



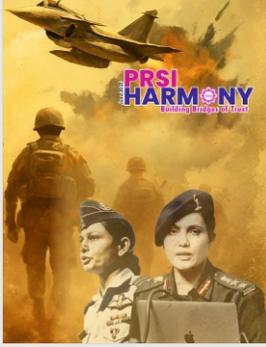
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PRSI HARMONY

Building Bridges of Trust

Operation Sindoor: Colour of courage





Monthly (June 2025)

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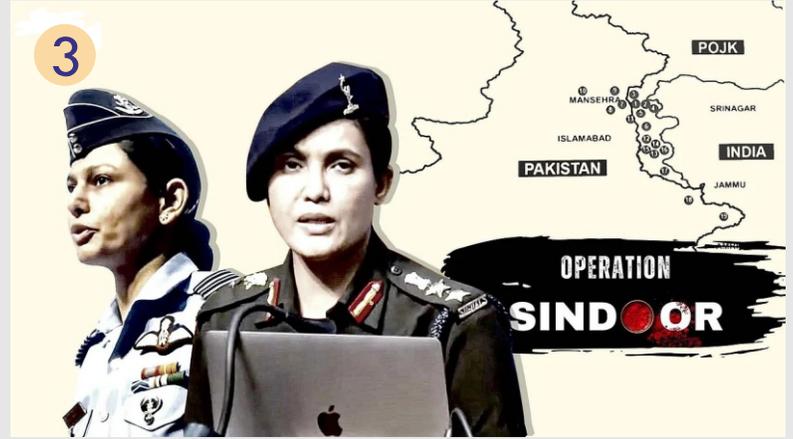
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ऑपरेशन सिंदूर : देशभक्ति से भरपूर PRSI के कवि सम्मेलन में गूंजा राष्ट्रीय स्वर : हम साथ - साथ हैं

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Dr. Ajit Pathak
National President
Public Relations Society of India

Sindoor: The symbol of India's pride !

Terrorism is a forceful, unlawful and inhuman act to use coercive methods to force desired goals and demands on the government and the society. Terrorism spreads from International to local levels disturbing lives of innocent people. Sponsored by the neighbouring country, the terrorism has badly impacted Jammu and Kashmir, the north-eastern states and some parts of central India. On a sustained basis training and infiltration of terrorists and funding such anti-national efforts have been disturbing India's peace. Time and again, Pakistan has been trying to weaken the social harmony threads of the country in the name of religion.

Attacks on India's Parliament in 2001, Amarnath Yatra in 2002, Raghunath Temple, Jammu in 2002, 2005 Delhi Blasts, Mumbai Attacks 2008, 2016 attack in Pathankot Air Force Station, Baramulla in 2016, Amarnath Yatra in 2017, Pulwama in 2019 and Jammu Bus stand grenade blast 2019 indicate the seriousness of the terrorism threat to India.

Modi government took various initiatives to bring down the terrorism and create an environment of peace, development, economic turnaround and tourism promotion in Jammu and Kashmir which had started yielding positive dividends.

When the pleasant breeze of positivity was bringing smiles on the faces of the people of Jammu and Kashmir and people from across the country started visiting the 'heaven on the earth', it started hurting the "Aakaas of Terrorism". And, on April 22, terror struck Pahalgam once again. Pakistan-backed attackers stormed Pahalgam, asked people their religion, and

killed 26 innocent people. This was a clear attempt to incite communal violence, terror among the tourists and to discourage tourism and development. For Indian ladies, the Sindoor is symbol of the life and happiness of their husbands. These Hindu ladies were given a shock by killing their husbands in front of them. This nation-wide grief and anger demanded a befitting response. Rising to this challenge, Prime Minister Narendra Modi, launched Operation Sindoor that marked one of India's boldest military responses in recent history. PM Modi orchestrated a response that balanced strategic restraint with assertive action. He ensured every step from military action to suspending the Indus Waters Treaty.

Operation Sindoor was a significant demonstration of India's firm leadership, military and strategic power. This multi-dimensional operation effectively neutralized terrorist threats, deterred Pakistani aggression, and firmly enforced India's zero-tolerance policy towards terrorism. The operation maintained strategic restraint while gaining international support.

Addressing the nation on eve of 12th May, Prime Minister Narendra Modi made it clear that 'Operation Sindoor is not just a name but is a reflection of the feelings of millions of people in the country and an unbroken pledge of justice. He said, "We remain committed to taking strong steps to safeguard India and its people."

India underlined Islamabad's role in the April 22 terror attack in Pahalgam that killed 26 civilians and in its measured military response, Operation Sindoor, targeted terror camps in Pakistan and Pakistan-

occupied Kashmir. Multi-agency intelligence provided confirmation of nine major camps that were eventually targeted in the operation. India's retaliatory action was based on meticulous planning and intelligence ensuring minimal collateral damage. Operational ethics was central to the mission, and restraint was exercised to avoid civilian harm as the human approach of India. However, in the early hours of 8 May, Pakistan, in an escalated response launched coordinated drone and missile strikes targeting over a dozen Indian military installations across the Northern and Western theatres, including Srinagar, Jammu, Pathankot, Amritsar, Ludhiana, Bathinda and Bhuj. India's robust Integrated Counter-drone Grid and layered Air Defence systems intercepted and defeated these attacks.

Operation Sindoor globally demonstrated India's military capabilities, on the strikes launched against Pakistan in the aftermath of the terror attack in Pahalgam in April.

Prime Minister Narendra Modi has described Operation Sindoor as a significant milestone in India's fight against terrorism. The operation achieved its objectives 100%, with Indian forces neutralizing terrorist hideouts in Pakistan within 22 minutes setting a new benchmark in India's war on terror, conveying a strong message to terrorists and those who support them. India has pledged to respond fiercely to terrorist attacks on its own terms. The Prime Minister Modi has highlighted the success of India's "Made-in-India" defence capabilities, showcasing the country's growing military prowess. He expressed pride in the Indian armed forces' bravery and precision during the operation.

Public Relations Society of India joins the nation in paying tribute to the bravery and valour of India's armed forces, intelligence agencies, and scientists involved in Operation Sindoor that promises every mother, sister, and daughter of the country, a safer life ahead. This is also an occasion to salute India's political leadership to stand firm against every activity of terrorism and express to the world its zero tolerance

against the terrorism. If we examine this operation from PR angle, we find that India's approach was Public Relations - Conceived to punish perpetrators and planners of terror, destroy terror infrastructure across the border and own the action with transparent approach.

India's briefing on 'Operation Sindoor' gave a strong and significant message as two women officers - Wing Commander Vyomika Singh and Colonel Sofiya Qureshi - took the lead, sharing details of the military's precision strikes on terror targets in Pakistan in response to the April 22 Pahalgam terror attack in which 26 people died.

Along with the name "Operation Sindoor" - a tribute to the women who lost their husbands in the terror attack - the choice of women officers to lead the briefing was a very thoughtful move.

On the other hand Pakistan sustained only on propaganda technique with less of truth in their statements.

World perception about India's Operation Sindoor was also very well managed by seven all-party delegations that visited key partner countries, including members of the United Nations Security Council and the European Union, to convey India's message of zero tolerance against terrorism following the Pahalgam terror attack and Operation Sindoor.

There is greater responsibility on the shoulders of Public Relations and communication professionals to build national unity, applaud the armed forces, encourage the Make in India efforts and celebrate technological excellence of India and above all tell to the world "We are ready to respond on any challenge of enemies".

“माँ भारती सौगंध है
अब ना होगा कोई मजबूर।
हर मांग में चमकेगा
गौरव का सिंदूर” ॥



ऑपरेशन सिंदूर : देशभक्ति से भरपूर

PRSI के कवि सम्मेलन में गूंजा राष्ट्रीय स्वर : हम साथ - साथ हैं

विविधताओं से भरे इस अनूठे देश भारत : दैट इज़ इंडिया, अनेकता में एकता की बेहतरीन मिसाल है। विश्व के सबसे बड़े और मजबूत लोकतंत्र की थाती सम्भाले यह मुल्क सदैव, प्रगति के पथ पर निरंतर अग्रसर होता रहा है। तमाम दुश्चारियों और अड़चनों के बावजूद इस देश की "गंगा - जमनी तहजीब" आज भी अक्षुण्ण है, जब भी किसी ने हमारी ओर नज़रें उठा कर देखने की कोशिश की है, पूरा भारतवर्ष एक साथ खड़ा दिखा। यही हमारी खासियत भी है और ताकत भी... इसी पृष्ठभूमि में पब्लिक रिलेशंस सोसाइटी ऑफ़ इंडिया PRSI ने पहलगाम में हुए आतंकवादी हमले के बाद भारतीय सेना के "ऑपरेशन सिंदूर" में मिली अभूतपूर्व कामयाबी के आलोक में, उनके प्रति समर्थन जाहिर करने के उद्देश्य से एक ऑनलाइन राष्ट्रीय कवि सम्मेलन 'सिंदूर-शौर्य के गौरवमयी स्वर' का सफल आयोजन किया।

नेशनल प्रेसिडेंट डॉ अजीत पाठक की परिकल्पना से आयोजित इस अभूतपूर्व कार्यक्रम में बतौर मुख्य अतिथि AVSM PVSM लेफ्टिनेंट जनरल श्री राकेश लूम्बा ने समारोह को गरिमा प्रदान की। PRSI की सकारात्मक पहल की सराहना करते हुए अपने संबोधन में उन्होंने कहा कि पिछले रिकॉर्ड इस बात के गवाह हैं कि अतीत में भी हर राष्ट्रीय मुद्दों पर PRSI देश के साथ खड़ा रहा है और इस संस्था ने हमेशा अपने हिस्से का योगदान किया है।

इस कार्यक्रम का संयोजन और भावुक संचालन राष्ट्रीय उपाध्यक्ष NVP (पश्चिम) श्री एसपी सिंह ने किया। बड़ी संख्या में पूरे देश के अलग-अलग हिस्सों से ऑनलाइन जुड़े श्रोताओं की प्रशंसा से हमारी हौसला अफजाई हुई। PRSI परिवार के ही अपने कलमकारों ने देशप्रेम से ओत-प्रोत एक से बढ़कर एक रचनाओं की प्रस्तुति कर श्रोताओं के दिल-ओ-जहन में जोश भर दिया।

डॉ.अजीत पाठक

भारत अपना शांति दूत है
उठाता हथियार जब हो मजबूर ।
समझाते रहे हम बरसों बरस
पहलगांव ने देखा आतंक मगरूर ॥

