

PUBLIC RELATIONS SOCIETY OF INDIA

HARMONY



Building Bridges of Trust

Month

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IPRA Climate Change Communications Guidelines

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PUBLIC RELATIONS SOCIETY OF INDIA
HARMONY



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Fuelling Positive Energy for a Greener Tomorrow

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Editorial



Dr. Ajit Pathak
National President
Public Relations Society of India

Dear Public Relations Colleagues,

ॐ सर्वे भवन्तु सुखिनः सर्वे सन्तु निरामयाः।
सर्वे भद्राणि पश्यन्तु मा कश्चिद्दुःखभाग्भवेत्।
ॐ शान्तिः शान्तिः शान्तिः ॥

Om, may we dwell together, may we live together, may we understand together. Let there be no pain to anybody, and may we all witness positive things.

Nature is a divine gift, a manifestation of God in every element of creation, as taught by our Sanatan values. The five elements—pancha tattvas (Water, Air, Fire, Earth, and Space)—are sacred entities that sustain all life. All living beings are composed of these elements, and upon death, they return to them, completing the cycle of existence.

Yet, in our pursuit of progress, humanity has often prioritized short-term gains over the long-term sustainability of our natural world. This relentless push for development has disrupted the delicate balance with nature, threatening both the environment and our existence. Now, more than ever, the need for harmony between development and environmental conservation is critical. We must recognize our role in this interconnected world and commit to living in harmony with nature.

The impacts of climate change are evident across the globe. Rising temperatures have led to disrupted rainfall patterns, resulting in more severe storms, floods, and landslides. These natural disasters destroy communities and incur immense economic costs. If we continue on this unsustainable path, the global per capita use of natural resources is projected to increase by 70% by 2050.

A thriving environment is the foundation of life on Earth. It provides clean air, water, fertile soil, and a stable climate—all essential for human health and prosperity. As Public Relations practitioners and communicators, we have a responsibility to promote awareness and inspire action to protect our environment.

Public Relations is about creating awareness and driving change. The Public Relations Society of India (PRSI) has always embraced its duty toward the profession, the nation, and the global community. In light of pressing environmental issues, I urge each of you, as dedicated members of PRSI, to take proactive steps toward environmental conservation and sustainability. Together, we can make a meaningful contribution to building a greener, more sustainable future.

Aligned with the United Nations' climate goals, initiatives like the International Public Relations Association's (IPRA) climate change chapter and the World Innovation and Change Management Institute's Roman Declaration of Green Communication Responsibility are paving the way for a global movement. PRSI is also developing "Harit Sanchar: Naye Youg Ka Aadhar," a Public Relations program for sustainable development. Let us unite with renewed dedication and revitalized energy to ensure a healthier planet for future generations.

- Dr Ajit Pathak

PRSI Shimla Celebrates National Day for Nature Protection with Tree Plantation Drive



Shimla

The picturesque town of Shimla witnessed a significant environmental initiative as Dr. Ranvir Verma, President of the Public Relations Society of India (PRSI) Shimla Chapter, spearheaded a tree plantation drive to mark the National Day for Nature Protection.

The event saw enthusiastic participation of members of PRSI Shimla chapter

including Dr. K.G. Thakur, Rohit Sharma, and D.S. Pathania.

The plantation drive, organized by the Shimla Chapter of PRSI in collaboration with Save Shimla and The Himachal, focused on planting Deodar, evergreen plants, and the water-conserving Baan tree on 29th July 2024. These efforts are part of a broader initiative to enhance the green cover of Shimla and promote

environmental sustainability.

Dr. Verma emphasized the importance of such activities in combating climate change and preserving Shimla's natural beauty. He said that this plantation drive is a testament to our collective commitment to protecting and nurturing our environment. Planting these trees is not just about enhancing the aesthetics of our city but also about ensuring a sustainable future for generations to come.

Dr. K.G. Thakur highlighted the ecological benefits of the Deodar and Baan trees, explaining their roles in maintaining the region's biodiversity and water conservation. He said that the Deodar tree is not only a symbol of Himachal Pradesh's natural heritage but also plays a crucial role in maintaining the ecological balance. The Baan tree, on the other hand, is instrumental in water conservation, making it a vital addition to our environment.

Initiatives like this demonstrate the power of community action. When organizations and individuals come together with a shared goal, it can make a significant impact on our environment.

The event concluded with the planting of over 200 saplings, symbolizing hope and a greener future for Shimla. As the newly planted trees take root, they stand as a reminder of the community's dedication to environmental stewardship and the ongoing efforts to preserve the natural beauty of Shimla.



सरकार की जिस योजना से समाज का विकास हो उस योजना का स्वागत करना चाहिए : गिरिजा शंकर

पीआरएसआई द्वारा पीएम सूर्य घर मुफ्त बिजली योजना पर संवाद कार्यक्रम संपन्न

भोपाल ।

सरकार की जिस योजना के माध्यम से समाज का विकास होता है और एक बेहतर समाज का निर्माण होता है उस योजना का स्वागत किया जाना चाहिए। पीएम सूर्य घर मुफ्त बिजली योजना भी ऐसी ही महत्वाकांक्षी योजना है जो समाज हित में जरूरी है। यह बात

वृक्ष जरूर लगाने चाहिए लेकिन अब वह खत्म हो गया है। यदि लोगों को जागरूक किया जाए तो प्राकृतिक संसाधनों का भी संयमित और संतुलित उपयोग करके बेहतर समाज का निर्माण किया जा सकता है।

स्थानीय भोपाल हाट स्थित 9मसाला में आयोजित संवाद कार्यक्रम की रूपरेखा स्वागत वक्तव्य के रूप में पीआरएसआई भोपाल के अध्यक्ष श्री मनोज द्विवेदी ने रखी। कार्यक्रम में मुख्य वक्ता श्री सौरभ श्रीवास्तव, उपमुख्य महाप्रबंधक (एनसीई) मध्य क्षेत्र विद्युत वितरण कंपनी लिमिटेड भोपाल तथा श्री ओम प्रकाश मेहरा, सौर ऊर्जा विशेषज्ञ ने अपने विचार रखे।

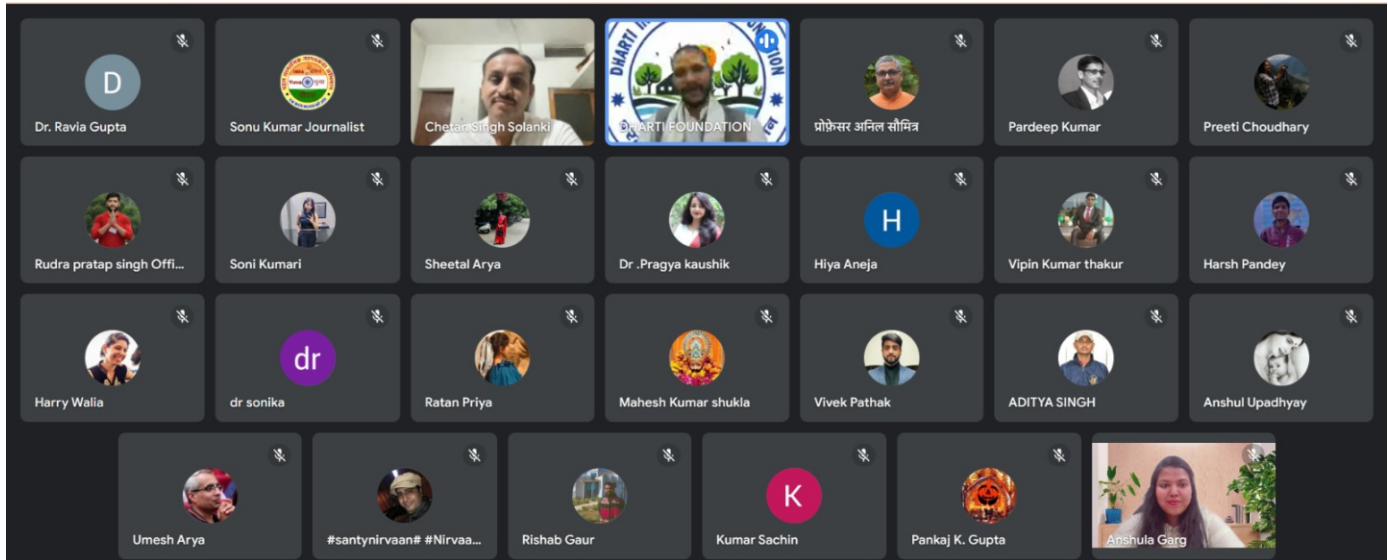
उपमुख्य महाप्रबंधक श्री सौरभ श्रीवास्तव ने पीएम सूर्य घर मुफ्त बिजली योजना के संबंध में ऊर्जा विभाग द्वारा किए जा रहे कार्यों तथा उपभोक्ताओं तक इस योजना को पहुंचाने की विस्तार से चर्चा की। उन्होंने बताया कि भोपाल में अब कई जगह सौर ऊर्जा संयंत्र लगाए जा चुके हैं और जिससे उपभोक्ता लाभान्वित हो रहे हैं। उन्होंने यह भी बताया कि केंद्र सरकार द्वारा

