

Sep - Oct 2024

PRSI HARMONY

Building Bridges of Trust

46th All India Public Relations Conference

Theme :
National Values : International Competencies
- Role of Public Relations

Hotel Babylon International, Raipur | 20-22 December, 2024



PUBLIC RELATIONS SOCIETY OF INDIA
HARMONY



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Photo Contest Awards and "Plant for Mother" Program

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Editorial

Time to take Accountability!

Dear Public Relations Colleagues,

कर्मण्येवाधिकारस्ते मा फलेषु कदाचन।

मा कर्मफलहेतुर्भूर्मा ते सङ्गोऽस्त्वकर्मणि॥



Dr. Ajit Pathak

National President

Public Relations Society of India

Wherever there is Lord Krishna, the master of yoga, and wherever there is Arjuna, the supreme archer, there will also undoubtedly be prosperity, victory, growth, and sound moral principles. An acceptance of responsibility to perform with honest and ethical conduct towards a cause is accountability. In the corporate world, a company's accountability extends to all its stakeholders. Only those who are confident of their knowledge, commitment and efforts accept accountability because these brave performers are always open to be judged on their performance. Each of our team members has to be committed and dedicated to accept responsibility to give their best to our organisations.

India, in this era of "Amrit Kaal" is making relentless efforts to earn new heights to take the country to its new plight and Public Relations as a profession has to take responsibility and accountability in building a positive environment for the same. Public Relations practitioners will have to align all their strategies, actions and plans to add value to the respective organisations and ultimately the brand India. We can only scale greater performance by accepting accountability; let us together pledge to stand up for the profession and the nation. Let us interpret our great country to the world and make noise... India is coming!

- Dr Ajit Pathak

Chhattisgarh Governor invited to PRSI National conference

Dr Ajit Pathak, National President, Public Relations Society of India, New Delhi met the Hon'ble Governor of Chhattisgarh, Shri

said that PRSI is playing its continuous role in reaching out to masses on issues of national interest successfully. Dr Ajit Pathak expressed



Ramen Deka Ji to invite him to the 46 th All India Public Relations Conference being organised in Raipur. On this occasion, Secretary General of PRSI Dr. P.L.K. Murthy and Chairman of Raipur Chapter Dr. Shahid Ali were also present.

During the meeting with the Governor, National President Dr Ajit Pathak briefed the Governor about the important campaigns of the Public Relations Society for the profession and the nation . Dr Pathak

happiness that for the first time a Public Relations Conference is being organized in Chhattisgarh and this year the 25th year of the formation of Chhattisgarh state is also being celebrated. On the occasion of the All India Conference, PRSI will present the development journey of Chhattisgarh state and the golden schemes of Chhattisgarh state in front of the public relations personnel participating from all over the country.

This conference will start a new era for the image and prestige of the state of Chhattisgarh. Discussing the historical journey of 65 years of PRSI, Dr Pathak presented the booklet of major publications of public relations by the organization and the conference brochure of the upcoming 20-22 December 2024 in Raipur. The Governor extended his best wishes for the PRSI conference. It is noteworthy that Dr Pathak is on a tour of Chhattisgarh regarding the preparations for the conference.

Dr. Ajit Pathak: Transforming Public Relations with Vision and Integrity

Dr. Ajit Pathak is a visionary leader in the field of public relations in India, known for his transformative leadership and dedication to enhancing communication strategies and grassroots efforts. His work with the Public Relations Society of India (PRSI) has expanded the influence of public relations within and beyond India's borders. Dr. Pathak's forward-thinking approach emphasizes transparency, trust, and inclusivity, focusing on empowering communities and shaping narratives that foster societal change. His legacy is marked by his commitment to education and mentorship, inspiring new generations of PR professionals to uphold integrity, responsibility, and public service.

-Kumar Aman, Karamveer Chakra Awardee 2014

Public Relations Society of India National President Dr. Ajit Pathak ji honored



Public Relations Society of India National President Dr. Ajit Pathak ji's felicitation ceremony was organized by Raipur Chapter. Raipur Chapter Chairman Dr. Shahid Ali honored Dr. Ajit Pathak by presenting him with a letter of honor and a state scarf. On this occasion, Secretary General Dr. P.L.K. Murthy ji was also felicitated.

Addressing the felicitation ceremony organized at NITK Alumni Hall, Dr. Ajit Pathak ji said that the role of public relations in Chhattisgarh state can be important in realizing the dreams of the youth. He called for making the upcoming Public Relations National Conference a success in the future development of Chhattisgarh state and in fulfilling its goals and also gave important guidelines for this. The National President and Secretary General of PRSI, who were on a three-day visit to Chhattisgarh, also gave information about the brochure of the National Conference released by the hands of the Hon'ble Speaker of the Legislative Assembly Dr. Raman Singh ji and gave detailed information on the outline of the

upcoming conference. It is noteworthy that as the National President of the Public Relations Society, he has created history by providing effective leadership for the last 20 years.

