to a happier and more fulfilling life. So, take a deep breath, embrace the yogic philosophy, and embark on your own journey towards lasting happiness.

I wouldn't have lost the Election ...
who told you to be truthful in your
Public Relations strategies?



By

Prof. Aji Pathak



PUBLIC RELATIONS SOCIETY OF INDIA

HARMONY



WORLD
PUBLIC RELATIONS
DAY

16 JULY 2024