‘वसुधैव कुटुंबकम्’ संस्कृति हमारी
पर पाक के मन में कुछ और फितूर ।
जितने मारे भारत में तुमने
बदला लेगा अब भारत का सिंदूर ॥

धमकाने से जो धमक जाएगा
ऐसा भारत अब नहीं हुजूर ।
हर बार पलट कर वार करेगा
ना हल्के में लेना उसका “ सिंदूर”॥

आलोक पाल

सिर्फ रंग नहीं है, ये रक्तधारा है
उजाड़ा था जो, सिर्फ सिंदूर नहीं
वो अभिमान हमारा है
जाकर देखो, अब भी गिरा हुआ है
हरी घास पर, लहू भारत के बेटों का
दहशत कहें या कहें क्रूरता,
कायरता भी कह सकते
बहुत हुई ये सहिष्णुता
अब और नहीं हम सह सकते

दहाड़ सुनानी होगी अब
तलवार उठानी होगी अब
यलगार सुनानी होगी अब
पहचान बतानी होगी अब
वसुंधरा की चीखें सुनकर
अब और नहीं चुप रह सकते

क्रतरे क्रतरे का,
उसे हिसाब चुकाना होगा
कट जाएगा वरना,
उसे सर झुकाना होगा
मशालें बनती है जहाँ,
वो घर हमें जलाना होगा
माँ भारती के दूध का,
हमें कर्ज चुकाना होगा

क्रोध नहीं ये,
प्रतिशोध हमारा है
सिर्फ रंग नहीं है,
ये रक्तधारा है
उजाड़ा था जो,
सिर्फ सिंदूर नहीं
वो अभिमान हमारा है

-डॉ शाहिद अली

'पाक तू नापाक है
मज़हब तेरा इस्लाम नहीं
खून बहाना इंसानों का
तेरा कोई इत्तेफाक नहीं
जन्मा है तू जिस कोख से
उसे मिटाने की बात करता है
सदियों से बलिदानी भारत का इतिहास तुझे
ज्ञात नहीं
वीरों के बलिदान
और दुनिया का तारा
ये देश हमारा है
ऑपरेशन सिंदूर
लिख ले तू अपने माथे पर,
भारत की शक्ति देख
हिमालय से ललकारता
जवान है
ऑपरेशन सिंदूर पराक्रम की पहचान है ...'

डॉ. मनोज कुमार "मन"

गुस्से को अपने, खूब पालो तुमा
खुशी को अपनी, जरा संभालो तुमा।

लड़ रहे हैं हमारे वीर सरहदों पर वतन के वास्ते।
जिम्मेदार नागरिक बन, भीतर देश संभालो तुमा।

हर्ष और उन्माद के सूक्ष्म अंतर को जानो तुमा
खून और पानी के भेद को जरा पहचानो तुमा।

जय जवान, जय किसान, जय विज्ञान, इस त्रि-नारे की शक्ति को पहचानो तुमा
छोड़ दो मूषक सरीखी हरकतें, शेरों को उनकी मांदों से मत निकालो तुमा।

ये अमन और चैन की है धरती हमारी, है यहां संतों की वाणी, इसे जानो तुमा
ऐ पाक, तज्जो* अपने नापाक^ इरादे, देखो अपनी औकात और हमें मत ललकारो तुमा।'

डॉ चारुलता सिंह

सौगंध सिंदूर की ले कर जब,
फ़ौजी सरहद पर जाता है,
हुंकार विजय की लगाकर,
शत्रु का घमंड मिटाता है।

मिट्टी का क़र्ज़ चुका,
शीश पर धूलि सजाता है,
मिला शत्रु के लहू को माटी में,
सिंदूर का उपहार वो लाता है।

सिंदूर पर प्रहार,
संस्कृति पर वार कहलाता है,
सिंदूरी रंग कर श्रृंगार,
तब प्रकृति से लड़ जाता है।

लाल रंग की लालिमा से जब,
कायर शत्रु घबराता है,
ललाट पर लगा, माँ भारती का सिंदूर,
तब गर्व से मुस्कराता है, तब गर्व से
मुस्कराता है।

-डॉ अर्चना कुमारी

सुन लो सोफिया की दहाड़।
सिंदूर की यही पुकार
यही मर्यादा, यही हुंकार।
यही कर्म, यही धर्म,
यही समय की ललकार,
नारी इतनी नहीं लाचार
लेगी जब दुर्गा का रूप,
पहन कर सिंदूर
करेगी संहार।
यही शक्ति, यही भक्ति
यही पौरुष, यही प्रकृति।
माँ भारती के सपूत
औरत के कितने रूप!
तो आँख उठाने से पहले,

माँ भारती को
हाथ लगाने से पहले
समझ लो तुम न रहोगे शेष
सिंदूर का ये अप्रतिम तेज
जला देगा तुम्हारा हर वेश
मिला देगा मिट्टी में
तुम्हारी बदनीयती और विद्वेश।
इसीलिए सिंदूर बोलता है,
ये राज खोलता है
की क्षितिज पे जो है लालिमा
अक्स है उसी का
पूरा ब्रह्मांड है उससे भरा
कोई क्या तोलेगा उसको भला,

एस पी सिंह

मेरे गांव के आले में रखी डिबिया में जो लाल सिंदूर है
त्याग, शौर्य और देशभक्ति के जज्बे से लबालब भरपूर है

हमें इसकी उसकी या किसी के भी सर्टिफिकेट की दरकार नहीं
सार्वभौम हैं हम करेंगे वही जो 140 करोड़ को मंजूर है

पाकिस्तान के आसीम मुनीर और शहबाज कतई नहीं " शरीफ़ "
हर बार फिर वही झूठा दावा कि वो निरीह और बेकसूर हैं

चीन रूस हो या अमेरिका तो जबरन बेवजह बन बैठा है सरपंच
उनकी साजिशें मुबारक उनको वे अहंकार में चूर हैं .

सियासत की तिजारत करने वाले अब भी हो जाएं सावधान
सोफ़िया कुरेशी और व्योमिका सिंह जैसी शेरनी मशहूर हैं

पूरा विश्व है वाकिफ़, आतंकिस्तान है यह पाकिस्तान नहीं
आटा दाल की किल्लत देखो और मिलता नहीं खजूर है

-प्रतिज्ञा यादव

हम कोई मौन विरोध नहीं, प्रतिकार लिखेंगे
हर आँसू का बदला अब, तलवार लिखेंगे ।

ये 'ऑपरेशन सिंदूर' है, राष्ट्र की वह रणकथा,
जहाँ बहनों के सिंदूर ने दुश्मन मुल्क में ला दी थी व्यथा!

ना चली थीं सिर्फ़ गोलियाँ इस जंग के हाल में ,
हर लफ़्ज़ गढ़ा था एक मजबूत ढाल में।

हर कोड में थी किसी बेटे की पुकार,
हर संदेश में छिपा था एक पत्नी का इंतज़ार।

संचार की रणनीति थी — मौन से महायुद्ध करना,
जीता भारत ने उस युद्ध को भी, बढ़ाया मान अपना

शब्द चुप थे, पर माँ बहनों का सिंदूर बोल रहा था,
हर जवान की रग-रग में भारत माँ का जयघोष डोल रहा था।

डा. देव कन्या ठाकुर

सिंदूर

हिन्दू स्त्री ने अपने कंठ से कहा
दुनिया को हो सकती ही देर घड़ी भर
एक दिन , एक बरस या बरसों बरस
अब घेर लिया है हिन्दुओं ने
दुनिया के पंचांगकारों को
कि सुनो विश्व की जनता
यह तो तुम्हें मानना ही पड़ेगा
इतिहास से सीखा हमने अगाह रहना
प्रभात का इशितहार लिख रही है हिन्दू स्त्री
चारों ओर से वरसते बमों की तरह
विजित और विजेता हैं हिन्दू
पृथ्वी के मानचित्र पर उभर आई हैं
कई सुर्ख लकीरें
लोहित भोर में करुण कंकाल दिखता है
पृथ्वी का रणक्षेत्र
दिखता है चिरंतन प्राण
शमशान के फूल की तरह
हिन्दुओं ने सींचीं है
जीवन की रक्त शिखा
हिन्दू स्त्री सपना देखती है
उदित रवि का
नवबधु बनकर
बढ़ती जाती है
उसकी ओर
और अपने विजित साम्राज्य के
मस्तक पर
सिन्दूर सा
धारण करती है उसे।

Dr. Kulveen Trehan

Main fer Awaanga

Mai ni meriye ,chup tod, kujh taan bol
 Waqt ho gaya ,hun jaan de
 Gaddi di seeti ,haule jeha chatka
 Tur payi e swari ,
 oh jehra kita hai desh de naal kaul
 mainu nibhaun de
 Main fer awanga agle saal
 hun jaan de
 Watan daa Paasbaan haan
 farz apna nibhaun de
 Main fer awanga ,
 hun jaan de
 Tun ni rona mai tun taan daler hain
 Yaad kar kinjh fauj wich bhejia si
 Jadon main mangi si ijazaat,
 tun hi taan Guru Gobind da na le ke sikhi da mulmantar
 yad karwaya si
 Aapni miti naal pyar mulk naal vafa te sab da bhala
 antarman vich tun hi vasaya si
 Tun hi taan sipahi da tajsajaya si,
 Ghar ton dur desh sewa layi tere hausle ne hi mainu age
 vadhaya si
 Train di raftar
 desh di pukar
 meri maan da dundla hunda chehra,
 tezi naal guzarde mere pind te mere khet
 bhangre boliyan to pare hun chete hai sirf naksha
 Hindustan da
 Gujarde hoe din ,badalde chitar,
 Dur darade baitha sarhad te
 Tank te agarsar, kali siyah rat nun cheerde bamb te gole
 Babe nanak da saath hai,
 Jasba -e- desh de anakh , te hatyat zordaar
 Nahin bhai nahin bhar nahin lagda
 Fauzi da modha hai, te fauladi
 Hind wale haan apni maan vargi hain Hindustan di
 Azadi
 Aaj lambi jung chali

chuhe bili da khed vi si
 Kayi sheraan vich chipi ek bhed vi si
 Fateh da naara buland kita,
 Vairi di toli dher kiti,
 Kyon jo katar apni sawa ser vi si
 Fer akheer tera chehra dis gaya,
 Hasda- ronda, maan wala
 Fauji di maan da chehra
 Ugda suraj liyavnda hai
 ik nawan josh
 Mudh ishq ho gaya hai Hind de naal
 Dastar saja vardi paa
 Batalion tur payi hai apne makaam te
 Asi sipahi haan mirzia ,sahiba Sarhad nu hi maande
 Goli to darde Nahin ,muh tod jawab dena jaande han
 Lao mulaqat kar lao ji hind de fauji de naal
 Punjab , Bangal , Assam sab rang sab vesh da
 Oh sarmaya hai bharat de vishal samavesh da
 Usnu giyan hai is de mile-jule sabhychar da
 Peeran di dharti ,Raje Rajaan da
 Jisda sapna hai
 Asim bharat nirman da
 Lao mulaqat kar lao ji Hind de fauji de naal
 Sipahi aapna nirbahu hai, mahir hai
 Par chupia hoye har fauji de vich ik Sahir hai
 Geet nu voice note bana,
 Vich pind di khusboo vasa
 Apni maan nu chu jaanda hai
 Teh kehndaa hai
 Main fer awaanga agle saal