उपभोक्ताओं को 1 किलोवाट पर 30 हजार रुपए, 2 किलोवाट पर 60 हजार तथा 3 किलोवाट या इससे अधिक पर 78 हजार रुपये की सब्सिडी भी सौर ऊर्जा प्लांट लगाने पर मिल रही है। कार्यक्रम के अन्य वक्ता सौर ऊर्जा विशेषज्ञ श्री ओम प्रकाश मेहरा ने लोगों के यहां सौर ऊर्जा प्लांट इंस्टाल करने तथा उसका रखरखाव और गारंटी वारंटी की जानकारी दी। अंत में प्रश्नोत्तर सत्र भी हुआ जिसमें डीजीएम एनसीई श्री शंकर अग्रवाल ने लोगों की जिज्ञासाओं का समाधान किया। कार्यक्रम के अंत में पीआरएसआई भोपाल चैप्टर के सचिव श्री पंकज मिश्रा ने सभी का आभार व्यक्त किया। कार्यक्रम में बड़ी संख्या में जनसंपर्क कर्मी, पत्रकार तथा अन्य लोग शामिल हुए।



वरिष्ठ पत्रकार व राजनीतिक विश्लेषक श्री गिरिजा शंकर ने पब्लिक रिलेशंस सोसाइटी ऑफ इंडिया के भोपाल चैप्टर द्वारा आयोजित संवाद कार्यक्रम में कही। कार्यक्रम की अध्यक्षता करते हुए उन्होंने पीएम सूर्य घर मुफ्त बिजली योजना के संबंध में कहा कि विकास की बात तो हमेशा होती रही है लेकिन जिससे समाज और व्यक्ति के जीवन में खुशहाली आती है वह काम यदि होता है तो वही सच्चा विकास कहलाता है। श्री गिरिजा शंकर ने कहा कि हमने प्राकृतिक संसाधनों के दोहन करने की चेष्टा की है। जलवायु परिवर्तन से अनेक दुष्परिणाम भी हम देख रहे हैं। उन्होंने भोपाल के पुराने टाउन एंड कंट्री प्लानिंग के विषय में चर्चा करते हुए कहा कि पहले सरकारी स्तर पर आदेशित था कि कंस्ट्रक्शन के पहले चार फलदार

PRSI J&K Hosts Virtual Dialogue on 'Hamari Bhoomi, Hamara Bhavishya'



Jammu

The Public Relations Society of India (PRSI), Jammu Chapter organized a virtual dialogue on the topic 'Hamari Bhoomi, Hamara Bhavishya' in view of the World Environment Day.

Prominent speakers on the occasion were Prof. Chetan Singh Solanki from IIT Bombay, Founder of Energy Swaraj Foundation, Kavi Nishant Bhardwaj Rajput, Founder and President of Dharti International Foundation, Vivek Pathak, IIS, Head of DD Jammu and OSD to IIMC Jammu and Prof. Anil Saumitra, President, PRSI Jammu Chapter and Regional Director of IIMC Jammu.

Prof. Solanki emphasized reducing carbon emissions through energy reduction and conservation, highlighting the need to adopt sustainable practices in our daily lives. He suggested using more of solar power, and also introduced the concept of a climate clock to control energy use and reduce global temperatures.

Nishant Bhardwaj discussed water conservation and the critical state of India's water resources, stressing the importance of agriculture and allied works, organic farming, and sustainable practices to combat pollution and desertification.

Vivek Pathak highlighted the multifaceted impact of

climate change such as on society, economy, and health, urging for a holistic approach to environmental issues, including the reduction of carbon emissions and addressing the socioeconomic consequences of environmental degradation.

Prof. Saumitra called for collective efforts in environmental conservation, advocating for widespread tree planting and the preservation of water, air, energy, and land resources for future generations.

Participants and guests across India such as Dr. Pragya Kaushik, Media Educator from GJUST, Hisar, Haryana; Dr. Anshul Upadhyay, Writer and Researcher from Bhopal; Aditya Singh and Poornima Jamini, former students of IIMC, Jammu; Sonu Kumar, Bihar based Journalist and Sandeep, Research Scholar from Haryana graced the event with interactive discussion.

Dr. Ravia Gupta, Secretary, PRSI J&K Chapter, gave an introduction to PRSI; Harry Walia, Media Head, PRSI Jammu presented a vote of thanks, and Dr. Anshula Garg, Asst Prof, IIMC Jammu conducted the program.

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.

कार्बन उत्सर्जन शून्य करेगा इको फ्रेंडली चूल्हा



वाराणसी।

गांवों में फसलों की उपज के बाद बची जड़, खूंटी आदि निष्प्रयोज्य हिस्सों से इको फ्रेंडली चूल्हा तैयार किया गया है। इस चूल्हे से देश में कार्बन उत्सर्जन शून्य करने की अलख जगाई जाएगी। परियोजना के वित्तपोषण के लिए ब्रिटिश काउंसिल अकादमिक के फोवेंट्री विश्वविद्यालय, आईआईटी दिल्ली, केजे सोमैया प्रबंधन संस्थान, सोमैया विद्याविहार विश्वविद्यालय, स्वामी समर्थ इलेक्ट्रॉनिक्स प्राइवेट लिमिटेड और पब्लिक रिलेशन्स सोसायटी आफ इंडिया वाराणसी चैप्टर काम कर रहे हैं।

इस इको फ्रेंडली चूल्हे को शीघ्र ही भारतीय बाजार में लाने का

प्रयास किया जा रहा है। इन संस्थानों के वैज्ञानिकों ने पहली बार वाराणसी के अशोका इंस्टीट्यूट ऑफ इंजीनियरिंग एवं मैनेजमेंट पहड़िया और जौनपुर के ग्राम विकास इंटर कॉलेज खुटहन में ब्रिटिश काउंसिल परियोजना अनुसंधान निष्कर्ष 'बेहतर स्वास्थ्य और पर्यावरण के लिए बेहतर रसोई का चूल्हा' का प्रदर्शन किया। पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया वाराणसी चैप्टर के चेयरमैन अनिल के जाजोदिया, कोवेंटी विश्वविद्यालय के वैज्ञानिक ओम कुर्मी, आईआईटी के वैज्ञानिक सुधीर त्यागी, डॉ. सत्येन्द्र उपाध्यायने विचार रखे। कार्यक्रम में अशोका इंस्टीट्यूट की निर्देशिका सारिका श्रीवास्तव, रमेश चंद्र यादव, अरविंद कुमार आदि मौजूद रहें।

पीआरएसआई वर्धा चैप्टर ने 'एक पेड़ मां नाम' अभियान के तहत किया पौधारोपण



वर्धा।

पब्लिक रिलेशन सोसाइटी ऑफ इंडिया, वर्धा चैप्टर की ओर से 'एक पेड़ मां नाम' अभियान के तहत वर्धा शहर के पिपरी मेघे ग्राम पंचायत के अंतर्गत आने वाले सम्राट नगर परिसर में पौधारोपण किया गया। पौधारोपण के तहत नीम, जामुन, कैशिया, गुलमोहर और करंज आदि प्रजातियों के पौधे रोपित किए गए। पौधारोपण के लिए वर्धा के स्वतंत्रता सेनानी उत्तराधिकारी समिति (सातारा) के यशवंत भांडेकर ने अपने खेत की नर्सरी से पौधे उपलब्ध कराए। इस अभियान में पीआरएसआई वर्धा चैप्टर के अध्यक्ष डॉ. राजेश लेहकपुरे, वर्धा चैप्टर के सचिव बी. एस. मिरगे और अन्य