In the same sequence, Dr. Ajit Pathak was honored for his special services. On this occasion, Secretary General Dr. P.L.K. Murthy ji while addressing said that the organization of the upcoming Public Relations Maha Kumbh in Chhattisgarh is very important for the development plans of the state. He said that he is happy with the preliminary preparations to make the conference a success. There is a lot of enthusiasm among the people about the event in Raipur. Raipur Chapter President Dr. Shahid Ali presented a memento to the national office bearers on this occasion. Dr. Murthy gave instructions regarding the preparations related to the National Conference. Members of Raipur Chapter and eminent citizens were present in the program with dignity.

Secretary Dr. Kumar Singh Toppa expressed his gratitude.

PRSI National Quiz 2024: Celebrating Excellence in Knowledge and Skill



The Public Relations Society of India (PRSI) held its prestigious “PRSI National Quiz 2024” on September 28 as part of its Knowledge Management and Skill Development initiative.

Bringing together top minds in Public Relations and

thoughts on the event: “The PRSI National Quiz is a testament to our commitment to developing skills and fostering knowledge within the PR community. We are grateful to NHPC for their sponsorship, which made this event possible, and I congratulate all the winners for their remarkable performances. A special thank you to Quiz Master Mr. Deepak Taneja, whose dedication and enthusiasm added a unique energy to the experience.”

The winners of the PRSI National Quiz 2024 are as follows: NTPC emerged as the champion, represented by Mr. KM Prashant. The First Runners-Up was GRID-India, with Mr. Saif Rehman, while the Second Runners-Up was the team from Unstop, featuring Mr. Pradunma Choudhury, Mr. Alekhya Chakrabarty, Mr. Anshuman Shrivastav, and Mr. Mohit Kumar Gupta.

The awards were presented by Prof. K G Suresh, a respected figure in media and communication, whose presence added prestige to the event. Prof. Suresh commended the winners and emphasized the value of continuous learning and skill development in the PR profession. Congratulations to all on their outstanding achievements!



Corporate Communications, the national-level quiz was expertly conducted by Quiz Master Deepak Taneja, with participants displaying incredible knowledge and competitive spirit. The event was made possible with the support of NHPC as the sponsor, and we extend a special thanks to Aaft University and Dr. Sandeep Marwah for their invaluable contributions.

Dr. Ajit Pathak, National President of PRSI, shared his

अच्छे कार्यों के प्रसार से कार्यकर्ताओं का बढ़ता है उत्साह और समाज को मिलती है प्रेरणा

वाराणसी नगर के सामाजिक संगठनों के जनसंपर्क अधिकारियों एवं मीडिया प्रभारियों हेतु पब्लिक रिलेशन्स सोसायटी आफ इंडिया वाराणसी चैप्टर द्वारा जनसंपर्क कार्यशाला का सफल आयोजन किया गया। कार्यक्रम के अंतर्गत रोटरी क्लब, लायंस क्लब, जेसीज, भारत विकास परिषद, मारवाड़ी युवा मंच, माहेश्वरी समाज, खत्री समाज, इनरव्हील सहित 25 से अधिक प्रमुख सामाजिक संगठनों के जनसंपर्क अधिकारी एवं मीडिया प्रभारियों को जनसंपर्क एवं मीडिया के कार्यक्षेत्र से सम्बन्धित आवश्यक जानकारी प्रदान की गई।

इस अवसर पर समाचार पत्रों को कार्यक्रम हेतु आमंत्रण, प्रेस विज्ञप्ति लेखन एवं उससे संबंधित फोटोग्राफी, सामयिक प्रेषण के साथ समन्वय की जानकारी वरिष्ठ पत्रकारों और अनुभवी प्रशिक्षकों द्वारा विभिन्न सत्रों में दी गयी। अपने स्वागत उद्बोधन में पीआरएसआई वाराणसी चैप्टर के चेयरमैन अनिल के जाजोदिया ने सामाजिक संगठनों के लिए प्रभावी जनसंपर्क के महत्व पर प्रकाश डालते हुए कहा कि अच्छे कार्यों के जनमानस तक बड़े रूप में पहुंचने पर न केवल कार्यकर्ताओं और सेवाबन्धुओं का उत्साह बढ़ता है, बल्कि पूरे समाज को प्रेरणा मिलती है।

विशिष्ट अतिथि सुमिता सिंह, उप महाप्रबंधक (कार्पोरेट



कम्युनिकेशन) इण्डियन ऑयल, नयी दिल्ली ने अपने सम्बोधन में कहा कि विगत सात दशकों से कार्यरत हमारी संस्था देश भर के अपने तीस चैप्टरों के माध्यम से इस तरह की कार्यशालाओं का आयोजन कर सभी वर्गों के जनसंपर्क और संवाद से जुड़े व्यक्तियों को प्रशिक्षित करने का कार्य करती रहती है।