ਮੈਂ ਫਿਰ ਆਵਾਂਗਾ

ਮੈਂ ਨਹੀਂ ਮੇਰੀਏ, ਚੁੱਪ ਤੇੜ, ਕੁਝ ਤਾਂ ਬੋਲ,
 ਵਕਤ ਹੋ ਗਿਆ, ਹੁਣ ਜਾਣ ਦੇ।
 ਗੱਡੀ ਦੀ ਸੀਟੀ, ਹੌਲੇ ਜਿਹਾ ਝਟਕਾ,
 ਤੁਰ ਪਈ ਏ ਸਵਾਰੀ,
 ਓਹ ਜਿਸਨੇ ਕੀਤਾ ਏ ਦੇਸ਼ ਨਾਲ ਕੌਲ —
 ਮੈਨੂੰ ਨਿਭਾਉਣ ਦੇ।
 ਮੈਂ ਫਿਰ ਆਵਾਂਗਾ ਅਗਲੇ ਸਾਲ,
 ਹੁਣ ਜਾਣ ਦੇ।
 ਵਤਨ ਦਾ ਪਾਸਬਾਨ ਹਾਂ,
 ਫਰਜ਼ ਆਪਣਾ ਨਿਭਾਉਣ ਦੇ।
 ਮੈਂ ਫਿਰ ਆਵਾਂਗਾ,
 ਹੁਣ ਜਾਣ ਦੇ।
 ਤੂੰ ਨਹੀਂ ਰੋਣਾ, ਤੂੰ ਤਾਂ ਦਲੇਰ ਹੈਂ।
 ਯਾਦ ਕਰ ਕਿਵੇਂ ਫੌਜ ਵਿਚ ਭੋਜਿਆ ਸੀ,
 ਜਦੋਂ ਮੈਂ ਮੰਗੀ ਸੀ ਇਜਾਜ਼ਤ —
 ਤੂੰ ਹੀ ਤਾਂ ਗੁਰੂ ਗੋਬਿੰਦ ਦਾ ਨਾਂ ਲੈ ਕੇ
 ਸਿੱਖੀ ਦਾ ਮੁਲਮੰਤਰ ਯਾਦ ਕਰਵਾਇਆ ਸੀ।
 ਆਪਣੀ ਮਿੱਟੀ ਨਾਲ ਪਿਆਰ, ਮੁਲਕ ਨਾਲ ਵਫ਼ਾ,
 ਤੇ ਸਭ ਦਾ ਭਲਾ — ਅੰਤਰਨ ਵਿਚ
 ਤੂੰ ਹੀ ਵਸਾਇਆ ਸੀ।
 ਤੂੰ ਹੀ ਤਾਂ ਸਿਪਾਹੀ ਦਾ ਤਾਜ ਸਜਾਇਆ ਸੀ,
 ਘਰ ਤੋਂ ਦੂਰ ਦੇਸ਼ ਸੇਵਾ ਲਈ
 ਤੇਰੇ ਹੌਸਲੇ ਨੇ ਹੀ ਮੈਨੂੰ ਅੱਗੇ ਵਧਾਇਆ ਸੀ।
 ਟ੍ਰੇਨ ਦੀ ਰਫ਼ਤਾਰ,
 ਦੇਸ਼ ਦੀ ਪੁਕਾਰ,
 ਮੇਰੀ ਮਾਂ ਦਾ ਧੁੰਦਲਾ ਹੁੰਦਾ ਚਿਹਰਾ,
 ਤੇਜ਼ੀ ਨਾਲ ਗੁਜ਼ਰਦੇ ਮੇਰੇ ਪਿੰਡ ਤੇ ਮੇਰੇ ਖੇਤ —
 ਭੰਗੜੇ-ਬੋਲੀਆਂ ਤੋਂ ਪਰੇ ਹੁਣ ਚੇਤੇ ਆਉਂਦਾ
 ਸਿਰਫ਼ ਨਕਸ਼ਾ — ਹਿੰਦੁਸਤਾਨ ਦਾ।
 ਗੁਜ਼ਰੇ ਹੋਏ ਦਿਨ, ਬਦਲਦੇ ਚਿਤਰ,
 ਦੂਰ ਦਰਾਦੇ ਬੈਠਾ ਸਰਹੱਦ ਤੇ —
 ਟੈਂਕ ਤੇ ਅਗਰਸਰ, ਕਾਲੀ ਸਿਆਹ ਰਾਤ ਨੂੰ
 ਚੀਰਦੇ ਬੰਬ ਤੇ ਗੋਲੇ।
 ਬਾਬੇ ਨਾਨਕ ਦਾ ਸਾਥ ਹੈ,
 ਜਜ਼ਬਾ ਏ ਦੇਸ਼ ਦੀ ਅਨਾਖ — ਤੇ ਹੌਸਲਾ ਜ਼ੋਰਦਾਰ।
 ਨਹੀਂ ਭੈ, ਨਹੀਂ ਭਰ, ਨਹੀਂ ਲੱਗਦਾ —
 ਫੌਜੀ ਦਾ ਮੋਢਾ ਹੈ — ਤੇ ਫੌਲਾਦੀ।
 ਹਿੰਦ ਵਾਲੇ ਹਾਂ, ਆਪਣੀ ਮਾਂ ਵਰਗੀ ਹੈ
 ਹਿੰਦੁਸਤਾਨ ਦੀ ਆਜ਼ਾਦੀ।

ਅੱਜ ਲੰਬੀ ਜੰਗ ਚੱਲੀ,
 ਚੂਹੇ-ਬਿੱਲੀ ਦਾ ਖੇਡ ਵੀ ਸੀ,
 ਕਈ ਸ਼ੇਰਾਂ ਵਿਚ ਛੁਪੀ ਇੱਕ ਭੇਡ ਵੀ ਸੀ।
 ਫਤਿਹ ਦਾ ਨਾਰਾ ਬੁਲੰਦ ਕੀਤਾ,
 ਵੈਰੀ ਦੀ ਟੋਲੀ ਢੇਰ ਕੀਤੀ,
 ਕਿਉਂ ਜੋ ਕਤਾਰ ਆਪਣੀ ਸਵਾ ਸੇਰ ਵੀ ਸੀ।
 ਫਿਰ ਅਖੀਰ — ਤੇਰਾ ਚਿਹਰਾ ਦਿਸ ਗਿਆ,
 ਹੱਸਦਾ-ਰੋਂਦਾ, ਮਾਣ ਵਾਲਾ,
 ਫੌਜੀ ਦੀ ਮਾਂ ਦਾ ਚਿਹਰਾ।
 ਉਗਦਾ ਸੂਰਜ ਲਿਆਉਂਦਾ ਹੈ
 ਇੱਕ ਨਵਾਂ ਜੋਸ਼।
 ਮੁੜ ਇਸ਼ਕ ਹੋ ਗਿਆ ਏ — ਹਿੰਦ ਦੇ ਨਾਲ।
 ਦਸਤਾਰ ਸਜਾ, ਵਰਦੀ ਪਾ,
 ਬਟਾਲੀਅਨ ਤੁਰ ਪਈ ਏ ਆਪਣੇ ਮਕਾਮ ਤੇ।
 ਅਸੀਂ ਸਿਪਾਹੀ ਹਾਂ — ਮਿਰਜ਼ਿਆ, ਸਾਹਿਬਾ,
 ਸਰਹੱਦ ਨੂੰ ਹੀ ਮੰਨਦੇ।
 ਗੋਲੀ ਤੋਂ ਡਰਦੇ ਨਹੀਂ,
 ਮੂੰਹ ਤੇੜ ਜਵਾਬ ਦੇਣਾ ਜਾਣਦੇ ਹਾਂ।
 ਲਓ ਮੁਲਾਕਾਤ ਕਰ ਲਓ ਜੀ
 ਹਿੰਦ ਦੇ ਫੌਜੀ ਨਾਲ।
 ਪੰਜਾਬ, ਬੰਗਾਲ, ਅੱਸਾਮ —
 ਸਭ ਰੰਗ, ਸਭ ਵੇਸ਼ ਦਾ।
 ਓਹ ਸਰਮਾਇਆ ਹੈ ਭਾਰਤ ਦੇ ਵਿਸ਼ਾਲ ਸਮਾਵੇਸ਼ ਦਾ।
 ਉਸਨੂੰ ਗਿਆਨ ਹੈ
 ਇਸ ਦੇ ਮਿਲੇ-ਜੁਲੇ ਸਭਿਆਚਾਰ ਦਾ।
 ਪੀਰਾਂ ਦੀ ਧਰਤੀ, ਰਾਜੇ-ਰਾਜਿਆਂ ਦੀ —
 ਜਿਸਦਾ ਸੁਪਨਾ ਹੈ
 ਅਸੀਮ ਭਾਰਤ ਨਿਰਮਾਣ ਦਾ।
 ਲਓ ਮੁਲਾਕਾਤ ਕਰ ਲਓ ਜੀ
 ਹਿੰਦ ਦੇ ਫੌਜੀ ਨਾਲ।
 ਸਿਪਾਹੀ ਆਪਣਾ ਨਿਰਭਉ ਹੈ, ਮਾਹਿਰ ਹੈ,
 ਪਰ — ਚੁਪਿਆ ਹੋਇਆ ਹਰ ਫੌਜੀ ਦੇ ਅੰਦਰ
 ਇੱਕ ਸਾਹਿਰ ਹੈ।
 ਗੀਤ ਨੂੰ ਵੌਇਸ ਨੋਟ ਬਣਾ,
 ਵਿੱਚ ਪਿੰਡ ਦੀ ਖੁਸ਼ਬੂ ਵਸਾ —
 ਆਪਣੀ ਮਾਂ ਨੂੰ ਛੂ ਜਾਂਦਾ ਹੈ,
 ਤੇ ਕਹਿੰਦਾ ਹੈ:
 ਮੈਂ ਫਿਰ ਆਵਾਂਗਾ ਅਗਲੇ ਸਾਲ।