पदाधिकारी एवं सदस्यों समेत वर्धा जिला वन्य जीव प्रतिपालक कौशल मिश्र, वर्धा जिला विधिज्ञ मंच के एड. ताम्रध्वज बोरकर, महात्मा गांधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय के सहायक प्रोफेसर डॉ. राकेश फकलियाल, डॉ. शोभा फकलियाल, आस्था, सम्राट नगर निवासी मिलिंद थुल, प्रगति मिरगे, उज्ज्वला भांडेकर, राजेश क्षीरसागर, अन्वेश मिरगे, अश्विन श्रीवास, सचिन आडे, पारस व आयुषी थुल आदि शामिल हुए। इस अवसर पर पब्लिक रिलेशन्स सोसाइटी ऑफ इंडिया, वर्धा चैप्टर के पदाधिकारियों और सदस्यों ने पर्यावरण की रक्षा करने और पौधारोपण का संकल्प लिया।

WICMI leads global PR leaders in preparing a Roman Declaration of Green Communication Responsibility for the industry

The World Innovation and Change Management Institute (WICMI) is leading in drafting of the Roman Declaration of Green Communication Responsibility of the public relations which will be signed in Rome on 20 February 2025 at the PR ROMAN FORUM conference "Green Communications, Green Responsibility, ESG, Sustainable Heritage".

The WICMI initiative has the support of Federazione Relazioni Pubbliche Italiana (FERPI), the International Public Relations Association (IPRA) and the International Communications Consultancy Organisation (ICCO).

The adoption of ESG (Environment, Social, Governance) standards worldwide presents both an opportunity and challenge for public relations practice. The guidelines and recommendations in the declaration while recognizing PR's key role in communicating the challenge of climate change and the transition to a green economy will also emphasise its responsibility for green communication.

The declaration is being prepared by an Advisory Board chaired by Richard Linning, President of the World Innovation and Change Management Institute (WICMI), United Kingdom.

Its members are Dr Ajit Pathak, National President of the Public Relations Society of India, India; Sergio Vazzoler, Coordinator of the "Responsible Communication" Commission at Federazione Relazioni Pubbliche Italiana (FERPI), Italy; Jacqueline Purcell, International Public Relations Association (IPRA) UK and Ireland Chapter Chair, United Kingdom; Daniel Silberhorn, Member of the Management Board of International Public Relations Association (IPRA), Germany; Aslihan Güven, Director of Marketing and Communications at Istanbul Sabiha Gokcen International Airport, Turkey; Mary Beth West, Public Relations Strategist, United States of America; Massimo Castellano, Institutional Relations Officer at Blue Planet Economy, Italy; Andras Sztaniszlav, Chief

Executive Officer at International Communications Consultancy Organisation (ICCO), Hungary; Dana Oancea, President at Forum for International Communications, Romania and Sukhjit Grewal, Director of Professional Development and Membership at Chartered Institute for Public Relations (CIPR), United Kingdom.

Operational activities are carried out by the agency Apriori World. The conference PR ROMAN FORUM "Green Communications, Green Responsibility, ESG, Sustainable Heritage" is endorsed by Federazione Relazioni Pubbliche Italiana (FERPI), and the participation has already been confirmed by John Shield, Director of Communications at BBC, United Kingdom; Carlos Chaguaceda Alvarez, Head of Communications at Prado Museum, Spain; Dan Phelan, Director of Communications at National History Museum, United Kingdom; Kadri Afacan, Digital PR & Advertising Director at Turkish Radio and Television Corporation (TRT), Turkey; Edhem Fočo, Managing Director of Al Jazeera Network, and the Food and Agriculture of the United Nations (FAO) are expected to present the project "Agriculture Heritage". The conference will have three thematic sections: "Green

Communication, Green Responsibility", "Sustainable Heritage" and "Media Responsibility in Green Communication".

"Our history is so rich, and the communication industry had its influence not only through communication messages, and protocols but also through specific activities. I am proud that we will have the opportunity in Rome to talk about green communication responsibility, but also about the possibilities of common perspectives within green communication responsibility." said Danijel Koletić, President of the organizing committee.

This will be a great initiative of PR and Communication professionals for a greener and happier world.

ROMAN DECLARATION OF GREEN COMMUNICATION RESPONSIBILITY

PRSI Delhi Chapter and DCAC Unites for World Environment Day: A Pledge to Act Green and Live Clean

In a remarkable show of solidarity and environmental consciousness, PRSI, Delhi Chapter and DCAC came together to celebrate World Environment Day through a unique pledge campaign.

Prakriti: The Environment Society of India, Delhi College of Arts & Commerce, University of Delhi and the Public Relations Society of India, Delhi Chapter organised the initiative aimed to unite people in a collective effort to safeguard our planet for future generations. The World Environment Day Pledge Campaign, launched on June 5th, encouraged participants to commit to sustainable practices under the theme "Act Green, Live Clean." This campaign was a call to action for individuals, families, businesses, and organizations to make environmentally conscious choices in their daily lives.

The response to the campaign was overwhelmingly positive. People from all walks of life embraced the opportunity to contribute to a greener future. Participants were invited to take the pledge by filling out an online form. The pledge included commitments such as reducing plastic use, conserving water, minimizing energy consumption, and promoting sustainable transportation options.

Prof. Rajiv Chopra, Principal, Delhi College of Arts & Commerce emphasised the importance of continued commitment to environmental stewardship beyond World Environment Day. Prof. Charu Lata Singh, Chairperson, PRSI, Delhi Chapter expressed her gratitude for the enthusiastic participation.

The pledge campaign is seen as a starting point for ongoing efforts to promote sustainability and environmental responsibility. By taking the World Environment Day pledge, participants have not only committed to protecting the environment but have also set an example for others to follow. The success of this campaign highlights the power of collective action in addressing global environmental challenges.

PRSI DELHI chapter organized a plantation campaign and awareness program for families and children at sector 75, Noida on 27th July 2024. Over 50 saplings were planted by enthusiastic families and children.



Growing environmental concerns and the role of public relations in creating awareness

The topic, "Growing environmental concerns and the role of public relations in creating awareness", holds importance from today's perspective. The reason is that it relates to the growing environmental concerns and the need that they should be addressed as priorities by all.

What I have discussed in this piece is nothing new, but I am bringing together some important facts as a reminder of how the continuously degrading environment is pushing us to the wall each day and moment. Some bone-chilling facts that I will be sharing in the following lines may surprise some, but unfortunately, they are true, and I feel beyond the words "grave." If not addressed now, the word "grave" can actually become a grave for mankind! So that is the kind of gravity-deteriorating environment it holds.

While penning down this piece, I wondered where to start from, for the subject is so diverse, in-depth, and interlinked with many aspects. Leaving any part untouched would be an injustice to the cause.

Coupled with the topic, I was asked to interlink it to another very important aspect: the role of public relations in information dissemination and creating awareness related to growing environmental concerns. So let me first briefly touch upon the growing environmental concerns, and later in this write-up, touch upon the role of

public relations in creating awareness.

Growing Environmental Concerns:

If we look at our Sanatan Dharma, also known as Hinduism, it has a long history of intertwining with nature and the environment. Sages worshipped Mother Nature and her manifestations, such as the sun, moon, stars, rivers, mountains, and trees. Why is it that we have forgotten the values of our culture? Is greed over our very existence? Are we so dumb headed that we are axing the branch on which we are sitting? There are some basic facts that need to be pondered.

As a worshipper of nature myself, I feel that wherever and whenever a human being has fiddled with the very fabric of nature for personal gains or in greed, destruction has surmounted. Countless examples substantiate this. Flash floods, tsunamis, landslides, land subsidence, forest fires, earth quakes, growing heat waves, and other environmental menaces— even changing patterns of the seasons and mindless development where jungles are being converted into concrete ones and exploitation of natural resources—are a few of the many examples of human interference with nature in all the wrong ways. A big cause of worry!

As per data from the United States Environment Protection Agency, numerous human diseases and conditions have been linked with



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exposures to environmental contaminants, some more strongly than others. Examples of diseases or conditions with suggestive or growing evidence that environmental contaminants may be a risk factor include behavioural and neurodevelopmental disorders in children, neurodegenerative disorders, diabetes, reproductive disorders, and renal disease.