कार्यक्रम में उपस्थित, राष्ट्रीय उपाध्यक्ष उत्तरीय क्षेत्र नरेंद्र मेहता ने उल्लेखनीय विजेताओं को पुरस्कृत किया तथा सभी प्रतिभागियों को प्रमाण पत्र भी दिए गए। इस अवसर पर सभी अतिथियों को सचिव प्रदीप कुमार उपाध्याय एवं अन्य के द्वारा स्मृति चिन्ह एवं अंगवस्त्र द्वारा सम्मानित किया गया। कार्यक्रम का संचालन चैप्टर के संयुक्त सचिव हर्ष अग्रवाल एवं धन्यवाद प्रकाश कार्यक्रम संयोजक ज्ञानेन्द्र उपाध्याय ने किया।

नवगठित 2024-2026 की कार्यकारिणी की प्रथम बैठक सम्पन्न

पब्लिक रिलेशन्स सोसायटी आफ इंडिया वाराणसी, चैप्टर की नवगठित 2024-2026 की कार्यकारिणी की प्रथम बैठक चेयरमैन अनिल के जाजोदिया की अध्यक्षता एवं राष्ट्रीय उपाध्यक्ष नरेंद्र मेहता के देख रेखा में कैरियर लांचर, सिगरा, वाराणसी में आयोजित किया गया जिसमें चैप्टर द्वारा पब्लिक रिलेशन्स सोसायटी आफ इंडिया वाराणसी चैप्टर को और भी गतिशील बनाने के लिए 16 प्रोजेक्ट गठित कर उनके कोआर्डिनेटर को उनके दायित्वों से उन्हें

अवगत कराते हुए समिति गठित की गयी। इस बैठक में वार्षिक कार्यक्रमो एक कैलेंडर जारी किया गया। कार्यक्रम का संचालन प्रदीप कुमार उपाध्याय एवं अतिथियों का स्वागत एवं धन्यवाद प्रकाश कैरियर लांचर के संस्थापक एस सी बागला ने किया। इस अवसर पर चैप्टर उपाध्यक्ष डा अंकूर चढ्ढा, प्रो अनिल कुमार उपाध्याय, डा गौरव साह, हर्ष अग्रवाल, स्वेता तिवारी, ज्ञानेन्द्र उपाध्याय, डा प्रभाशंकर मिश्रा, डा मनोहर लाल, श्रेय्या श्री, मोनेश श्रीवास्तव, आदि लोग उपस्थित रहे।

"जनसंपर्क में करियर की संभावना" विषय पर सेमिनार का आयोजन



पब्लिक रिलेशन शासन और जनता के बीच की खाई को पाटने के लिए पुल की भूमिका निभाता है। पब्लिक रिलेशन आज समय की जरूरत है और हर विभाग और संस्थान की रीढ़ है। किसी भी संस्थान के कार्यों और योजनाओं को जन जन तक पहुंचाने में पब्लिक रिलेशन की अहं भूमिका है। यही नहीं पब्लिक रिलेशन और मीडिया क्षेत्र में रोजगार की अपार सम्भावनाएँ हैं लेकिन जरूरत है कौशल की। ये उदगार पब्लिक रिलेशन सोसाइटी ऑफ इंडिया शिमला चैप्टर तथा पत्रकारिता तथा जनसंचार विभाग राजकीय महाविद्यालय सोलन के संयुक्त तत्वाधान में शनिवार को आयोजित सेमिनार में चैप्टर के अध्यक्ष डॉ. रणबीर वर्मा के हैं।

सोलन महाविद्यालय में "जनसंपर्क में करियर की संभावना" विषय पर एक सेमिनार का आयोजन किया गया। इस कार्यक्रम में पब्लिक रिलेशन सोसाइटी ऑफ इंडिया शिमला चैप्टर के अध्यक्ष तथा हिमाचल प्रदेश विश्वविद्यालय के जनसंपर्क अधिकारी डॉक्टर रणबीर वर्मा, उपाध्यक्ष एम एस पावर इंस्टिट्यूट ऑफ़ कम्युनिकेशन एंड मैनेजमेंट के डायरेक्टर डॉक्टर बीएस पवार, समिति के कोषाध्यक्ष जगमोहन शर्मा वरिष्ठ पत्रकार तेजपाल नेगी, यूनिवर्सिटी ऑफ़ हॉर्टिकल्चर एंड फॉरेस्ट्री नौनी के पूर्व जनसंपर्क अधिकारी प्रेम दत्त भारद्वाज, राजकीय महाविद्यालय सोलन के पत्रकारिता एवं जनसंचार के प्रोफेसर डॉ. मुकेश कुमार शर्मा ने मुख्य वक्ताओं की भूमिका निभाई।