- अस्मिता शाह

मातृ का लाल

एक स्वर्ग है, देवो को अर्घ है
मस्तक जो भारत भूमि का
उस स्वर्ग की चंचल गलियों में
माणिक सी खिलती कलियों में
निर्दोष लहू बहाया था
धर्म के पीछे आतंक ने
हत्या को धर्म बुलाया था

उस मस्तक पर मेरी माँ के
सिंदूर की मांग मिटाने को
फीकी करने हाथों की मेहंदी
मंगलसूत्र की लाश बिछाने को
मेरी माटी खंडित करने
जो तू आतंकी आया है
अब आता हूँ सिंदूर मले
मैं तांडव तुझे दिखाने को

मैं लाल हूँ अपनी माटी का
जो तिलक है मेरे माथे का
मेरे हाथों विध्वंस लिखा
आतंक के अंश का अंत लिखा
अब धरा भी थर-थर डोलेगी
और पवन प्रचंड बोलेगी
आकाश अंगारे फेंकेगा
और विश्व नजारे देखेगा
जो अश्रु बहे थे मेरे घर
वो बनकर मेघ बरसेंगे
और सिंधु की हर बूंद को
तेरे ही साथी तरसेंगे
अब नाश का डमरू दहकेगा
और रण का शंख भी चहकेगा
भूमि, अंबर या सागर हो
सब अंत से तेरे महकेगा

आशीष शर्मा 'अमृत

अब शुरू हो चुकी है तुम्हारी उलटी गिनती
ना करेंगे अब दया, ना काम आएगी विनती

तुमने आज मानवता को शर्मसार किया है
हमने भी अब अपने सब्र को त्याग दिया है

धर्म पूछकर तुमने जो चुन चुन कर मारा है
भारी पड़ेगा वार जो अबकी बार हमारा है

अब शुरू हो चुकी है तुम्हारी उलटी गिनती
ना करेंगे अब दया, ना काम आएगी विनती

तुमने जो ये कायरता से भरा काम किया है
तुम्हारे वजूद को मिटाने का हमने प्रण लिया है

जिन आकाओं का हाथ सर पर तुम्हारा है
उन हाथों को उखाड़ फेंकने का प्रण हमारा है

अब शुरू हो चुकी है तुम्हारी उलटी गिनती
ना करेंगे अब दया, ना काम आएगी विनती

जल्लाद नहीं जनसत्ता हूँ
भारत का पत्ता-पत्ता हूँ
तिरंगे में लिपटा जवान हूँ
माँ के आंचल की शान हूँ
मैं अंश हूँ वीर जवानी की
और सत्ता हूँ माँ भवानी की
लाल हूँ प्रतिशोध का
आतंक के इस रोग का
लाल हूँ मैं न्याय का
इस नाश के अध्याय का
मैं लाल अपनी मातृ का
निर्मम नहीं अक्रूर हूँ
लाल लहू का हूँ आतंक के
धर्म का सिंदूर हूँ

अविनाश त्रिपाठी

मैं भारत बोल रहा हूँ
मैं भारत बोल रहा हूँ
मैं भारत बोल रहा हूँ

मैं राणा के भाले सा तीखा
मैं पृथ्वीराज के तीर सरीखा
मैं पोरस सा वापटू हूँ
मैं हार के भी जीत सरीखा

विश्व के हर देश का मैं
ज्ञान चक्षु खोल रहा हूँ

मैं भारत बोल रहा हूँ
मैं भारत बोल रहा हूँ

अविनाश त्रिपाठी

लक्ष्मीबाई की ललकार हूँ मैं
तानहा जी की हुंकार हूँ मैं
बाजीराव से अद्भुत योद्धा
शिव धनुष की टंकार हूँ मैं

मित्रों की बाहों में बाहें
सबसे मेलजोल रहा हूँ
मैं भारत बोल रहा हूँ
मैं भारत बोल रहा हूँ

सिंह के दंत में गिनता आया
सोने की चिड़िया कहलाया
बुद्ध सा कभी नम्र हुआ मैं
कभी चंद्रगुप्त सा परचम लहराया

निज गौरव बनकर अब मैं तो
सबके लहू में डोल रहा हूँ
मैं भारत बोल रहा हूँ
मैं भारत बोल रहा हूँ

मेरा नाम न बदला जाय
मुझको मेरा गौरव भाये
भारत ही है सबके दिल में
भारत ही अब बोला जाय

अशोक का मैं स्वर्ण मुकुट हूँ
कभी संत का कंकणोल रहा हूँ
मैं भारत बोल रहा हूँ
मैं भारत बोल रहा हूँ

Dr Sajida Khan

Poem Operation Vermilion Patriotic:

A Mother, a wife, a daughter every relation is connected to this colour.

In this battle of sunshine and shade.I got neither sleep nor peace.But there was a dream in my eyes, that the pride of India should remain steadfast.

Snowy nights, Lonely hours, and the Silence of the forest. Could not stop those steps, which even sindoor had to protect.

When every bullet hit the chest, a vow was observed, with every sacrifice, a sindoor was saved.

This was not a war, It was a symbol of respect for women.Every point that shone on the fore head was the reflection of that officer.

That Pride that someone, some where, silently is guarding that vermilion

Jai Hind

Vermilion - Sindoor

That pride is visible

We weep for heroes,brave and strong who fought for right, against all wrong,

Their valor silenced by a cruel fate,leaving behind an emptiness,so great.

In this lament, we find our voice, to honor those who had no choice to stand in unity, hand in hand, and vow to build a kinder land country.

India kicked back in the glory of operation sindoor, let us not forget that freedom comes with a price. It is paid every day by the guardians of our nation. Let us ensure their sacrifice is honored not just in words but through our actions - by being responsible citizens, united in purpose and proud of our identity.

Let us carry this spirit forward

Let us rise, together

Let us say, Proudly -

Jai HInd, Jai Bharat !

Ms. Kanishka Rawat

Operation Sindoor : The Crimson Dawn

In the valley where silence had long been
betrayed,
Where echoes of gunfire in shadows had stayed,
A storm was summoned, not of hate, but of will
To bring peace to the hearts war refused to still.

Operation Sindoor named for the red,
The color of Sindoor the married women spread,
A symbol of life, of love and grace,
Now turned to shield a mother's place.

In Pulwama's veins and Rajouri's cries,
Terror had danced under veiled disguise.
Innocents bled in the crossfire's rain,
While families mourned with silent pain.

But the tricolor did not bend or fall,
The brave were summoned to answer the call.
They marched like thunder through forest and
stone,

To reclaim the soil, to guard their own.

Through covert paths and terrain unknown,
The brave hearts moved with spine of stone.
Each step they took was history's page
A battle for peace, a nation's rage.

With rifles raised and spirits high,
They swore to silence every lie.
The flames of fear they dared to quell,
In the face of storms, they stood and fell.

Children now sleep without the dread
of gunshots stealing dreams from bed.
Mothers exhale, their prayers heard
As calm replaced the warring word.

Operation Sindoor... not just a name,
But courage lit in freedom's flame.
A mission of honor, grit, and pride,
Where soldiers fought, and some... they died.

So here's a salute, with heart and pen,
To those who rose beyond mortal men.
May your stories in our blood endure,
O sons of Bharat, brave and pure.

You gave us peace, not asked for fame
We'll never forget your sacred name.
The sindoor shines in every dawn,
Because of you, our shield our brawn.

कवि गोष्ठी के मुख्य अतिथि पूरी गोष्ठी में राष्ट्रीय ओज की रचनाओं से मुग्ध रहे और अपने समापन संबोधन में उन्होंने कहा कि भारत की सेना सदैव अपने राष्ट्र की सुरक्षा के प्रति समर्पित रही है। पी आर एस आई के राष्ट्र के प्रति जज्बे की उन्होंने भूरी - भूरी प्रशंसा की।

जय हिन्द ! जय भारत !!



Public Relations Society of India

सिन्दूर - शौर्य के गौरवमयी स्वर

राष्ट्रीय कवि गोष्ठी

1800 Hrs-2030 Hrs. 7th June, 2025

Google Meet :

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लूम्बा
PVSM, AVSM (सेवा निवृत्त)
मुख्य अतिथि



श्री एस पी सिंह , नागपुर



डॉ.कुलवीन त्रेहान ,दिल्ली



डॉ शाहिद अली ,रायपुर



डॉ अर्चना कुमारी ,दिल्ली



डॉ चारुलता सिंह ,दिल्ली



डॉ देवकन्या ठाकुर ,शिमला



डॉ. अजीत पाठक , नॉएडा



श्री आलोक पाल ,नोएडा



श्री आशीष शर्मा,जयपुर



श्री अविनाश त्रिपाठी ,मुंबई



डॉ मनोज कुमार,यमुना नगर



सुश्री पलक,चंडीगढ़



सुश्री कनिष्का रावत,चंडीगढ़



डॉ साजिदा , हैदराबाद



सुश्री प्रतिज्ञा यादव ,दिल्ली



सुश्री अस्मिता साह, दिल्ली

India's Wartime Messaging— Verified, Unified & Amplified



Pratigya Yadav

April 22 marked a grim turning point in the recent history of Kashmir—a land often referred to as 'Heaven on Earth'. What should have been another day in the Valley's natural serenity was shattered by violence, triggering deep emotional and strategic responses across the nation. India launched Operation Sindoor—a decisive and swift counter-response to the terror attack. But as the nation watched the developments unfold, an equally volatile front opened in the digital world. Misinformation, disinformation and Pakistan sponsored propaganda surged across platforms, creating confusion, fear and speculation in an already sensitive climate.

WhatsApp groups were flooded with grainy videos of questionable origin, Twitter timelines were flooded with unverified updates and social media platforms teemed with opinions disguised as facts. This digital wildfire unfolded at a time when the world was already grappling with multiple economic and geopolitical challenges—the Trump tariffs, the Russia-Ukraine war and instability in the Middle East. These global tensions further fueled public anxiety, making the Indian public more vulnerable to misinformation and polarizing narratives.

This volatile environment proved to be a crucial test not just for the Indian government but also for corporates, public sector undertakings and private institutions. It quickly became apparent that the ability to communicate effectively, truthfully and sensitively

would be a defining factor in maintaining public trust.

For corporates, particularly those in essential sectors like energy, telecom, transportation and finance, the situation was a wake-up call. Their prompt, fact-based response helped prevent a wider breakdown in public order and set a benchmark for corporate crisis response.