It would not be wrong to say that the COVID-19 pandemic is also part of a disaster that was triggered by greed. We see that devastating natural disasters, extreme weather events, and health issues, as mentioned above, have resulted in deteriorating environmental conditions, killing and displacing tens of thousands of people and livestock across the world that are only growing.

To further substantiate the above, as I write these lines, I remember watching a documentary on television of real facts by world-renowned naturalist David Attenborough during the unforgettable and foreboding lockdown period when pandemic COVID-19 struck the globe. I am sure what I saw in the film, which I will mention in the lines ahead, should be an eye-opener.

The film "A Life on Our Planet" outlined how steeply the health of the planet has declined in our lifetime. It also makes grim predictions for the future, should humanity continue on its current path of exploiting nature.

The film mapped out how humanity's wanton destruction of nature will render the planet totally degraded and barren, uninhabitable for millions of people, and bring biodiversity populations crashing. Since the 1950s, animal populations have more than halved, while domestic birds' populations have skyrocketed; 70% of the mass of birds on the planet are domestic birds, mostly chickens. Humans account for over one-third of the weight of mammals on Earth. A further 60% of animals are those that are raised for us to eat. The rest, "from mice to whales, make up just 4%. Domestic animals require vast swathes of land, and half of the fertile land on the planet is now farmland.

Humans cut down up to 15 billion trees per year; this is just one facet of the planet's degradation

thanks to humans, which has resulted in 30% of fish stocks being fished to critical levels and freshwater populations declining by over 80%. The Arctic, one of the coldest and most remote places on Earth, has experienced summer sea ice reducing by 40% in 40 years.

The horrifying predictions that were projected for the 2030s, 2040s, 2050s, 2080s, and 2100s are summarised as below:

2030s: If deforestation in the Amazon rainforest continues, it will degrade to a point where it can no longer produce enough moisture, transforming into a dry savanna. Not only will this decimate the biodiversity in the rainforest, but it will also alter the global water cycle.

Additionally, the Arctic will start experiencing ice-free summers. Without the white ice caps, less of the sun's energy will be reflected back into space, which will accelerate global warming.

2040s: In the North, frozen permafrost soils will thaw, releasing methane into the atmosphere.

2050s: As the oceans continue to heat and become more acidic, coral reefs around the world will bleach and die. This will cause fish populations to crash, which will affect millions of people who rely on the ocean for their livelihoods.

2080s: Global food production will enter a crisis as soils become exhausted by overuse. Pollinating insects will disappear, and the weather will become more unpredictable.

2100s: The planet will be four degrees Celsius warmer, rendering large parts of the Earth uninhabitable and leaving millions of people homeless. Scientists predict that the sixth mass extinction will be well underway at this point, causing irreversible damage to the planet. The security and stability of the Holocene era—our "Garden of Eden," as Attenborough calls it—will be lost.

So, with these alarming bells ringing loud and clear, is it not high time to act before doom's day strikes us?

With this said, and against all the odds that we are facing or may face, my optimism still remains. The

only silver lining that I see is that all is not lost; we still have time to halt and even reverse the damage we have caused to the planet. A few fairly simple and feasible solutions include stabilising the global population; sustainable living; shifting to clean and renewable energy as far as possible; restoring biodiversity; and an immediate halt to mindless deforestation and rampant development converting real jungles to concrete ones, among many other vices.

It is time we re-examine our relationship with nature, working with it instead of against it, to restore our planet to its former glory and lead it away from destruction.

The role of PRSI in awareness creation:

Public relations, or public relations management, is an effort to build effective communication with the community to achieve set goals.

With this said, the time to rise has come. It is not only the work of governments to tackle the issue. While they should definitely mend certain policies in favour of the environment, the responsibility is to be shared by each one of us. In this drive, every individual counts; no effort is small. Even a minuscule initiative can drive big results. Needless to say, if one is physically incompetent to contribute, let us contribute towards changing the mindsets of our communities and definitely of ourselves. A mindset change is the first and foremost requirement for the success of any initiative that we plan, including a safe and healthy environment.

It is here that organisations like the Public Relations Society of India (PRSI) and various NGO and social groups can play a big role. The role of change-makers. A change-maker that crafts successful narratives and facilitates a positive mindset towards the environment, sustainable development, and the well-being of the entire universe.

The Public Relations Society of India, the national association of PR practitioners with a pan-India presence established over six decades ago to formulate and interpret the objectives and potentialities of public relations as a strategic management function, can drive positive change.

Public relations should not just be limited to writing effective scripts to blow up the image of a company or individual or counter crises if confronted, but it actually stands for more. When I say more, it means going beyond writing to crafting successful narratives for the greater good of mankind.

An important job for a public relations organisation is to tackle crisis management. It's time for PR practitioners to rise to tackle more stringent crisis management than what they tackle for organisations to protect their clients' reputations. This time around, it is time to protect the very existence of mankind. It's time public relations played a key role in the environmental crisis by being a mind-set changer.

What more can public relations do? Well, it can educate and inspire the masses to lead to a positive change in the context of growing environmental concerns. A few other initiatives can be taken in the following ways:

Public awareness for environmental management: In modern times, humans are so busy achieving their goals that they are least bothered about what is happening in their surroundings and its impact on the environment. Here, it is essential to spread awareness among the public and help develop sensitivity and awareness towards environmental issues. An example of a major initiative by the present government towards a clean and safe environment is the Swachh Bharat Abhiyan.

Environmental PR: The practice of environmental PR focusses specifically on communicating the needs of the environment. Creating awareness through communicating environmental issues, such as the problem with plastic pollution and unsustainable practices within the built environment.

Today, many companies will have environmental, social, and governance (ESG) commitments; now is the time to publicise this messaging.

Environmental PR is a crucial piece of the puzzle to connect organisations to their audience and help drive positive behaviour change with the planet in mind.

Role of Public Relations in wildlife conservation: Declines in biodiversity are imminent. Habitat

destruction and hunting remain the largest overarching threats to wildlife. It is important to proactively promote positive public attitudes towards wildlife so that pro-environmental policies are supported. It is also essential to educate and empower those in urban areas or those who do not interact with wildlife directly to support conservation policies.

“Switch for an hour at home” implores the World Wildlife Fund's (WWF) Earth Hour campaign. Every March since 2007, WWF has conducted a global effort to convince individuals to turn off their lights for 1 hour on 1 day of the year. Developed and run by the advertising agency Leo Burnett Sidney (Sison 2013), the Earth Hour campaign aims to convey a symbolic message of collective action to protect the natural environment, which WWF claims is “driving major legislative changes” and can “spark global conversations on protecting nature.”

The role of public relations in climate change politics: Public relations is clearly a major organisational actor in climate politics. Their efforts range from running short-lived advertising campaigns to multi-year information and influence campaigns. The impact of these campaigns is hard to ascertain. However, these efforts have instantiated cultural concepts such as “coal country” or “carbon footprint” into the taken-for-granted discourse on climate change.

The power of public relations in educating the young towards the environment: Public relations

can play a big role in educating the younger generation to tell them of the hard reality of life and the earth their present generation is going to hand them over. Ignite their minds to spur up a thinking movement to see that the earth and environment they inherit are clean, safe, and liveable.

Environmental education campaigns from nursery to university levels can create a big change. In different countries, lots of PR campaigns have been held for the environment.

Undoubtedly, public relations is a vital tool in creating awareness, managing crises, providing useful information for measuring outcomes, and creating emotional bonds.

Equipped with a variety of tools, including annual reports, brochures, and magazines for both employees and the public, Web sites to show the good things they're doing, speeches, blogs, and podcasts, some of the most commonly used PR tools include press releases, news conferences, and publicity, sponsorships, product placements, and social media, which generate a lot of positive PR. So, with all these powers of creating a positive perception and influencing public thinking, the role of public relations in growing environmental awareness is massive. The list and scope of public relations are, therefore, huge.

This piece of writing has tried to provide a glimpse of the bigger picture. Let's hope we rise up to take on the challenge and not fall prey to our greed.

About the Author

Arun Kumar Singhal, an M.Phil. with honors and double master's degrees in economics and education, is a distinguished author and editor. He founded DEW Journal in 1989, covering energy, oil and gas, engineering, and the environment, earning global acclaim. His work has been recognized by prominent figures, including the former President of India, Dr. A.P.J. Abdul Kalam, and Qatar's former Deputy Prime Minister, Dr. Abdullah bin Hamad Al Attiyah.

