

# National Public Relations Day

21st April, 2025

**Responsible use of Artificial Intelligence :  
Role of Public Relations**



Meta AI

**Public Relations Society of India**

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



National President  
Public Relations Society of India

Dear Public Relations Colleagues,

Greetings for the National Public Relations Day !

Public Relations Society of India celebrates April 21st as the National Public Relations Day to re-dedicate ourselves for the profession of Public Relations and communication. There is always a need to upgrade and update the quality of public relations in the country according to the changing times, challenges and opportunities. The Public Relations Society of India (PRSI) was established in 1958 to promote and strengthen Public Relations as a profession by taking-up professional development programmes. The Indian PR professionals met for the first time in New Delhi at the 1st All India Public Relations Conference on April 21, 1968. Code of Ethics for PR profession was also adopted at this Conference, marking the beginning of professional public relations in India . In 1986, April 21 was declared as the National PR Day and we re-dedicate ourselves for the cause of India and the Public Relations profession.

This year our National Public Relations Day will be celebrated on the theme of **“Responsible use of Artificial Intelligence : Role of Public Relations”**.



As we know, Artificial intelligence ( AI ) is a set of technologies that enable computers to perform a variety of advanced functions, including the ability to see, understand and translate spoken and written language, analyse data, make recommendations, and many more. It has reshaped the way we think and do things ; with generative AI becoming more powerful with each day passing by, it is certain that the technology will have a huge impact on how we work.

In today's world, everybody has realised the importance of responsible and ethical use of Artificial Intelligence ( AI ) which has the potential to transform lives. We need to address risks and build trust by ensuring access of AI for all in a transparent and trustworthy manner. Indian government has launched a host of initiatives to promote AI innovation, including the National Programme on Artificial Intelligence and the "AI for All" initiative. The government aims to take full advantage of AI's capabilities for social development and inclusive growth.

India being one of the fastest growing economy of the world with global competence in IT sector is focusing on following areas in AI:

- **Healthcare:** Using AI to improve healthcare outcomes and provide better services to citizens.
- **Education :** Leveraging AI to enhance education and make it more accessible.
- **Agriculture :** Using AI to improve crop yields, reduce waste, and provide better services to farmers.
- **Cybersecurity :** Ensuring the safe and secure use of AI technologies.

The responsible use of Artificial Intelligence (AI) is a pressing concern, and Public Relations (PR) plays a crucial role in promoting ethical AI practices. Here are some ways PR can contribute:

### 1. **Raising Awareness**

PR can help educate stakeholders, including the general public, about the benefits and risks associated with AI. By sharing information on AI's potential impact on society, PR can foster a more informed discussion.

### 2. **Promoting Transparency**

PR can encourage organisations to be transparent about their AI development and deployment processes. This includes disclosing data sources, algorithms used, and potential biases.

### **3. Highlighting Ethical Considerations**

PR can emphasise the importance of ethical considerations in AI development, such as fairness, accountability, and privacy. By sharing stories of organisations that prioritise ethics, PR can promote best practices.

### **4. Building Trust**

PR can help build trust between organisations and their stakeholders by showcasing responsible AI practices. This includes highlighting instances of AI being used for social good.

### **5. Encouraging Diversity and Inclusion**

PR can promote diversity and inclusion in AI development teams, highlighting the importance of diverse perspectives in creating fair and unbiased AI systems.

### **6. Addressing Job Displacement Concerns**

PR can address concerns about job displacement due to AI automation, highlighting the need for up-skilling and re-skilling programs.

### **7. Fostering Collaboration**

PR can facilitate collaboration between organisations, governments, and academia to promote responsible AI development and deployment.

### **8. Developing AI-Related Messaging**

PR can help organisations develop clear, concise messaging around their AI initiatives, ensuring that stakeholders understand the benefits and risks.

### **9. Managing AI-Related Crises**

PR can prepare organisations for potential AI-related crises, such as data breaches or AI system failures, and develop strategies for effective crisis communication.

### **10. Encouraging Continuous Learning**

PR can promote continuous learning and professional development in AI, encouraging organisations to stay up-to-date with the latest developments and best practices.

There has been a big boost to the PR efforts by AI as the facilities of copy writing, translation, designing etc have been greatly facilitated by AI. But as we have seen over the years that innovation to create takes time but efforts to damage the system spread like fire. There is high risk of the misuse of AI , but we have to live with it. Before the AI drives us let us take control to drive AI in the interest of the society and the profession. By playing an active role in promoting responsible AI practices, PR can help ensure that AI is developed and deployed in ways that benefit society as a whole.

To mark the National PR Day this year, let us organise seminars, conferences, workshops, competitions , cultural presentations, road-shows and awareness drives for PR practitioners , society and students on the theme of AI. PRSI youth Forums Nalanda may be encouraged to organise innovative programmes. celebrations may have resources from PR, journalism, IT and Academia. Experts using AI in medical and agriculture can also be invited for sharing knowledge. Take it as an opportunity to felicitate best teachers and students in PR, media and journalism.

Let us create the positive awareness about AI but remember , no technology can replace the bridges of trust that are sincerely earned through committed Public Relations .

Yours in PR,