इसके पश्चात पिआरएसआई शिमला चैप्टर के उपाध्यक्ष डॉ. बीएस पवार ने "रोल एंड करियर एवेन्यूज ऑफ पब्लिक रिलेशंस इन कॉर्पोरेट सेक्टर एंड पब्लिक सेक्टर अंडरटेकिंग" विषय पर अपना

व्याख्यान प्रस्तुत किया।

इस मौके पर वरिष्ठ पत्रकार तेजपाल नेगी ने उपस्थित छात्रों को अपने लंबी पत्रकारिता के लंबे अनुभवों को साझा करते ही कहा कि मिशन से शुरू हुई पत्रकारिता आज तकनीक के साथ पूरी तरह से बदल गई है। कट थ्रो कंपीटीशन के दौर में अब पत्रकारों की जिम्मेदारी और अधिक बढ़ गई है। फ़ेक न्यूज के चलते सही और तथ्यपरक सूचना को जनता तक पहुंचाना पत्रकार की नैतिक जिम्मेदारी है जिसे वे बखूबी निभा रहे हैं।

पब्लिक रिलेशन सोसाइटी ऑफ इंडिया शिमला चैप्टर के कोषाध्यक्ष जगमोहन शर्मा ने डिजिटल मीडिया में रोजगार की अपार संभावनाओं पर प्रकाश डालते हुए कहा कि आज डिजिटल मीडिया का युग है। पाठक लंबी लंबे लेख पढ़ने के बजाय केवल सूचना चाहता है। बड़े से बड़े अखबार चैनल और अन्य सभी मीडिया संस्थान परंपरागत माध्यमों के साथ ही डिजिटल माध्यमों को अपना रहे हैं। इस अवसर पर यूनिवर्सिटी ऑफ़ हॉर्टिकल्चर एंड फॉरेस्ट्री नौनी के पूर्व जनसंपर्क अधिकारी प्रेम दत्त भारद्वाज ने भी अपने जनसंपर्क के अनुभवों को साझा किया। सेमिनार के अंत में पत्रकारिता तथा जनसंचार तथा जनसंपर्क विषय से जुड़े प्रोफेशनल के द्वारा उपस्थित छात्रों के प्रश्नों के उत्तर दिए। महाविद्यालय की प्राचार्य डॉ. रीता शर्मा ने इस कार्यक्रम के सफल आयोजन पर पत्रकारिता विभाग तथा पब्लिक रिलेशन सोसाइटी ऑफ इंडिया के शिमला चैप्टर का आभार व्यक्त किया और भविष्य में भी इस तरह के ज्ञानवर्धक कार्यक्रम आयोजित करने का आग्रह किया। इस कार्यक्रम में महाविद्यालय के वरिष्ठ प्रोफेसर, गैर शिक्षक, जेएमसी, पीजीडीसीए और एमए के छात्र-छात्राएं उपस्थित रहे।

Strengthening the Bond

The Relationship between Journalists and PR Professionals



Poster Release of the National Level Mobile Photography Competition

Chief Guest Mr. M. Ramesh addressing the gathering

The Chennai Chapter of the Public Relations Society of India (PRSI) hosted an insightful and engaging event titled “The Relationship between Journalists and PR Professionals”.

The session, led by the distinguished M. Ramesh, Chief of Bureau at The Hindu Business Line, drew professionals from across the public relations and media landscape, enriching discussions on the evolving dynamics of these two vital professions. The event was graced by the presence of an impressive gathering of over 60 esteemed professionals.

The evening commenced with a warm welcome by the Chapter's Chairman, Ramkumar Singaram, setting the stage for a thought-provoking session. Following this, Dr. N. Raja, Secretary of the Chapter, made key announcements. In a special segment, Krishnan, Former President of PRSI Chennai, formally introduced the latest additions to the Chapter – both professional and corporate members – marking the occasion with a dignified oath-taking ceremony.

A highlight of the evening was the Presidential Address delivered by S. Sridhar, Executive Director, Township Administration, PR & CSR (Retired), NLC India Ltd. Drawing from his rich career, Mr. Sridhar shared invaluable lessons from his time at NLC,

particularly around navigating the complexities of crisis management with resilience and strategic thinking.

The introduction of the guest of honour, M. Ramesh, was presented by Dr. S. Shridevi, Chapter Treasurer. In his keynote address, Ramesh captivated the audience with his insights on the indispensable role of Public Relations in modern journalism. Citing prominent case studies, he delved into the delicate balance of reporting both favourable and challenging news and the inherent responsibility of transparency in the dissemination of information. He emphasized the importance of maintaining formal, yet effective, communication with journalists, while also nurturing interpersonal relationships that transcend professional boundaries.