Arun co-authored a book on water with a foreword by Dr. Sunder Lal Bahuguna, receiving praise from the President and Prime Minister of India. In 2016, the US federal government selected him as one of six editors worldwide to visit the US for showcasing advancements in energy and engineering.

Arun is also actively involved in social service in Uttarakhand and has been honored multiple times by the Hon'ble Governor of Uttarakhand for his contributions to writing and social service.

Sustainability:

The Collective Responsibility for a Greener Future

Everywhere you look and everything you hear today seems to be either in some shades of green or connected to the magic word: sustainability.

The term sustainability is broadly used to indicate programs, initiatives and actions aimed at the preservation of a particular resource. However, it actually refers to four distinct areas: human, social, economic, and environmental – known as the four pillars of sustainability. A sustainability culture within an organisation refers to the collective mindset, behaviours, and practices that prioritise environmental responsibility and social impact.

Research shows that most people don't feel personally threatened by climate change and are therefore ignorant towards sustainability because it is vague, abstract and difficult to visualise. People in many parts of the world are not afraid of climate change and may have a tendency to think that it will not be a problem in their lifetime.

In its highly-anticipated Sixth Report in 2021, the United Nations Intergovernmental Panel on Climate Change (IPCC) stated that a certain amount of global warming is locked

in and is irreversible. They reported that from 2011–2020, the global temperature had already reached 1.1 degrees Celsius above 1850-1900 levels.

It is also predicted that within the decade, global temperatures are likely to rise to 1.5 degrees Celsius above the pre-industrial levels, the so-called “tipping point” of climate change. This degree of warming is predicted to increase the frequency of wildfires by a magnitude of 8.6, kill 70-90% of coral reefs, and raise our sea



levels globally by .3 meters.

Therefore, Sustainability is something which needs to be taken seriously, and when creating new developments whether in a city or in the untouched, natural wilderness, planning around sustainability is one of the most positive, forward-thinking ways to proceed.

Sustainability is not one group's responsibility. Due to the plethora of ways sustainability impacts life on



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Earth, sustainability is everyone's responsibility. If we are to meet our ambitious climate goals in our current tight timeline, we need to work together. Collective action is what will enable us to reach NET ZERO and tackle major challenges like deforestation, climate change, and plastic pollution. The main kind of sustainability that is relatively known is environmental sustainability which focuses on our ability to conserve ecosystems and use natural resources like air, soil, and water responsibly to support the well-being of all living beings and maintain the balance of ecosystems. Some issues we are currently facing under environmental sustainability include deforestation, species extinction and pollution, which affect everyone across the globe.

Social Sustainability refers to issues like human rights, well-being, and social justice and focuses on the equitable distribution of opportunities and resources. Other issues that fall under this category include access to healthcare and education, inequality, and poverty.

Economic sustainability surrounds the creation of a sustainable and stable economy, which allows for enhanced support for all members of our society.

Some issues focused on under this umbrella include the sustainable use of natural resources and the fair distribution of opportunities and wealth.

With all of this in mind, sustainability affects all aspects of life, and the actions and decisions of businesses, governments, and individuals can have a considerable impact on our future. Therefore, it is in all of our best interests to protect the planet, and climate change cannot be tackled by one group solely but by every member of the society, collectively.

In other words, businesses must work to build more sustainable and responsible organisations, but individuals should also make eco-conscious choices in their everyday lives. Governments should create and implement policies that further help us excel toward our sustainability goals.

Sustainability is about more than simply protecting the planet so future generations can thrive. It is also about building a socially strong society with economic stability to boost prosperity for all. Once we realise the interconnected nature of these problems and join forces toward a greener future, we can bring about a better world for all members of society.

Radiating Hope: Fuelling Positive Energy for a Greener Tomorrow



Sumita Singh

Dy. General Manager
(Corporate Communications)
IndianOil



In an era plagued by the relentless challenges of climate change, pervasive pollution, and escalating global temperatures, the need for a sustainable vision and responsible actions is more pressing than ever. Everyone, in every capacity, must contribute to this mission, fostering a collective effort for a greener tomorrow. In today's ecosystem, corporations wield tremendous influence and have a pivotal role to play in addressing these urgent issues. By embedding sustainability into their core operations, businesses can pioneer innovative solutions, minimize their environmental impact, and champion social equity. This holistic approach not only

ensures the preservation of our planet but also cultivates a culture of transparency, accountability, and resilience. As stewards of the environment and society, corporations that embrace sustainable practices set a powerful example, driving a collective effort towards a more harmonious and enduring future.

As a leader across the entire hydrocarbon value chain, IndianOil is dedicated to delivering sustainable and affordable energy solutions that steer the nation's energy landscape. For over six decades, IndianOil has been India's largest refiner and fuel retailer. Commanding one of the

world's most expansive networks of cross-country hydrocarbon pipelines, stretching nearly 20,000 kilometres, IndianOil is also an industry leader in the petrochemicals and natural gas sectors in India. Recognised as the highest-ranked Indian energy public sector company, it secured an impressive #116 position in the 2024 Fortune 500 list. IndianOil's portfolio spans the entire hydrocarbon value chain, encompassing refining, pipeline transportation, marketing, exploration, and production of crude oil and gas, along with petrochemicals, gas marketing, and alternative energy sources. Renowned for its extensive customer reach, IndianOil delivers essential petroleum products to every corner of the nation through a vast network of over 61,000 customer touchpoints, overcoming the challenges of rugged terrain, diverse climates, and accessibility barriers.

While fortifying its core business, the concept of 'Positive Energy' is always at the helm of IndianOil's philosophy – a principle that guides it in fostering sustainable growth across the

nation. Think of IndianOil as a bright beacon on the energy landscape, dedicated to driving the growth of a thriving India. The Energy Major is on a transformative journey, embracing the fuels of tomorrow and leading the way towards a greener, more prosperous India.

Guided by its core values, the company is investing in advanced technologies, innovative products, and new energy infrastructure, all aimed at shaping a low-carbon future. All these endeavours showcase steadfast determination to attain operational net-zero by 2046 which aligns seamlessly with India's vision of achieving net-zero emissions by 2070, underscoring the proactive commitment to sustainability. Through its exploration of green pathways, IndianOil reaffirms its unwavering commitment to environmental sustainability and pioneering innovation.

For starters, in a one-of-its-kind initiative named 'Unbottled,' the company is recycling up to 100 million PET bottles into high-quality textile yarn. This innovative material is then crafted into uniforms for the IndianOil ground



force and non-combat attire for defence personnel, turning discarded plastics into essential, sustainable garments. Another unique initiative named 'Cycloplast' a new brand of polymer recycle integrates recycled petrochemicals with virgin/solo plastic, shifting the paradigm of manufacturing and consumption to promote sustainable practices.

IndianOil is emerging as a transformative force in building a robust green hydrogen

being deployed in a phased rollout. Moreover, IndianOil has joined hands with the Indian Army and Indian Navy to pioneer hydrogen mobility in the armed forces and have also deployed hydrogen fuel cell busses in Vadodara & NCR region.

You would all agree, Electric mobility is the future of transportation, helping us reduce pollution and dependence on fossil fuels. To drive this change, IndianOil has partnered with Panasonic Energy Company, Japan, to



ecosystem, from conceiving green hydrogen plants to driving green mobility. Its robust R&D team is at the forefront of innovation, exploring cutting-edge green hydrogen pathways. These advanced technologies promise to revolutionise the hydrogen production landscape. A project is already underway to develop and showcase a homegrown solution for heavy-duty applications utilising hydrogen fuel cell technology. Demonstrating this commitment, the company introduced India's first green hydrogen fuel cell buses in September 2023, & over 15 such busses are

explore advanced cell manufacturing of lithium-ion batteries in India. Additionally, IndianOil has also invested substantially to develop EV charging infrastructure, establishing more than 10,000 charging stations nationwide. Furthermore, the company is also poised to create one of India's largest battery-swapping networks with a primary focus on the 2- and 3-wheeler segments, which are expected to lead the shift to electric mobility, significantly enhancing existing network.