Operation Sindoor has become a real-time case study in crisis communication. It illustrated the importance of rapid, responsible and empathetic messaging by all stakeholders—governments, media, businesses and citizens alike. In an era where narratives are shaped in seconds, communication is no longer a supporting function, it is a frontline strategy.

India's response to the Pahalgam massacre was swift and calibrated, both militarily and in messaging. Beyond the kinetic action, India's leadership wove a dense tapestry of cultural symbolism around Operation Sindoor. The codename - Sindoor—the red vermilion powder that married Hindu women apply along their hair parting to signify their husband's long life—which in this context signified the widowed wives left by terrorists who targeted only Hindu men. By linking the operation to one of the most intimate marital rituals, the government signified a deep emotional connection with Indian families, framing the strikes as an act of protective justice akin to Hanuman's legendary devotion, a mythic parallel seized upon by crisis-communication professionals to

convey unity, devotion and moral righteousness.

Furthermore, the public faces of the operation's communication were strategically chosen. The decision to have senior women officers from diverse religious backgrounds lead the initial press briefings was a masterstroke in public relations. This visual and representative choice sent a potent message of unity, inclusivity and the strength of Indian womanhood which can go beyond traditional family setups to protect their families and country at large when time demands. It directly countered any attempts by the perpetrators to sow discord or exploit religious differences. For the first time in India's military history, two women officers—one Muslim - Colonel Sofiya Qureshi from Indian Army, one Hindu— Wing Commander Vyomika Singh from Indian Air Force who co-led the briefing, signalled domestic solidarity across religious lines and countered the terrorists' sectarian aims. Colonel Sofia Qureshi spoke in Hindi to connect with India's heartland while Wing Commander Vyomika Singh followed in English to reach international audiences.

Social media emerged as both a battleground and a bulwark in India's strategic communication architecture during the crisis, functioning across three distinct layers—official dissemination, misinformation management and grassroots level digital activism.

In an environment where real-time narrative control can have strategic consequences, the Indian government and its institutions moved swiftly to occupy the digital space with clarity, consistency and credibility. Official social media handles of the Ministry of Defence, Press Information Bureau, Indian Air Force, Indian Army and even regional political representatives synchronized messaging to deliver a uniform account of events. Key platforms such as X (formerly Twitter), Instagram, Facebook and YouTube were used to share visual evidences of the operation, infographics countering fake news and culturally resonant messages that reinforced national unity and moral legitimacy.

Simultaneously, social media was also the primary vector for a flood of misinformation and psychological warfare. Within hours of Operation Sindoor, pro-Pakistani accounts and coordinated bot networks began pushing out fabricated content- fake images of

downed Rafale jets, clips from unrelated airstrikes repurposed as "evidence" of Indian civilian casualties and false claims about captured Indian pilots. The speed and volume of this digital propaganda reflected the evolving nature of asymmetric warfare where narrative disruption can be as potent as kinetic action.

To counter this, India leaned heavily on its proactive PIB Fact Check unit—a government body established to act as the digital firewall. The unit responded within hours, labelling these as "Pakistan-sponsored propaganda" and debunking at least seven major fabrications, including miscaptioned videos of unrelated aircraft crashes and staged images of destroyed posts that never existed. Hashtags, such as #OperationSindoor and #IndiaFightsTerror, were strategically used to amplify the official narrative and monitor public sentiment.

Furthermore, the government focused on exposing the origin and intent behind these disinformation campaigns. The underlying motive to sow discord, spread panic or undermine India's international standing were also brought to light to help the public understand the objectives of these campaigns.

In cases where the spread of harmful content was deemed severe, the government took steps to restrict its reach. This included banning specific online channels and social media accounts that were identified as primary sources of anti-India propaganda. Cyber agencies actively monitored the digital space to detect and remove large volumes of misinformation and fake news.

The government's use of visual storytelling also adapted seamlessly to social platforms. The red and gold sindoor aesthetic—derived from the operation's codename—was consistently deployed in Instagram posts, YouTube thumbnails and short reels. Visually compelling and emotionally charged, this design strategy turned abstract military updates into emotionally resonant content that circulated widely on social media platforms. Short video clips of official briefings or statements by key figures were widely circulated. Visuals, such as maps indicating the targeted areas (without compromising sensitive information) and controlled footages were also used to support the narrative. Colours in official visuals leaned towards the national colours or hues associated with strength and

security. Consistency in posting involved regular updates on progress, reiteration of key messages and engagement with supportive public comments while addressing misinformation promptly.

For traditional media, the communication strategy involved official press conferences led by government and military spokespersons, ensuring a consistent flow of verified information. Detailed statements outlining the rationale, execution and outcomes of the operation were provided. Consistency across all media platforms was paramount. The core messaging—India's firm response to terrorism, the precision of the operation, the strategic objectives achieved and the commitment to national security—remained uniform.

Moreover, social media was used to drive behavioral campaigns aimed at public responsibility. Citizens themselves were urged to become “force multipliers” in the information battle—verify before sharing, rely on PIB releases and report dubious content on platform tools rather than forwarding sensational forwards. Hashtags like #VerifyBeforeYouShare, #TrustPIB, and #FightFakeNews trended on X and Instagram supported by state agencies, influencers and journalists. Participation in nationwide civil-defence mock drills—Operation Abhyaas—on 7th May further cemented public involvement as 244 districts simulated blackouts, air-raid sirens and evacuations under the Ministry of Home Affairs' guidance, reinforced physical readiness. These drills, reminiscent of Cold-War-era precautions yet updated for the digital age, not only tested systems but also conveyed calm competence and reduced the allure of panic.

Amid all this, India's Gen Z played a quieter yet pivotal role in “silent communication.” Preferring memes, encrypted group chats and ephemeral Stories over traditional broadcasts, they circulated satirical takes that undercut enemy narratives and buoyed domestic morale. Platforms like Discord, BeReal and Telegram channels became conduits for verified updates and peer-to-peer reassurance, bypassing the noise of mass media. Their digital fluency and skepticism toward unvetted content made them frontline fact-checkers in their own networks, crucial in an age where a single viral falsehood can outpace official corrections.

The nationalist fervor that often accompanies such

events led to a spillover effect, where symbols or names perceived to have a connection to Pakistan became targets of public anger, regardless of the actual history or ownership of the entity in question. The Karachi Bakery issue arose in Hyderabad fueled by a surge of nationalist sentiment that led some to view the name “Karachi,” a prominent city in Pakistan, with negativity. This sentiment resulted in protests organized by certain right-wing groups who demanded a change in the bakery's name.

The owners of Karachi Bakery responded by publicly clarifying their Indian identity and the historical context of the bakery's name. They appealed for understanding and support, even displaying the Indian tricolour at their establishments as a clear statement of their national identity. The situation also unfolded in the public sphere, with many individuals online and in media expressing solidarity with the bakery, highlighting its Indian heritage and criticizing the demand for a name change as misdirected and unfair.

The crisis also rippled into the corporate sphere. Reliance's Jio Studios filed to trademark “Operation Sindoor” for entertainment use was viewed as a crass commercial exploitation of a national tragedy. The speed and ferocity of the digital backlash forced a rare corporate retreat, accompanied by a public apology which demonstrated how social media serves as a real-time barometer of public sentiment and a tool for accountability in the post-truth era.

On the contrary, the Adani Group's communication around the reported use of their “SkyStriker” drones was a calculated move. The group recognised this as an opportunity to not only showcase their technological advancements in the defense sector but also to directly associate the brand with national security and military success.

The reaction of the Defence PSUs characterized by the temporary website blackouts represented a different yet equally strategic communication approach. By taking down their websites, PSUs communicated a heightened state of alert and a commitment to protect sensitive data related to their operations, facilities and products.

Managing misinformation during a national crisis is critical—especially for companies in essential sectors like oil, gas, power, healthcare and food—because false information can trigger panic and mistrust. During

Operation Sindoor, IOCL was targeted with misinformation about fuel shortages spread rapidly, causing panic buying, especially in border regions like Punjab and Jammu. The rumors threatened to disrupt consumer behavior and critical supply chains, prompting IOCL to quickly reassure the public of ample fuel availability.

For companies, whose services are tied to national security and public confidence, maintaining transparency, coordination with government bodies and aggressive public reassurance are essential strategies to keep operations stable and prevent panic-driven disruptions.

In case of Operation Sindoor, some like EaseMyTrip, took a bold stance by openly calling for economic measures such as boycotts of products from countries perceived to be supporting adversaries, in this case, China and Pakistan. Startups and brands in the tech and consumer goods sectors leveraged patriotic branding and messaging, using hashtags like #IndiaFirst and #SaluteToSoldiers to align their corporate image with national sentiment.

During times of national crisis—be it a military conflict, terrorist attack or a natural disaster, companies must adopt a communication strategy rooted in empathy, responsibility and national solidarity. The first step in such a strategy is activating a comprehensive Crisis Communication Plan. This plan should involve a dedicated internal team comprising representatives from leadership, communications, HR, operations, legal and compliance. This team should be responsible for evaluating the situation, making real-time decisions and ensuring that all communication—both internal and external—is accurate, timely and aligned with the company's values.

A well-managed response not only protects the company's reputation but also strengthens its bond with customers, employees and the wider community. This messaging must remain apolitical and focused on unity and support.

However, most large corporates maintained a cautious approach, expressing support for the armed forces while avoiding inflammatory rhetoric. Companies like Tata Group and Reliance, with global interests and diverse stakeholders, typically shared simple yet

impactful messages of unity and support, ensuring they did not risk diplomatic or reputational complications.

The most effective strategies are those that express patriotism and solidarity without veering into opportunism or controversy. A measured, respectful tone that centres on national unity and support for the armed forces tends to resonate best with the public while safeguarding brand integrity.

Strategically, India's wartime communication during Operation Sindoor rested on five interlocking "Cs": Clarity: unambiguous aims—"strikes done on only terror infrastructure"—repeated across channels. Consistency: uniform red and gold sindoor visuals. Culture: harnessing Ramayana lore and sindoor symbolism to deepen resonance. Credibility: rapid myth-busting by PIB and corroboration by neutral observers. Calm: a measured, non-escalatory tone underscoring restraint even in retaliation.

The final pillar- Calm - was perhaps the most difficult to engineer. Despite the emotionally charged nature of the massacre, India's official tone remained restrained. Spokespersons emphasized targeted justice rather than revenge, deliberately avoiding language that might escalate the conflict. The decision to have the national briefing delivered jointly by Colonel Sofiya Qureshi (a Muslim officer from the Indian Army) and Wing Commander Vyomika Singh (a Hindu officer from the Air Force) sent a powerful visual message of religious unity and national solidarity.