The evening also featured a special moment as Ramesh unveiled the official poster for a highly anticipated national-level photography competition, set to take place in October 2024, bringing an artistic flair to the event.

The session concluded with a heartfelt vote of thanks by Muthukumar Balu, Vice President of the Chapter, extending gratitude to all who contributed to the success of this enriching evening.

PRSI Jaipur Chapter Host Insightful Talk Show on Career Opportunities in Public Relations



Jaipur, October 19, 2024 – IIS University, in collaboration with the Public Relations Society of India (PRSI) Jaipur Chapter, hosted a dynamic talk show aimed at exploring career opportunities in mass communication and public relations.

The event brought together seasoned professionals to share their expertise and guide aspiring students on building successful careers in these evolving fields. Moderated by Mr. Virendra Pareek, Chairman of PRSI Jaipur Chapter, the session emphasized core qualities for PR success, such as leadership, precise communication, and strategic decision-making, with insights drawn from his four decades of professional experience.

Mr. Farukh Afridi, a renowned PR professional and former Media Advisor to the Chief Minister of Rajasthan, shared his journey, focusing on relationship-building, resilience, and adaptability as key pillars of a successful career.

Dr. Jitendra Dwivedi, Special Correspondent at All India Radio Rajasthan, highlighted the central role of

effective communication in PR and its transformation through advancements in artificial intelligence. Adding to the discussion, Mr. Ramphool Gurjar, a Senior PR Professional and Member of the Consumer Court, stressed emotional maturity and the ability to navigate high-pressure situations with poise.

Ms. Kavita Joshi, Vice Chairperson of PRSI Jaipur, delivered an inspiring speech on overcoming challenges and achieving success through dedication and hard work. Rounding out the session, Mr. Ashish Bakshi, Senior PR and HR Expert, urged students to proactively develop their skills and seize opportunities in the competitive landscape.

The program, coordinated by Dr. Ruchi Goswami, Head of the Mass Communication Department at IIS University, was well-received by students and faculty, providing invaluable insights into the practical aspects of public relations and mass communication careers. The event successfully bridged the gap between academic learning and industry expectations, leaving students motivated and better equipped to navigate their professional journeys.

PRSI Jaipur Chapter Hosts Photo Contest Awards and "Plant for Mother" Program



The Public Relations Society of India (PRSI), Jaipur Chapter, hosted a successful Photo Contest Award Ceremony alongside the "Plant for Mother" initiative at Vedic PG College, Mansarovar, Jaipur. The event, themed "Extend a Hand, Hug, and Seek Blessings," celebrated creativity and promoted environmental responsibility, attracting enthusiastic participation from students, faculty, and community members.

Chief Guest Mrs. Manju Baghmar, Minister of Women and Child Development, highlighted the importance of nurturing both relationships and the environment, encouraging the audience to adopt compassion and responsibility in daily life. Special Guest Prof. Sudhi Rajeev, Vice-Chancellor of Haridev Joshi University of Journalism and Mass Communication, commended PRSI Jaipur for engaging youth in meaningful initiatives that merge creativity with social awareness.

The event recognized photo contest winners for their creative interpretations of the theme, awarding certificates and prizes to inspire further engagement in social causes. In a symbolic tribute, the "Plant for Mother" segment invited attendees to plant trees in honor of their mothers, fostering environmental stewardship.

The organizing team, led by Chairman Virendra Pareek and supported by Mr. Kalyan Kothari, Mr. Manish Hooja, and Ashish Bakshi, was praised for creating a memorable and impactful event.

New executive committee for PRSI Chennai chapter



Mr. Ramkumar Singaram, Chief Executive Officer of Catalyst PR, has been elected as the Chairman of the Chennai Chapter of the Public Relations Society of India (PRSI).

The other newly elected committee members are Mr. Muthu Kumar Balu, Manager-Activations, Minimini, as Vice Chairman; Dr. N Raja, Assistant

Professor, Sathyabama Deemed University, as Secretary; Dr. S.Shridevi, Assistant Professor, M.O.P. Vaishnav College for Women, as treasurer; Mr. S. Sampath Kumar, Assistant Professor, Vels Deemed University, as Joint Secretary; Mr.V. Kalidoss, Former Sr. Manager-PR, SPIC, Mr. D. Om Prakash Narayan, Senior Public Relations Officer, Southern Railway and Mr.V. Ramesh Kumar, Founder Director, Srushti Communications, Ex-officio as Executive Committee Members.

The new officers were unanimously elected at the recent Annual General Meeting of the association. This new committee will hold the post for the next two years. It is noteworthy that the PRSI has been functioning since 1958 with more than 3000 members in 23 cities across India.