IndianOil's cutting-edge R&D not only pioneers ground-breaking technological

advancements but also epitomises the dedication to a cleaner, more sustainable future. The company is spearheading the biofuel revolution, with extensive low-carbon product offerings. The vision for a greener tomorrow comes to life through projects like Asia's first 2G ethanol bio-refinery and the world's first 3G ethanol plant in Panipat, which will achieve carbon-negative status by utilising refinery off-gases. The 2G Ethanol plant once operational at full capacity will significantly reduce pollution from stubble burning, substantially cutting CO2 emissions. IndianOil has begun sales of E20 fuel and in a landmark move in March 2024, introduced the nation's first ETHANOL 100 fuel which is now available in over 400 outlets across India. Furthermore, the company is leading the SATAT initiative, championing biofuels as a sustainable automotive option. With reduced carbon emissions and offering better combustion the eco-friendly diesel 'XTRAGREEN' is paving the way for a sustainable drive. IndianOil's commitment to biofuels extends into the aviation sector, as a Sustainable Aviation Fuel (SAF) plant poised to make the nation's skies greener.

Now imagine turning organic waste into valuable fuel and boosting the rural economy at the same time. That's exactly what IndianOil is doing with its 'Indigreen' compressed biogas brand, which is steadily expanding its reach across the nation. The company is also exploring diverse strategies, including utilising carbon financing to make sustainable options more accessible in both domestic and export markets. In the last fiscal year, our solar cooker- 'Surya Nutan', was launched as part of clean cooking project which leverages carbon financing. These endeavours were further bolstered by partnering with multiple Indian vendors for the manufacturing, marketing, and after-sales support of the solar cooker. IndianOil proudly represented India at the esteemed International Energy Agency's (IEA) 'Summit on Clean Cooking in Africa' in Paris. The versatile cooktop garnered enthusiastic support and appreciation from participants and delegates alike.

As the world moves towards a more sustainable future, natural gas has become a pivotal element in the global energy transition. IndianOil has signed long term MOUs to expand its natural gas portfolio in alignment with the nation's vision for a strong gas-based economy.

IndianOil's commitment to sustainability extends beyond energy too - it's about protecting and nurturing our natural world too. The Company is also at the forefront of conservation efforts, embarking on several long-term projects that are already yielding positive results. From fuelling the return of Cheetah to India after seven decades, adoption of the majestic Indian one-horned Rhino, preservation of Olive Ridley Turtles, nurturing migratory birds through dedicated eco-parks to translocation of coral reef protecting the marine ecosystem, amongst many others. IndianOil recognises the significance of safeguarding our invaluable natural assets and coexisting harmoniously with the environment.

As 'The Energy of India', IndianOil's journey is deeply intertwined with the nation's aspirations. Aligning with India's blueprint, the company is on a transformative path, embracing the fuels of the future and paving the way towards a greener, more prosperous India. IndianOil's commitment to sustainability is more than just a mission as it heralds a transformative green energy revolution. By adopting eco-conscious operations and spearheading groundbreaking sustainable initiatives, IndianOil sets a shining example for other corporations to follow.

This unwavering dedication not only reduces environmental impact but also sparks unparalleled innovation and progress in the green energy sector. IndianOil's visionary leadership in sustainability, powered by 'Positive Energy', stands as a beacon of hope, guiding the industry towards a verdant and harmonious future. Through every project and initiative, IndianOil is making the world a better place, championing a future where positive energy fuels lives, the nation and our planet.

Why PR professionals need to leverage aggrieved customers



Dr Aakriti Kohli

Assistant Professor,
University of Delhi

Customer Relationship Management or CRM refers to a strategy and set of practices used by businesses to manage and analyse interactions with current and potential customers. The goal here is to enhance business relationships, improve customer satisfaction, and ultimately drive sales growth. The many tools at the disposal of a CRM strategy include but are not limited to, software systems that automate certain processes which involve data collection, tracking and interactions with respect to customers. Even the management of customer data, such as their information including contact details, needs, preferences and purchase history comes under CRM's ambit.

More importantly, considering the prevalence of high volumes of digital communication, online marketing efforts need to have a special focus towards online customer inquiries, grievances, complaints and support requests on various social media platforms. It is typically crucial to keep customers happy, considering the fact that they have access to platforms where their feedback is increasingly public and negative reviews get immediate tractions. It is often seen that customers resort to taking to social media to air their complaints and seek resolutions. Not just limited to tagging the brand and creating posts on Facebook,

Instagram, X or LinkedIn, often customers also reach out to senior-level executives and CEOs of the company/brand seeking resolution. This can get embarrassing, especially on a networking platforms such as LinkedIn. In order to manage such incidences, companies hire social media managers to respond and neutralize such interactions. Therefore rather than taking ad hoc measures to deal with the deluge of online grievances, companies can practice what can be called, Aggrieved Marketing.

Recently, a social media user tagged the CEO of Blinkit, an online grocery app, suggesting that his mother prefers not to buy vegetables from the app as the platform does not offer complimentary coriander (a practice prevalent in most Indian cities where street vegetable vendors throw in complimentary coriander and chillies when a customer buys a sizeable amount of veggies). In responding to this post, the CEO, Albinder Dhindsa added this provision of free coriander as an option in the app, thereby creating a positive and responsive image for the brand.

Many brands end up taking a social media hit when they are caught in a controversy whether because of their product/service, their public stand on issues or because of their brand ambassadors. Often such incidences

lead to social media boycotts, app uninstallations, and negative share of voice for the brand. While it is not possible to walk on egg shells digitally, it is certainly prudent to use such situations to turn around the conversation, and respond empathetically and gently. This is the cornerstone of Aggrieved Marketing.

Aggrieved marketing approach requires swift and gentle resolution to avoid escalation of matters. This is where public relations can leverage such situation and create a favorable environment for the company. In a marketing conclave held in Lagos recently, marketing experts urged the industry to handle customer complaints genuinely to foster loyalty and trust. This approach can turn bad experiences into positive ones, leading to long-term relationships, better reputation for the company, and having customers who vouch for your product and/or service.

Hence PR efforts can go into resolving genuine complaints and issues, and inviting positive reviews and experiences on all social media properties of the brand, including Google Reviews, LinkedIn, Facebook, Instagram, and X, among others. It is crucial since all online transactions and conversations revolve around ratings and reviews, and ignoring or taking them lightly is nothing less than professional suicide.

Online marketing efforts need to have a special focus towards online customer inquiries, grievances, complaints and support requests on various social media platforms. It is typically crucial to keep customers happy, considering the fact that they have access to platforms where their feedback is increasingly public and negative reviews get immediate tractions. It is often seen that customers resort to taking to social media to air their complaints and seek resolutions.

About the Author

Dr Aakriti Kohli is an Assistant Professor at the University of Delhi and teaches mass communication. Among other subjects, she teaches marketing communication, advertising and public relations to undergraduate students and has contributed in building and shaping the syllabus and the pedagogic approach for the subject, at the University of Delhi. Before entering into academics she dabbled with public relations and advertising, working in organisations such as Ogilvy & Mather, Weber Shandwick, and handling PR and communications for the Commonwealth Games. She has also worked with brands such as McDonalds, Pampers, Gillette and Lenovo, among others. She has previously worked in several editorial capacities to bring out publications and has held various positions as an editor and communication officer for both not-for-profit and government organisations. She also reviews art for India's leading art magazine, Art India. As a documentary filmmaker, her films on youth, culture and identity have been awarded and screened at film festivals in India and abroad. Her areas of interest include digital cultures, gender and technology.

PRSI Ahmadabad

AMA host seminar on 'Corporate Communications in the Age of Artificial Intelligence'



The Public Relations Society of India (PRSI) Ahmedabad Chapter in a joint venture with the Ahmadabad Management Association (AMA) organised a special seminar on 'Corporate Communications in the Age of Artificial Intelligence' at AMA building in Ahmedabad.

Supriyo Gupta, a distinguished communication consultant, entrepreneur and media specialist and the founder of Torque Communications remained present for the special address and addressed the gathering as the chief guest.

The event began with an introduction and felicitation ceremony by Shailesh Goyal, a member of the executive committee of AMA.

During the seminar, Gupta provided detailed insights on the impact of AI on

the process of corporate communications. During his talk, Supriyo Gupta talked extensively about the merits and demerits of using AI in the Corporate Communications Arena.