Wartime communication is among the most complex, urgent and consequential functions of a modern state. In the fog of conflict, accurate information becomes as critical as ammunition and the ability to control a narrative can determine not only public morale but international perception and diplomatic latitude. When a country is attacked—its civilians targeted, its values threatened—communication becomes both sword and shield. The India-Pakistan confrontation illustrates how wartime communication, when executed with strategic depth and cultural intelligence can become a unifying force.

In a world where falsehoods go viral faster than facts, a well-prepared communication framework can serve as a moral compass, a psychological shield and a force multiplier.

ऑपरेशन सिंदूर : सैन्य जनसंपर्क की सफलता



डॉ शाहिद अली

लेखक पब्लिक रिलेशन्स सोसाइटी आफ इंडिया रायपुर चैप्टर के चेयरमैन हैं। मीडिया शिक्षा के क्षेत्र में लगभग 30 वर्षों से अध्यापन कार्य से जुड़े हैं। कुशाभाऊ ठाकरे पत्रकारिता एवं जनसंचार विश्वविद्यालय में जनसंचार विभाग के संस्थापक विभागाध्यक्ष एवं एसोसिएट प्रोफेसर के रूप में नौ शोधार्थियों ने आपके निर्देशन में पीएचडी प्राप्त की है। लगभग सौ से अधिक लेख एवं शोध पत्र प्रकाशित हैं। मीडिया शिक्षा में अनेक सम्मानों से अलंकृत आपकी महत्वपूर्ण पुस्तक रिसर्च मैथेडोलॉजी इन मैनेजमेंट एंड कम्युनिकेशन है।

ऑपरेशन सिंदूर में सैन्य जनसंपर्क की सफलता एक महत्वपूर्ण पक्ष है, जिसने भारत की सैन्य क्षमता और राजनीतिक संकल्प को विश्वभर में प्रतिष्ठापित किया। इस ऑपरेशन के तहत भारतीय सशस्त्र बलों ने पाकिस्तान में आतंकवादी ठिकानों पर सटीक हमले किए, जिससे पाकिस्तान की आतंकवादी गतिविधियों पर करारा प्रहार हुआ।

ऑपरेशन सिंदूर की यह विशेषता थी कि भारतीय वायु सेना ने पाकिस्तान के सैन्य ठिकानों पर सटीक हमले किए, जिससे आतंकवादी ठिकानों को भारी नुकसान पहुंचा। इस ऑपरेशन के माध्यम से, भारत ने पाकिस्तान को स्पष्ट संदेश दिया कि वह आतंकवाद के मुद्दे पर किसी भी प्रकार का समझौता नहीं करेगा। भारत को इस ऑपरेशन के लिए विश्वभर से समर्थन मिला, जिससे पाकिस्तान की आतंकवादी गतिविधियों को अलग-थलग करने में मदद मिली। ऑपरेशन सिंदूर ने भारतीय सशस्त्र बलों की सैन्य क्षमता और तकनीकी प्रगति को प्रदर्शित किया, जिसमें राफेल लड़ाकू विमानों और ब्रह्मोस मिसाइलों का सफलतापूर्वक उपयोग किया गया। ऑपरेशन सिंदूर का परिणाम यह रहा कि भारतीय हमलों में आतंकवादी ठिकानों को भारी नुकसान पहुंचा, जिससे पाकिस्तान की आतंकवादी गतिविधियों पर लगाम लगाने में सफल रहे। पाकिस्तान की सैन्य क्षमता पर भी इस ऑपरेशन का ठोस प्रभाव पड़ा, जिससे उसकी सैन्य तैयारियां तहस नहस हो गईं।

ऑपरेशन सिंदूर ने भारत की वैश्विक छवि को मजबूत किया, जिससे विश्वभर में भारत की सैन्य क्षमता और राजनीतिक संकल्प का लोहा माना गया। इस प्रकार, ऑपरेशन सिंदूर में सैन्य जनसंपर्क की सफलता ने भारत की सैन्य क्षमता और राजनीतिक संकल्प को विश्वभर में प्रदर्शित किया, जिससे आतंकवाद के मुद्दे पर भारत की दृढ़ता का संदेश दिया गया।

किसी भी युद्ध की स्थिति में आंतरिक सुरक्षा, शांति और सदभावना गंभीर चुनौती का विषय होता है। भारत में यह चुनौती तब ज्यादा बढ़ जाती है जब मीडिया अपनी जिम्मेदारियों को समझने में चूक करे। युद्ध के समय पल प्रति पल देशवासियों में

आत्मविश्वास बढ़ाने और उन्हें युद्ध के परिणामों से अवगत कराने में मीडिया की भूमिका अहम होती है। युद्ध स्वयं में एक भीषण त्रासदी है। खौफ और तबाही युद्ध की नियति है। इसलिए कोई भी शांतिप्रिय देश युद्ध के रास्ते में नहीं जाना चाहता है लेकिन जब देश पर युद्ध जरूरी हो जाए तो सेना के साहस और शौर्य के साथ साथ अपने देशवासियों का हौसला बढ़ाने तथा सूचना के सही प्रचार-प्रसार के लिए जनसंपर्क एक प्रभावशाली माध्यम होता है। युद्ध के दौरान दुश्मन देश हथियारों के इस्तेमाल

नेशनल इंटीग्रिटी को लेकर बहस जारी है। सोशल मीडिया में गड़बड़ी करने वालों के खिलाफ बने कानून अभी कमजोर हैं इसलिए दुश्मन देश और अराजक तत्व सोशल मीडिया में घूसपैठ कर गंभीर नुकसान पहुंचाते हैं। सोशल मीडिया सहित टीवी चैनलों में जागरूकता पैदा करना भी एक बड़ा कार्य है। युद्ध में अफवाहें बेसिर पैर दौड़ती हैं और जब उसे सोशल मीडिया के पंख लग जाएं तो उसके नुकसान का अंदाजा लगाया जा सकता है। इसलिए कभी तानाशाह हिटलर ने युद्ध की स्थिति और तानाशाही के लिए अपने प्रोपेगंडिस्ट गोयबल्स को हथियार की तरह इस्तेमाल किया। गोयबल्स का मानना था कि किसी झूठ को इतने बार बोला जाए कि वह सच से बड़ा दिखने लगे। अफवाहें झूठ के पंखों से उड़ान भरती हैं इसलिए अधिक घातक होती हैं। ऑपरेशन सिंदूर में भारतीय सेना ने बेहद सतर्क और संतुलित रहकर मीडिया और देशवासियों से सतत् संवाद और संपर्क बनाए रखा। सैन्य जनसंपर्क के शुद्ध और पवित्र माध्यम से ऑपरेशन सिंदूर की पल-पल की सूचनाओं से देशवासियों में आत्मविश्वास और हौसला बढ़ा, पाकिस्तान में आतंकवादियों के अड्डों पर किए गए सफल हमलों से देश दुनिया को खबर करते रहे। पाक सेनाओं और आतंकी संगठनों की सांठ-गांठ को दुनिया के सामने रखा। ऑपरेशन सिंदूर को लेकर भारतीय सेना, वायुसेना और विदेश मंत्रालय ने संयुक्त प्रेस ब्रीफिंग की, जिसमें विदेश सचिव विक्रम मिश्री, वायुसेना की विंग कमांडर व्योमिका सिंह और भारतीय सेना की लेफ्टिनेंट कर्नल सोफिया कुरैशी शामिल हुईं। सैन्य अधिकारियों ने आतंकी ठिकानों पर किए गए हमले की क्लिप भी दिखाई। इसी प्रकार भारतीय सेना ने



से ज्यादा मनोवैज्ञानिक दबाव से नुकसान पहुंचाने का काम करते हैं। मनोवैज्ञानिक दबाव से लोगों में युद्ध से जुड़ी अफवाहें फैला कर अशांति और असुरक्षा का वातावरण बनाया जाता है। नागरिकों में डर, संकट, अविश्वास और अस्थिरता फैलाने वाली ऐसी कई अफवाहों को रोकना सेना, सरकार और मीडिया के लिए एक बड़े मोर्चे की लड़ाई होती है। भारत में प्रिंट मीडिया काफी परिपक्व और जिम्मेदार भूमिका में है। लेकिन सोशल मीडिया नया है। सोशल मीडिया बेलगाम है। सोशल मीडिया में सोशल रिस्पॉसिबिलिटी और

प्रेस कॉन्फ्रेंस करके ऑपरेशन सिंदूर की जानकारी शेयर की। प्रेस कॉन्फ्रेंस में भारतीय थल सेना के महानिदेशक सैन्य अभियान (DGMO) लेफ्टिनेंट जनरल राजीव घई, भारतीय वायु सेना के महानिदेशक वायु अभियान (DG Air Ops) एयर मार्शल अवधेश कुमार भारती और भारतीय नौसेना के महानिदेशक नौसेना अभियान (DGNO) वाइस एडमिरल ए एन प्रमोद शामिल हुए। प्रेस कॉन्फ्रेंस में सेना ने बताया कि इस अभियान के तहत पाकिस्तान और पाकिस्तान अधिकृत कश्मीर (पीओके) में सक्रिय आतंकियों के खिलाफ सुनियोजित और सटीक कार्रवाई की गई। इस ऑपरेशन के दौरान सेना ने कुल 9 आतंकी कैप्चर किए, जो आतंकवादियों के ट्रेनिंग, ठहरने और घुसपैठ की योजना बनाने के अड्डे थे। सेना ने 'ऑपरेशन सिंदूर' से जुड़ी कई बड़ी जानकारी

मध्यस्थता को लेकर वस्तुस्थिति स्पष्ट कर देश की छवि और उसका मान दुनिया में बढ़ाया। यहां भी सैन्य जनसंपर्क के कौशल और उसके पराक्रम को सराहा गया।

वैश्विक मंच पर ऑपरेशन सिंदूर की सफलता और पाकिस्तान की आतंकी संगठनों से सांठ-गांठ को बेनकाब करने के लिए भारतीय डेलिगेशन तैयार किया और सर्वदलीय सांसदों के साथ डेलिगेशन ने संयुक्त राष्ट्र परिषद सहित बड़े देशों का दौरा कर भारत का रुख सामने रखा। जनसंपर्क का यह अंतरराष्ट्रीय अभियान भारत के लिए काफी फायदेमंद रहा और दुनिया के देशों का ऑपरेशन सिंदूर पर पक्ष समर्थन भारत को मिला। युद्ध के समय और उसके बाद भी सैन्य जनसंपर्क का महत्व कम नहीं होता है। जनसंपर्क के इतिहास को देखें तो पता चलता है कि प्रथम विश्व युद्ध में ही ब्रिटिश सरकार