PRSI Ahmedabad Hosts Roundtable Discussion on 'Future Challenges and Opportunities in Public Relations'



The Ahmedabad chapter of the Public Relations Society of India (PRSI) recently organised a roundtable discussion on the theme 'Future Challenges & Opportunities in the Field of PR'. The event, held on Friday, brought together public relations professionals from the industry to explore the evolving landscape of Public Relations in the fast emerging digital era.

The eminent experts participated in the discussion are Mr Nikhil Aboti (Kinesis Communications), Mr Dilip Thakkar (Gopi Dining), Mr Santosh Zokarkar (Anant National University), Dr Nishit Joshi (Doordarshan), Dr Jeet Dholakia (Jio Cinema), Mr Baiju Govindan (Kinesis Communications), Mr Malhar Dave (Viewfinder), Mr Vipul Shukla (Vital Relations), Mr Swapan Dholakia (Hire4Higher Consulting), Mr Vaibhav Shah (Strategic Growth Advisors Private Limited), Ms Bijal Thakkar (PR Consultant), Mr Divyesh Dabhi (Genius Marcom), Mr. Hemant Sadkar

(Simulations PR), Mr Vicky Shah (Vacha Consultancy), Mr Dhaval Khunt (Reliance Industries), Mr Pathik Shah (EditThink) and Mr Unmesh Dixit (Ahmedabad Management Association).

The session, led by Mr. Nikhil Aboti, Chairman of the PRSI Ahmedabad Chapter, opened with a discussion on the transformative impact of digital media on PR practices. Participants explored the declining influence of traditional print media and the increasing challenges faced by PR consultancies in meeting rising client expectations. They also addressed the widespread misconception that PR delivers immediate results, underscoring instead that it is a process-oriented discipline rooted in strategic communication.

The credibility and effectiveness of digital influencers were examined, alongside concerns about superficial metrics, such as follower counts, often used to gauge influencer impact without verifying authenticity. Despite these shifts in client approaches, participants

unanimously agreed that the fundamental principles of PR remain unchanged.

The discussion also spotlighted a significant gap in understanding the PR profession among clients. One member articulated how PR is often misunderstood and conflated with advertising or sales, whereas its essence lies in building and maintaining reputations over time, regardless of the medium. Participants strongly advocated for a return to the basics of effective communication, adaptable to evolving platforms.

The conversation later shifted to PR's role in organizational decision-making. Opinions were divided on whether PR has achieved the recognition it deserves in boardrooms, especially compared to advertising agencies, which are often perceived as more creative and result-oriented. This led to a

discussion on the persistent reliance on Advertising Value Equivalents (AVEs) as a measure of PR success, despite their redundancy in today's dynamic media landscape.

Regional versus national PR agencies were also explored, with participants noting the growing prominence of regional agencies. The influence of AI and other technological advancements on PR practices was another key topic, with members emphasizing the need for professionals to stay updated to remain competitive.

The session concluded with a collective call for greater awareness and understanding of the PR profession, urging both the industry and clients to appreciate its strategic importance and long-term value in reputation management.

PRSI Ahmedabad Chapter Engages Students with Industry Insights at Gujarat University



The growth of any industry hinges on the availability of qualified talent. Recognising this, at PRSI Ahmedabad chapter, we make a concentrated effort to engage with students and collaborate with educational institutions to share industry insights and requirements.

On these lines, members of PRSI Ahmedabad chapter, namely Nikhil Aboti, Unmesh Dixit, Vicky Shah, Baiju Govindan and Dilip Chauhan – delivered guest lectures at the Department of Mass Communication, Journalism and Public Relations, Gujarat University in August 2024 on a range of topics such as the Overview of PR, Research in PR, Importance of News Monitoring and aligning CSR projects with communication objectives.

National Public Relations Education Day Celebrated in Hyderabad



Captain N. Uttam Kumar Reddy, Hon'ble Minister for Irrigation, Food & Civil Supplies, Govt of Telangana speaking on the occasion

The National Public Relations Education Day was commemorated with grandeur at Tourism Plaza, Greenlands, Hyderabad. Jointly organized by the Public Relations Society of India (PRSI) and the CVN PR Foundation, the event honored the legacy of the late Dr. C.V. Narasimha Reddi, a pioneering figure in public relations education, literature, and the profession.

Initiated in 2008 on Dr. Reddi's 75th birthday, this day has traditionally celebrated outstanding contributions to PR at the state level but was elevated to a national level this year.

The event was graced by distinguished guests, including Capt. N. Uttam Kumar Reddy, Hon'ble Minister for Irrigation, Food & Civil Supplies, Government of Telangana; Shri K. Sreenivas Reddy, Chairman of Telangana Media Academy; Prof. J.B. Nadda, Director of Consortium of Educational Communication, Government of India; and Dr. Ajit Pathak, National President of PRSI, among others.