Highlighting the positives, he talked about how any technology – AI or else – can always be leveraged to minimize efforts going into mundane work. According to him, a few domains where AI has begun being used include media monitoring, data analysis, content generation, speech to text, leveraging the use of chatbots, among others. Mr Gupta spoke at length about the dilemma that tends to arise in every organisation such as whether to use it for content generation, whether it results in job-losses, whether proprietary data is at risk and whether it can impact interpersonal

Ahmadabad



communications.

Participants of the session gained valuable insights on the evolving landscape of Public Relations and digital marketing. Gupta spoke at length about super AI systems and the potential threats they bring along including loss of control and understanding, failure to align Human and AI goals, ethical implications, malevolent super intelligence and weaponisation of Super AI among others, which may be encountered in the world of corporate communications as well.

Speaking about the futuristic trends that may shape up, Gupta said, "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 analysing quickly, orienting strategies speedily, deciding on the course of action and then acting. Therefore, Faster your OODA loop (Observe-Orient-Decide-Act), better your situational awareness, more tools of



digital engagement and better your data foundation, the more effective would be brand communication."

The engaging session was followed by an insightful Q&A session between Mr Gupta and the participants. The event concluded with a vote of thanks by Mr. Nikhil Aboti, Chairman of PRSI Ahmedabad Chapter. Later PRSI members and select AMA guests interacted over a networking dinner with Mr. Gupta and other industry professionals.

मीडिया से प्रभावी संवाद स्थापित करने के लिए PRSI देहरादून चैप्टर द्वारा 'मीडिया संवाद' कार्यक्रम किया गया प्रारंभ



विमर्श किया गया।

पब्लिक रिलेशन में मीडिया की महत्वपूर्ण भूमिका है। मीडिया जनहित की योजनाओं और नीतियों को आम जनता तक पहुंचाता है। सामाजिक विमर्श का मंच प्रदान करता है, जिससे विभिन्न सामाजिक मुद्दों पर जनजागरुकता बढ़ाने में सहायता मिलती है।

पब्लिक रिलेशन में मीडिया की महत्वपूर्ण भूमिका है। मीडिया से प्रभावी संवाद स्थापित करने के लिए PRSI देहरादून चैप्टर द्वारा 'मीडिया संवाद' कार्यक्रम प्रारंभ किया गया है। इसी क्रम में आज दैनिक हिंदुस्तान के संपादक श्री गिरीश गुरनानी जी और ब्यूरो प्रमुख श्री नवीन थलेडी जी से शिष्टाचार भेंट की। आर्टिफिशियल इंटेलिजेंस और सोशल मीडिया के दैनिक जीवन पर पड़ रहे प्रभाव पर चर्चा हुई। साथ ही गलत और भ्रामक सूचनाओं के प्रभाव पर भी व्यापक विचार विमर्श हुआ। दैनिक जागरण के संपादक श्री कुशल कोठियाल जी और ब्यूरो प्रमुख श्री विकास धूलिया जी से भी शिष्टाचार भेंट की। पब्लिक रिलेशन की महत्वपूर्ण भूमिका और प्रभावी पब्लिक रिलेशन के लिए प्रोफेशनल P R O s की आवश्यकता पर विचार

विशाल रक्तदान शिविर आयोजन में महत्वपूर्ण सहयोग के लिए श्री प्रेमचंद्र अग्रवाल, माननीय कैबिनेट मंत्री उत्तराखंड सरकार कर कमलों से team PRSI Dehradun chapter को सम्मानित किया गया।



Mudra loan limit Increase will incentivise youth in self employment program



Tirupati

Mr. V. Bhagyatheja, an eminent chartered accountant from Tirupati shared that the Union budget-2024-25 has incentivised the self employment objective for



youth by increasing the limit of Mudra loans from ₹10 lakhs to ₹20 lakhs without any collateral requirement

He was addressing a Post budget awareness conference organised by the Public Relations Society of India (PRSI) Tirupati Chapter on union Budget-2024-25 on Wednesday at Green Home Developers office, New Balaji Colony, Tirupati. In his the keynote address, he said a fund of Rs.15 thousand crores is sanctioned for the construction of Amaravati capital, besides funding, the completion of the Polavaram project.

Among others the construction of the Visakha-

Chennai corridor, the salaried employees get a benefit of Rs.17,500 per year. priority given to increase cash flow in the market, more business enterprises under GST. Similarly, the taxes applicable to government employees, employees in other sectors, small traders and big businessmen, and the ways of tax exemption were informed. After that the highlights of the budget were announced.

Mr. Satyanarayana Raju, director of Bharatiya Vidya Bhavan, Tirupati, who was the chief guest at the event, said that funds have been increased to promote organic farming in this budget.

He asked the people to be optimistic and contribute to the development of the country.

Former director of Akasvani Tirupati Center A. Malleswara Rao, teacher and writer Mrs. Shashi Tanniru from Naidupet was felicitated on behalf of PRSITirupatiChapter.

PRSI Tirupati Chapter President K.Srinivasa Rao, Vice President Chandramohan Rao, Secretary Dudyala Chandramohan, Joint Secretary Saikumar Reddy, Executive Members RCK.Raju, Madhusudan, Rajesh, Former Chairmans Dr. NB Sudhakar Reddy, Dr. Swarajyalakshmi, Prof Tripurasundari and others participated in the conference.

PRSI Jaipur in collaboration with HJ University organise Photo Competition



Ahmedabad

Public Relations Society of India, Jaipur Chapter in collaboration with HJ University organized a photo competition, which was inaugurated by Vice Chancellor of the University, Prof Sudhi Rajiv.

The competition, encouraging youth to capture the essence of Indian culture, customs, and traditions, will run throughout the following weeks, concluding on World Photography Day with a grand award ceremony. This initiative provides a platform for young photographers to showcase their talent and creativity through the themes "Hand Shake, Hug Karo, and Charan Sparsh," celebrating the rich tapestry of Indian social gestures and greetings.

Prof. Sudhi Rajiv highlighted the significance of the competition, stating, "Capturing our diverse and vibrant culture through the lens of our youth not only preserves our heritage but also inspires the next generation to cherish and value their roots. This competition is an excellent opportunity for young photographers to express their perspectives and showcase the warmth of Indian traditions."

The competition also invited participants to explore and interpret Indian culture through their cameras, focusing on three specific themes, including, Handshake: Symbolizing mutual respect and the beginning of friendships and partnerships. Hug Karo: Representing closeness, affection, and the bond of unity among people and Charan Sparsh: Demonstrating reverence and respect towards elders and teachers through the traditional Indian gesture of touching feet.

Entries will be evaluated by a panel of distinguished judges who are experts in culture, photography, and media.

The winners will be announced and awarded at the ceremonial event on World Photography Day, acknowledging their effort, creativity, and contribution to capturing the essence of Indian traditions.

The university encouraged all youth passionate about photography and Indian culture to participate in this unique competition. The convergence of creativity, tradition, and contemporary expression promises to make this event remarkable and memorable.



IPRA Climate Change Communications Guidelines

Context to climate change

The science about climate change is unequivocal and attributable to human activity. Climate change is a threat to humanity and requires urgent action.

This crisis affects every country on every continent. It is disrupting national economies and affecting lives. Weather patterns are changing, sea levels are rising, and weather events are becoming extreme. Saving lives and livelihoods is key.

The Paris Agreement of 2015 aims to strengthen the global response to the threat of climate change by keeping a global temperature rise above pre-industrial levels of 1.5° Celsius by 2030. This includes a rapid reduction of greenhouse gas emissions to transition to a society of net-zero emissions. Climate change is a priority for the United Nations. The UN agencies UNESCO and the World Meteorological Organisation are jointly responsible for climate knowledge and its promotion.

IPRA and climate change communications

IPRA's consultative status with the United Nations connects us to the UN's sustainable development goals (SDGs). We take our lead on climate change communication from SDG 13 to "take urgent action to combat climate change and its impacts".

IPRA members have a responsibility to use their skills to improve public awareness of climate change and efforts to stop it. As David Attenborough said in 2020, "Saving the planet is now a communications issue." Communicators play a pivotal role in the required transformation because they are the link between organisations and stakeholders.

According to a 2022 IPRA survey, climate change is a key PR topic. Most respondents, 81%, expect climate change to become increasingly important in their work over the next two years. Almost 90% believe that the PR profession has a responsibility to tackle climate change. Finally, PR professionals indicated that engaging with clients on climate action is a key responsibility. IPRA believes these results are a call to action to the communications profession. IPRA is uniquely positioned to make an impact worldwide and that is what we intend to do.