साझा की। सैन्य जनसंपर्क की सफलता यही थी कि उसने एक पल भी अपने देशवासियों का हौंसला और आत्मविश्वास कम नहीं होने दिया। देशवासियों को हर प्रकार की झूठी खबरों और अफवाहों से दूर रखा। ऑपरेशन सिंदूर की सफलता ने एक वैश्विक विचार दिया। भारत ने साफ किया कि आतंकवाद किसी भी सूरत में बर्दाश्त नहीं किया जाएगा। ऑपरेशन सिंदूर के बाद सैन्य टकराव को टालने के लिए भारत और पाकिस्तान के बीच 10 मई को सीजफायर पर सहमति बनी। भारतीय सेना और प्रधानमंत्री नरेन्द्र मोदी ने दोनों देशों के बीच सीजफायर पर अमरीकी राष्ट्रपति ट्रम्प की कथित

को सूचना और जनसंपर्क के कार्य, महत्व और उसकी जरूरत का बोध हो गया था। प्रथम विश्व युद्ध से लेकर द्वितीय विश्व युद्ध तक तथा राष्ट्रीय आंदोलन में भी जनसंपर्क की जरूरत को बल मिला। इसलिए जनसंपर्क का क्षेत्र आज देश की सुरक्षा व्यवस्था, दबाव समूहों से संपर्क, असंतुष्टों से संवाद, प्रभावशाली लोगों का समर्थन प्राप्त करने, जनविश्वास पैदा करने और मीडिया प्रबंधन का जरूरी हिस्सा बन चुका है। भारत के शिक्षा संस्थानों विशेषकर पत्रकारिता एवं जनसंचार के विश्वविद्यालयों में जनसंपर्क के अध्ययन, अध्यापन और प्रशिक्षण पर जोर देने की जरूरत है। सैन्य जनसंपर्क के क्षेत्र में नए आयामों और अवसरों को प्रोत्साहित भी

करने की जरूरत है। इस क्षेत्र में महत्वपूर्ण योगदान बनाने में सक्रिय अंतरराष्ट्रीय ख्याति प्राप्त संस्था पब्लिक रिलेशन्स सोसाइटी आफ इंडिया का सहयोग जरूर लिया जाना चाहिए। हम अपने सैन्य जनसंपर्क के क्षेत्र को एक नई राष्ट्रीय उपलब्धियों से जोड़कर परिभाषित कर सकते हैं। ऑपरेशन सिंदूर में सैन्य जनसंपर्क की सफलता पर सुप्रसिद्ध शायर फ़िराक़ गोरखपुरी की ये पंक्तियां संजीदा हैं -

जर्मी हैं आसमां हैं दहर हम हैं लामकां हम हैं।

जहां जाओ, जिधर देखो निहां हम हैं अयां हम हैं।

Operation Sindoor: How the Power of Public Relations Sparked India's Journey Towards a Vikasit Bharat



Kumar Aman

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Public Relations (PR) is not merely a tool of communication—it's the lifeline of human connection, the beacon that illuminates hearts and transforms societies. In India, PR breathes life into stories that stir souls, unite communities, and inspire change. "Operation Sindoor" stands as an iconic testament to the boundless power of Public Relations, brilliantly showcasing its capacity to ignite emotions, galvanize action, and seed the vision of a Vikasit Bharat—a developed and inclusive India.

The Emotional Heartbeat of PR in India

Public Relations in India has always thrived at the intersection of tradition, culture, and emotion. It's a tapestry woven from threads of deep-rooted beliefs and heartfelt stories that resonate beyond mere logic. Effective PR is deeply personal, touching every heart, creating bonds of trust, and moving millions toward collective progress. It turns campaigns into powerful movements that redefine national destinies.

Operation Sindoor: The Symbol of Strength and Unity

"Operation Sindoor" is much more than just a PR campaign—it is a call of duty, compassion, and national pride. Rooted in the sacred symbolism of "Sindoor," a symbol cherished across the Indian landscape, this initiative tapped into the core of Indian ethos, calling forth unity, empowerment, and societal transformation. It was an awakening—a clarion call to every Indian to rise and take

ownership of the nation's journey toward development and harmony.

Indian Defence Forces: Courage Under Operation Sindoor

When terror struck the heart of India in Pahalgam, claiming innocent lives, Operation Sindoor became a symbol of resilience and courage. Launched on May 7, India's Defence Forces responded decisively, penetrating 300 kilometers deep into enemy territory. Led by the steadfast leadership of Chief of Defence Staff General Anil Chauhan, the Indian armed forces displayed unmatched bravery and strategic brilliance. They targeted nine critical terrorist hubs, notably dismantling terror networks in Bahawalpur.

This decisive action filled every Indian heart with immense pride. CDS Chauhan, reflecting on the mission, emphasized the importance of tactical precision and strategic communication. India's military prowess demonstrated under Operation Sindoor not only avenged the loss of innocent lives but also firmly established the nation's resolve, seeding a powerful narrative of strength, unity, and national integrity.

The decision to carry out Operation Sindoor stands as a shining example of decisive leadership under the vision of Honourable Prime Minister of India, Shri Narendra Modi. His unwavering commitment to national security and his inspiring call for a Vikasit Bharat have transformed the psyche of a nation. By

placing citizen safety, development, and sovereignty at the forefront, his leadership has not only modernized India's defence capabilities but also instilled in every Indian a deep sense of trust and pride in the government's intent and ability to act.

Crafting Hope Through Communication

Operation Sindoor exemplified PR's unmatched ability to craft compelling narratives that speak directly to the heart. Through emotionally powerful stories shared via media, digital platforms, and grassroots outreach, the initiative moved beyond mere words—it stirred the collective conscience, encouraging introspection and meaningful action. The narrative of strength, unity, and determination resonated deeply, creating ripples of change throughout society.

PR: Bridging Hearts, Shaping Vikasit Bharat

Public Relations, through Operation Sindoor, became the bridge connecting hearts and inspiring action toward India's vision of a Vikasit Bharat. It united people across diverse backgrounds and beliefs, rallying them toward common objectives—gender equality, social harmony, national security, and inclusive development. It exemplified how storytelling, rooted in emotion and authenticity, could become the cornerstone of a nation's developmental aspirations.

Prime Minister Modi's clarion call for a Vikasit Bharat is not just a slogan—it is a vision that has now become the pulse of the nation. From grassroots entrepreneurship to defence modernization, from social reforms to global diplomacy, his leadership has repositioned India as a strong, self-reliant, and compassionate nation. Operation Sindoor is a living embodiment of this vision—a moment that united the citizens, the armed forces, and the government under one shared purpose: the unwavering progress and protection of Bharat.

Community Engagement and Trust

At the heart of Operation Sindoor's success was genuine community engagement. PR practitioners nurtured relationships built on trust, empathy, and mutual respect. They transformed passive observers into active participants in India's developmental journey, fostering enduring bonds that transcended campaigns and touched real lives, deeply embedding the ideals of a progressive and inclusive nation.

The Tangible Impact of Operation Sindoor

The impact of Operation Sindoor was profound and measurable. Communities across the nation awakened to their collective potential, actively participating in initiatives promoting gender equality, national pride, and communal harmony. Surveys following the campaign noted significant shifts in societal attitudes and behaviors, underscoring PR's extraordinary ability to influence not just perceptions but also concrete actions, driving India toward its vision of comprehensive development.

Lessons from Operation Sindoor for a Brighter Future

Operation Sindoor illuminated critical insights for future PR initiatives aspiring to mold a progressive and inclusive India:

- **Emotion and Authenticity:** Genuine storytelling rooted in emotional truth resonates universally, driving meaningful societal change.
- **Cultural Resonance:** Campaigns aligned with cultural sensitivities forge deeper connections and lasting impacts.
- **Community-Centric Approach:** Direct and authentic engagement with communities fosters trust, ensuring sustained outcomes and social cohesion.
- **Strategic Clarity:** Clear communication of objectives and strategic transparency builds confidence and inspires collective action.

The Legacy of Operation Sindoor

Operation Sindoor's legacy goes beyond its immediate outcomes. It symbolizes the enduring power of Public Relations as a transformative societal force—capable of awakening national consciousness, inspiring collective responsibility, and nurturing pride and unity among millions of Indians. It is a poignant reminder that through genuine communication, empathy, and courage, India can achieve the vision of a Vikasit Bharat.

As India steps confidently toward the future, Operation Sindoor remains a beacon, illuminating the path forward. It proves unequivocally that Public Relations, when wielded with empathy, courage, and authenticity, has the profound power to transform hearts, unite communities, and shape a brighter, more inclusive, and developed India.

Operation Sindoor- A PR Masterstroke that Touched a Nation's Heart



R. Rajeswari Iyer

Rajeswari Iyer began her media journey in 1979; excelled in journalism and then trailblazed through Public Relations, becoming a strong PR voice. Ex General Secretary of PRSI (Hyderabad Chapter) Rajeshwari was CEO of a pan-India PR agency, even partnering with Edelman PR. She also founded the Young Communicators Forum, promoting equal education. She is Director of Media, PR & Events at Bend The Spoon Marketing, inspiring countless women. Keenly associated with academic activities, Rajeshwari curated programmes like Bootcamp and special lectures for Students in Hyderabad.

In the canvas of Indian culture, few symbols carry as much meaning and deep-rooted tradition as sindoor. This brilliant red or orange-red vermilion powder, traditionally applied by married Hindu women along the parting of their hair, transcends mere cosmetic adornment. It is a visual marker of marital status, imbued with centuries of cultural, religious, and even scientific significance. Its auspiciousness is not merely a matter of belief but a deeply ingrained aspect of identity, representing a woman's commitment, prosperity, and the well-being of her husband.