In his keynote address, Chief Guest Capt. Uttam Kumar Reddy emphasized the transformative role of PR professionals in the era of information overload. He commended PRSI and the CVN PR Foundation for their meaningful efforts in organizing the event.

Presiding over the function, Shri K. Sreenivas Reddy lauded Dr. Reddi's lifelong dedication to PR education, literature, and public service. Guest of Honor Prof. Jagat Bhushan Nadda highlighted the critical role of PR in diplomacy, climate change awareness, and the need



for an enriched PR curriculum.

Dr. Ajit Pathak, National President of PRSI, reminisced about Dr. Reddi's pioneering contributions, recalling his philosophy, "If we have to do something, we have to



Dr Ajit Pathak, National President, PRSI addressing the gathering



demonstrate our skills to the best." Dr. Pathak presented a portrait of Dr. Reddi titled "Multi-Faced Man" to his family.

Shri Y. Babji, National Legal Advisor of PRSI, detailed the evolution of Public Relations Education Day, while Shri U.S. Sarma, National Vice President (South), PRSI, underscored the importance of adhering to PR ethics.

The event included the release of the book "Ramaneeya Gnaapakaalu" (Beautiful Memories) by Smt. C. Rama Devi, Chairperson of the CVN PR Foundation.

Award Highlights

The day recognized excellence in the PR field through awards and felicitations:

Dr. CVN-PRSI Best PR Manager of the Year, 2024:

Shri Ch. Srinivasa Rao, DGM (CC), NMDC

Jury Commendation: Dr. T. Ravi, Chief Public Relations Officer, Tirumala Tirupati Devasthanams

Best PR Teachers:

Dr. P.V. Satya Prasad, Professor, NITTE University

Dr. R. Ravi Kumar, Associate Professor, Presidency University

Dr. A. Nagaraju, EFL University

Best PR Counsellors:

Dr. N.B. Sudhakar Reddy, Dr. B.R. Ambedkar Open University, Tirupati

Dr. K. Ramaswamy, Dr. B.R. Ambedkar Open University, Hyderabad

Ms. Fatima Raheem, Dr. B.R. Ambedkar Open University, Hyderabad

PR Voice Literary Excellence Recognition: Shri Javvadi Lakshamana Rao, Bureau Chief, Pioneer, Vizag

Merit certificates were awarded to 16 students excelling in Public Relations from various universities and colleges in Telangana.

The event underscored the enduring legacy of Dr. C.V. Narasimha Reddi and the growing importance of PR education and ethical practices in today's rapidly evolving communication landscape.

PRSI Hyderabad Chapter signs MoUs



PRSI Hyderabad Chapter signed MoU with St George College of UG and PG for Women, Abids, Hyderabad on 19th August, 2024. The Principal of the College Mrs Caroline and the Chapter Secretary Sri Yadagiri Kambhampati signed and exchanged the MoU.

Shri Y Babji, Legal Advisor & Past Secretary General of PRSI and Smt Rajeshwari Iyer, Ms Fatima, Dr Sajida Khan, Membership Promotion and Programme

committee members were present.

Another MoU was signed with St Pious X Degree and PG College for Women, Nacharam, Hyderabad by PRSI Hyderabad Chapter on 23rd August, 2024. The Principal of the College Dr. Velangini and Chapter Secretary Sri Yadagiri Kambhampati signed the MoU.

Shri Y Babji, Past Secretary General of PRSI, Smt Rajeshwari Iyer, Dr Sajida ji, Ms Fatima Rahim were present.

How Public Relations Shapes News Coverage of Non-Profits? – With Insights from My Research



Pooja Arora, Ph.D.

Strategic Communications & Public Relations Professional; Independent Researcher and an Award-Winning Educator

Whatever said and done, Public Relations matter and be it organizations or individuals, they need to leverage it to their advantage. It is a world where visibility and image are critical for a global positioning. It is therefore, important to create unique narratives that make the organization and individuals to stand out.

The tools of Public Relations need to be leveraged. However, to what extent do public relations specialists actually shape news? And how do reporters, who are meant to maintain objectivity, handle this complicated relationship? My PhD thesis study focussed on this. The topic of the study was “The Impact of Public Relations on News Reporting of Corporates and Non-Profits”.

The Relationship Between PR and Journalism: A Fine Balance

The study's primary objective was to explore the intricate relationship between PR professionals and journalists in India. PR professionals in research studies were mentioned as “spin doctors,” while journalists as the gatekeepers of truth. Journalists, especially in fast-paced environments, often rely on PR professionals to meet deadlines, gather facts, and access key spokesperson.

A surprising finding of the study was a weak positive correlation between

PR efforts and how journalists cover corporate news. Freebies from PR experts, for instance, have very little effect on journalists' intentions (0.106) and attitudes (0.098) toward covering a story.