These guidelines take 7 of the 18 articles of the IPRA code of conduct and interpret implementation with respect to climate change communication. The implementations reference a PR practitioner's personal, organizational, and societal responsibilities.

The IPRA Climate Change Guidelines

RECALLING the United Nations sustainable development goals and in particular goal 13 to “take urgent action to combat climate change and its impacts”;

RECALLING that public relations practitioners through their communication skills possess a unique means of influence;

RECALLING that public relations practitioners play a pivotal role to combat climate change because they are the link between organisations and stakeholders;

In the conduct of climate change communications public relations practitioners will implement:

- 1. article two of the IPRA code to act with honesty and integrity by**
 - o ensuring honesty in climate-related communications
 - o translating the science into communication that can be understood in the public arena
- 2. article three of the IPRA code to establish the moral conditions for dialogue by**
 - o fostering an internal culture in which colleagues feel safe to voice concerns
 - o partnering with external advocates of positive climate action
 - o promoting climate education in the professional and public arena
- 3. article four of the IPRA code to be open and transparent by**
 - o reporting on their own organization's emissions and reductions pathway
- 4. article five of the IPRA code to avoid professional conflicts by**
 - o thoughtful consideration of work undertaken
 - o ensuring that work is in line with the UN's sustainable development goals
 - o advising clients and management about societal expectations
- 5. article seven of the IPRA code to ensure truth and accuracy by**
 - o encouraging reference to science-based sources in line with the Intergovernmental Panel on Climate Change
 - o encouraging clients to reference sources contrary to the client's position
 - o calling-out inaccurate communication in the public arena
- 6. article eight of the IPRA code to not disseminate misleading information by**
 - o preventing greenwashing in communication by referencing science-based data
- 7. article ten of the IPRA code to not use organisations serving undisclosed interests by**
 - o not using institutes that are funded by organisations which are significant contributors of emissions or that deny climate change.

(Adopted January 2023)

Productive Discussions with Shri Manoj Lal on PR Industry Growth and Artisan Support



It was a pleasure meeting Managing Director of Central Cottage Industries Emporium Shri Manoj Lal in Delhi. We discussed various developments in PR Industry and the steps being taken by PRSI. Also presented him report of the International Public Relations Festival organised by PRSI on G20.

In presence of Mr Avinash Pawar, Manager PR, NSIC we also discussed possibilities of PR support for promoting artisans and their precious handicraft creations. Mutual cooperation will result in something meaningful for the society. Pleasant attitude, fire for excellence and down to earth personality is the name of Mr Manoj Lal!

पुलिस आयुक्त द्वारा चलाई गई "नो हॉन्किंग" मुहिम में सहयोग करेगा PRSI नागपुर चैप्टर



नागपुर।

पब्लिक रिलेशंस सोसाइटी ऑफ़ इंडिया PRSI नागपुर के पुलिस आयुक्त द्वारा चलाई गई "नो हॉन्किंग" No Honking मुहिम में सहयोग करेगा. PRSI नागपुर चैप्टर के पदाधिकारियों ने सोमवार, 10 जून को पुलिस आयुक्त डॉ रवीन्द्र कुमार सिंगल से मिलकर इस सम्बन्ध में विस्तृत चर्चा की। पुलिस आयुक्त ने PRSI की इस पहल का स्वागत करते हुए उसके पदाधिकारियों के प्रति जन जागरूकता फैलाने हेतु आभार प्रकट किया. चर्चा के दौरान, पीआरएसआई के राष्ट्रीय उपाध्यक्ष (पश्चिम) सर्वश्री एस पी सिंह, नागपुर चैप्टर के अध्यक्ष यशवंत मोहिते, सचिव मनीष सोनी, संयुक्त सचिव प्रसन्न श्रीवास्तव, कोषाध्यक्ष शरद मराठे, वरिष्ठ पदाधिकारी डॉ मनोज कुमार, अनिल गडेकर उपस्थित थे. पीआरएसआई के पदाधिकारियों ने कहा कि इस संबंध में जन-जागृति हेतु सेमिनार, स्कूल-कॉलेज तथा युवाओं के लिए पोस्टर, स्लोगन और वक्तृत्व प्रतियोगिताओं का आयोजन किया

जायेगा. उन लोगों ने यातायात संबंधी अन्य समस्याओं की ओर भी पुलिस आयुक्त का ध्यान आकृष्ट किया।

ट्रैफिक पुलिस मोटर चालकों के बीच हॉर्न बजाने की प्रवृत्ति को रोकने के लिए नो हॉन्किंग अभियान चलाएगी। अनावश्यक रूप से हॉर्न बजाने से ध्वनि प्रदूषण होता है और व्यक्ति के स्वास्थ्य पर प्रतिकूल प्रभाव पड़ता है, इसलिए, ट्रैफिक पुलिस ने जागरूकता अभियान चलाने का फैसला किया है।

यातायात पुलिस मोटर चालकों को यह सुनिश्चित करने की सलाह देती है कि उनके वाहनों के हॉर्न और साइलेंसर केंद्रीय मोटर वाहन नियम 1989 के दिशानिर्देशों के अनुसार हों। ध्वनि प्रदूषण को कम करने के लिए सुप्रीम कोर्ट और उच्च न्यायालयों ने आवासीय और शांत क्षेत्रों में डेसिबल स्तर और हॉर्न के उपयोग पर दिशा-निर्देश और प्रतिबंध लगाए हैं। शांत क्षेत्रों में अस्पताल, न्यायालय, धार्मिक स्थल और शैक्षणिक संस्थान आदि शामिल हैं। इन क्षेत्रों में रात में 40 डेसिबल से अधिक ध्वनि स्तर की अनुमति नहीं है।

Actions kicked off for the All India PR Conference 2025 in Bhubneshwar



Bhubneshwar

Bhubneshwar will be the host for the upcoming All India Public Relations Conference in 2025. National President, Dr Ajit Pathak had a very meeting with the members of the Bhubneshwar committed. The whole team was one voice for a great show in Bhubneshwar. Shashanka Patnaik Chairman, Mr Sudhir Mishra Bhubneshwar Chapter Vice Chairman, Mr Krushna, Treasurer, Mr Sanjay, Past Secretary and other senior leaders of the Bhubneshwar come out with bright ideas to add value to the PR Conference.

These guidelines take 7 of the 18 articles of the IPRA code of conduct and interpret implementation with respect to climate change communication. The implementations reference a PR practitioner's personal, organizational, and societal responsibilities.

Mumbai is in vibrant mode!

New Executive committee has taken over the Mumbai Chapter with new vigour and commitment. National President, Dr Ajit Pathak recently visited Mumbai and had a meeting of the new Committee led by Ms Anita Shrivastava.

Other members include Vice Chairman: Mr Rajesh Parida, Director (Corporate Affairs), Blenders & Distillers India; Secretary: Dr. Milind Awatade, Chief Public Relations Officer, Mahatransco; Jt. Secretary: Mr. Vishwajeet Raosaheb Bhosale, Public Relations Officer, Maharashtra State Electricity Distribution Company



Limited (MAHAVITARAN); Treasurer :Mr Amalan Mascarenhas, Vice President and Branch Head Sanket Communications and Executive Members : Ms Anjana Arvind, General Manager (Corporate Communication), Indianoil; Mr Sudipto Basak, Chief Manager Corp Commn HPCL; Mr. Braj Kishore, Managing Director, ASB Communications Pvt Ltd; Mr Shantanu Chakraborty, AGM Corporate Communications, BSE Ltd; Mr Kunal Gulati, Chief Manager, India Exim Bank and Mr Jaysankar, Group Head Account, Adwit India Pvt Ltd.

Director General of follows:-
Joint secretary -PRO of Executive Director
MSEDCL Mr Vishwajeet (Corporate
Bhosle, Treasurer- Mr communication).
Anil Kumar, Director of communication, Indian
Vice- President Sanket Suhas Naik Satam- former



(Corporate Relations, promotion of research in PR sector, publication of various literature related to PR etc.
Communications) Mr. Lakshmi Narayan Mishra will be working on the



By
Prof. Ajit Pathak



WORLD ENVIRONMENT DAY



PUBLIC RELATIONS SOCIETY OF INDIA

HARMONY