Editorial and marketing policies also matter. The study revealed that marketing policies influence journalists' attitudes (0.230) and their intention (0.340) to cover corporate news more than other factors. Similarly, editorial policies exert even more influence, with correlations of 0.251 (attitude) and 0.563 (intention). This implies that the editorial staff still has the final say on the story, even though PR specialists can write the most polished press releases.

The Opinion of a PR Professional: Not Everything Is Under Our Control

The media industry is fast-paced, competitive. As one PR professional put it, “Sharing a detailed press release doesn't guarantee coverage—it only ensures that we've delivered the message.” While PR professionals help generate story angles and provide key information, they don't control the final cut.

In regions like smaller towns and regional media, gifts and freebies may influence coverage more than in national outlets. Journalists in these areas may feel an obligation to cover stories when they've received something in return. But in national media, such tactics rarely fly. This

speaks to the varied landscape of PR influence, depending on the outlet and its audience.

Retaining credibility is another difficulty. Journalists are aware when they are being "pitched," particularly those working for larger, more reputable publications. Even while PR specialists strive to create gripping stories, their connection with journalists is predicated on a reciprocal understanding: journalists search for the truth in the facts that PR specialists supply.

The Viewpoint of Journalists: Information Providers, Not Storytellers

From the standpoint of the journalist, public relations specialists are frequently essential in assisting in meeting strict deadlines and obtaining correct information. But just because the two sides cooperate doesn't mean that they get a "free pass." Although a journalist may value their relationship with a public relations specialist, they will not conceal a bad story in order to maintain that relationship.

In fact, PR professionals are often called upon when negative stories break. One journalist I interviewed explained, "In the case of a negative story, PR professionals help us get quotes from their clients to present all perspectives. But that doesn't mean the story will be spun to a positive light." The relationship remains one of mutual necessity, not blind commitment.

The survey also discovered that reporters don't devote much attention to press releases unless it is from a renowned brand. Journalists frequently prefer to rapidly skim the lengthy documents that public relations specialists send out and extract only the most pertinent information. For public relations practitioners, this means that conciseness, clarity and the capacity to provide journalists with just what they require are more useful than creating tales that are excessively comprehensive.

A press release is only the beginning. Regardless of the PR professional's intentions, journalists will typically delve deeper, seek out more sources and develop their own angle.

Trends in Corporate News: Who Takes Center Stage?

Examining whether some organizations receive more favorable, unfavorable, or neutral media than others was one of the study's main goals.

One of the core objectives of the study was to explore whether certain organizations receive more positive, negative, or neutral coverage compared to others. The findings suggest that the media landscape remains balanced, with no overwhelming bias toward specific corporations. PR professionals do play a role in shaping how stories are framed, but their influence is subtle, offering only a "nudge" in the narrative direction.

Another noteworthy finding was that journalistic integrity takes precedence over individual prejudices, and the emphasis is kept on the story's merits rather than outside influences.

Conclusion

PR professionals craft the narrative, but journalists are the ones who shape it for public consumption. As this study reveals, the relationship between PR professionals and journalists is complex but necessary. Instead, the two sides engage in a constant push and pull, ensuring that stories are not only told but told well.

The study mentioned of journalists who criticised the PR professionals for sometimes not providing timely inputs. Journalists are mostly hard-pressed for time and to build a great professional relationship, the journalists expect inputs for their story within the deadlines.

The best PR practitioners aren't those who simply send out press releases; they are those who foster a dialogue, who understand the media landscape, and who know that the truth, in the end, will always come out. For journalists, the role of PR professionals as facilitators of information is undeniable. But no matter how polished the press release, the journalist's integrity and freedom remain the ultimate deciding factors in how a story unfolds.

In the end, PR and journalism are two sides of the same coin, working together to inform, engage and sometimes challenge the world's perceptions.

आज अयोध्या फिर से सजी है !

डॉ. अजीत पाठक



राममयी हुआ देश है सारा
सबकी जुबाँ पर एक ही नाम ।
आज अयोध्या फिर से सजी है
अपने घर आये श्रीराम ॥

जय श्री राम ...जय श्री राम...

एक राष्ट्र है , एक प्राण हैं
मिलकर गाएँ भक्त तमाम ।
जिसके नाम से दुनिया चलती
धर्म प्रतीक वो अपने प्रभु राम ॥

जय श्री राम ...जय श्री राम...

नई रौशनी , नई है चेतना
नाच रहे हैं भक्त तमाम ।
हर कोई आज है धन्य हुआ
जो आया है अयोध्या धाम ॥

जय श्री राम ...जय श्री राम...

स्वर्ग सा पावन हुआ अवध है
सरयु की लहरें करें प्रणाम ।
हर साधु , हर भक्त मगन हैं
श्रद्धा से गाएँ सुबह -शाम ॥

जय श्री राम ...जय श्री राम...

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DR.PLKMURTHI
SECRETARY GENERAL
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