The origins of sindoor can be traced back thousands of years, with archaeological evidence suggesting its use even in the Harappan civilization. Its enduring presence in Hindu traditions speaks volumes about its spiritual and cultural weight. Mythologically, sindoor is strongly associated with Goddess Parvati, the divine consort of Lord Shiva and the epitome of marital devotion. By applying sindoor, a married woman is believed to invoke Parvati's blessings for a harmonious, long, and prosperous married life. Some legends also connect it to Radha, Lord Krishna's beloved, and Sita, Lord Rama's wife in the

Ramayana, further cementing its sacred status. The vibrant red color itself holds powerful symbolism in Hinduism, representing love, passion, fertility, energy, and auspiciousness. It is also linked to the planet Mars, which is considered a planet of good fortune in Hindu astrology, and the Agya Chakra (forehead chakra), believed to be the seat of wisdom and intuition. In a society where family and lineage hold immense importance, this simple mark communicates a woman's transition from singlehood to the sacred bond of matrimony. It's a statement of commitment and an affirmation of her role within her marital family. Additionally, sindoor has medicinal properties. Historically, it was prepared using turmeric, lime, and other natural ingredients, some of which were believed to stimulate blood circulation and possess antiseptic qualities, promoting overall well-being. While modern sindoor may vary in composition, the ancient wisdom behind its use hints at a holistic understanding of its benefits.

In a powerful convergence of cultural symbolism and national sentiment, the Indian government's "Operation Sindoor" following the horrific Pahalgam terror attack in April 2025 resonated deeply across

thousands of Indian households. This was not merely a military response, looks like From a public relations (PR) perspective, it was a carefully crafted and highly effective communication strategy that leveraged a potent cultural symbol to galvanize national unity and convey an unyielding resolve against terrorism.

The choice of the name "Operation Sindoor" was a stroke of genius. It was deliberately chosen to evoke the profound emotional significance of sindoor for every Indian household. The image of Aishanya Dwivedi, a new bride and wife of martyred soldier Shubham Dwivedi, standing beside her husband's body, her sindoor a poignant symbol of her shattered future, had already ignited a wave of collective sorrow and fury across the nation. Her grief became the nation's grief, and the sindoor, usually a symbol of joy and new beginnings, tragically transformed into a marker of ultimate sacrifice.

By naming the military operation "Sindoor," the government subtly yet powerfully linked the national response to the personal sacrifice of individuals. It framed the military action not just as a strategic necessity but as a collective act of vindication, a response to the pain and loss felt by every Indian family who cherished the sanctity of marriage and the lives of their loved ones.

The name "Sindoor" instantly tapped into the emotional core of Indian society. It wasn't abstract, it was personal, relatable, and deeply poignant. This emotional connection earned widespread public support for the operation. Leveraging a symbol like sindoor, universally understood and revered, ensured immediate comprehension and acceptance of the operation's purpose and justification. It communicated strength, resolve, and a defense of fundamental values. The operation's name brings in a sense of collective ownership and unity. It transcended political divides, presenting the response as a unified national stand against terror. The subsequent "Tiranga Yatras" and the phenomenon of children being named "Sindoor" in various parts of the country were direct manifestations of this unified sentiment.

The government effectively seized the narrative, framing "Operation Sindoor" as a direct, principled, and measured response to an egregious act of terror. This proactive communication helped counter any potential negative narratives or attempts to distort the purpose of the military action.

Reinforcing the "New Normal", Prime Minister Modi's subsequent addresses, emphasizing a "new normal" in India's counter-terrorism approach, reinforced the message that "Operation Sindoor" was not an isolated incident but a clear statement of India's zero-tolerance policy. This communicated deterrence not just to perpetrators but also to international actors. While primarily aimed at a domestic audience, the powerful symbolism of "Operation Sindoor" also conveyed a strong message internationally. It highlighted India's resolve and its determination to protect its citizens and interests, while PM Modi's clear pushback against any third-party mediation underscored India's self-reliance and strategic autonomy.

The impact of "Operation Sindoor" on Indian households was multifaceted. It provided a sense of vindication and closure for those who mourned the Pahalgam victims. It instilled a renewed sense of patriotism and national pride, encouraging "Vocal for Local" initiatives and a desire for indigenous solutions. Most importantly, it transformed a military action into a deeply personal and culturally resonant event, ensuring that the message of India's unwavering stance against terrorism touched the hearts of millions, solidifying public trust and support for the government's decisive actions.

"Operation Sindoor" was a masterful exercise in public relations, demonstrating how a profound understanding of cultural symbols and emotional intelligence can transform a national crisis into a moment of collective strength and reaffirmation. It showcased the enduring power of sindoor, not just as a mark of marriage, but as a symbol of sacrifice, resilience, and the unbreakable spirit of a nation.

Pahalgam Tragedy: 'India is Kashmir, Kashmir is India'-A Message Loud and Clear to Reach Pakistan's Deaf Ears



Dr Pardeep Singh Bali

*Assistant Professor of
Journalism and Media Studies,
University of Jammu*

The horrific and gruesome terrorist attack in Pahalgam on April 22, 2025, which claimed more than 27 innocent lives, mostly tourists, in the serene Baisaran meadows, has evoked the trauma of killing of minorities in Kashmir Valley, but this time things were different. In the early 1990s, when terrorism was gaining ground and minorities were being targeted by Islamic radicals in Kashmir, the media, too, left no stone unturned. Some Urdu newspapers used to publish colourful threat warnings right on their front pages. It was a time when the poison of terrorism had gripped Kashmir completely and the local population was made to believe that Pakistan would soon bring them so-called Azadi. The influence of Pakistan was so much that locals used to trample upon the Indian flag openly, waving Pakistani and ISIS flags, and above all abusing India and raising pro-Pakistani slogans, but in the recent past, things have changed dramatically. The efforts of Prime Minister Narendra Modi, Home Minister Amit Shah and most importantly the undaunted and unflinching approach of Lieutenant Governor, Manoj Sinha have literally framed a new, prosperous and happy Kashmir, almost ending the violence.

The Baisaran terrorist attack, which is probably one of the most deadliest civilian attacks in the region's recent history, asserts that Pakistan is not happy with the absolute integration of Kashmiris, especially Muslims with

India and the reaction against the terrorists by locals proved that various initiatives taken by the central government and Lieutenant Governor are not in vain and futile. The frustration of Pakistan is palpable, as recently Kashmiri Muslims expressed strong involvement in democratic process by participating in parliamentary and assembly elections. This development reflects their growing trust in democracy and moving away from separatist beliefs. Despite previous calls to avoid voting, their high turnout accentuates this change. This engagement has evidently unsettled Pakistan, which has long exploited Kashmir as a geopolitical pawn. The Pahalgam attack, with terrorists reportedly targeting victims based on religion, appears to be a desperate attempt to undermine this progress and paint Kashmiri Muslims as complicit in violence. Yet, the locals' unequivocal condemnation has thwarted this narrative, exposing Pakistan's insecurities and its reliance on Kashmiris as "cannon fodder" for its proxy war.

For the first time in seven decades, Kashmiri Muslims have openly waved the Indian tricolor, condemned terrorism, and directly held Pakistan accountable, challenging long-standing narratives and offering a glimpse of a transformed Kashmir. It won't be perhaps wrong to say that the massacre, claimed by The Resistance Front (TRF), an offshoot of Pakistan-based Lashkar-e-Taiba, was a

calculated strike aimed at shattering the fragile peace and burgeoning tourism industry in Kashmir. Yet, in the aftermath of this tragedy, an unprecedented response from Kashmiri locals has emerged, signaling a profound shift in the region's socio-political landscape. Moreover, for the first time, the media of Kashmir, especially newspapers, understood their responsibility and expressed solidarity and mourning, as several leading Kashmiri newspapers printed their front pages entirely black, to protest the Pahalgam massacre. English and Urdu dailies, including Greater Kashmir, Rising Kashmir, Kashmir Uzma, Aftab, and Tameel Irshad, set aside their usual formats, opting for black backgrounds with bold headlines in white or red. This unified editorial blackout, the first of its kind

killings as “inhuman” and contrary to Islamic teachings, with imams praying for the victims and demanding justice. Protests erupted in Srinagar and beyond, with Kashmiris holding the Indian flag aloft, a powerful symbol of their alignment with the nation and rejection of terrorism. Former Chief Minister Ghulam Nabi Azad noted, “Every Kashmiri, irrespective of religion, is abusing Pakistan and their nefarious activities,” underscoring the depth of local outrage.

I claimed that the reaction of local Kashmiri Muslims towards the Pahalgam incident is different, never seen before, which indicates that the reaction is beyond any economical loss. The current response

starkly contrasts with past incidents, such as the 2000 Chittisinghpura massacre, where 36 Sikhs were killed by terrorists. While that tragedy also sparked grief, it did not see Kashmiris publicly rallying with the tricolor or explicitly blaming Pakistan in such a unified manner. The reaction of local Muslims towards ‘discriminate’ firing on innocent tourists in Pahalgam dismantles the narrative that local support sustains terrorism in Kashmir. Instead, Kashmiris were

among the first to rush to the aid of victims, risking their lives to evacuate the wounded and assist security forces, leading to the death of one. Local ponywallahs, who rely on tourism for their livelihood, exemplified this spirit, prioritizing the safety of tourists over their own.

As I said earlier, the unprecedented public response reflects a broader transformation in the Kashmiri psyche, shaped by the policies of Prime Minister



in recent memory, was a powerful public display of grief and a call for accountability, symbolizing the collective sorrow of Kashmir.

Apart from the media, the civil society and locals across the Kashmir Valley, from all walks of life—shikara owners, ponywallahs, traders, and religious leaders—have united in their condemnation of the attack. Mosques across Jammu and Kashmir echoed with sermons denouncing the

Narendra Modi, Home Minister Amit Shah and Lieutenant Governor Manoj Sinha. Since the abrogation of Article 370 in 2019, the Indian government has pursued a multi-pronged approach to integrate Jammu and Kashmir, emphasizing development, security, and political engagement. The region has witnessed record tourist arrivals—2.3 crore in 2024 alone—bolstered by relative peace and infrastructure development.

Sinha's administration has prioritized grassroots governance, ensuring that development reaches remote areas while maintaining a firm stance against terrorism. Some media reports suggest that until the attack, Jammu & Kashmir's economic trajectory had been robust. The region's real GSDP for 2024-25 was projected to grow at 7.06%, with a nominal GSDP estimated at Rs 2.65 lakh crore—a reflection of consistent momentum. Between 2019 and 2025, the Union Territory clocked a compound annual growth rate of 4.89%, while per capita income was expected to touch Rs 1,54,703 in FY25, up 10.6% year-on-year. Much of this growth was underpinned by relative stability.

Terror incidents had plunged from 228 in 2018 to just 46 in 2023—a nearly 99% decline. It was this peace dividend that fuelled investment, tourism, and a renewed economic narrative. The Pahalgam massacre has dealt a severe blow to Kashmir's tourism industry and this setback threatens to unravel years of efforts by the Delhi government and Sinha's administration to project Kashmir as a safe and vibrant destination.

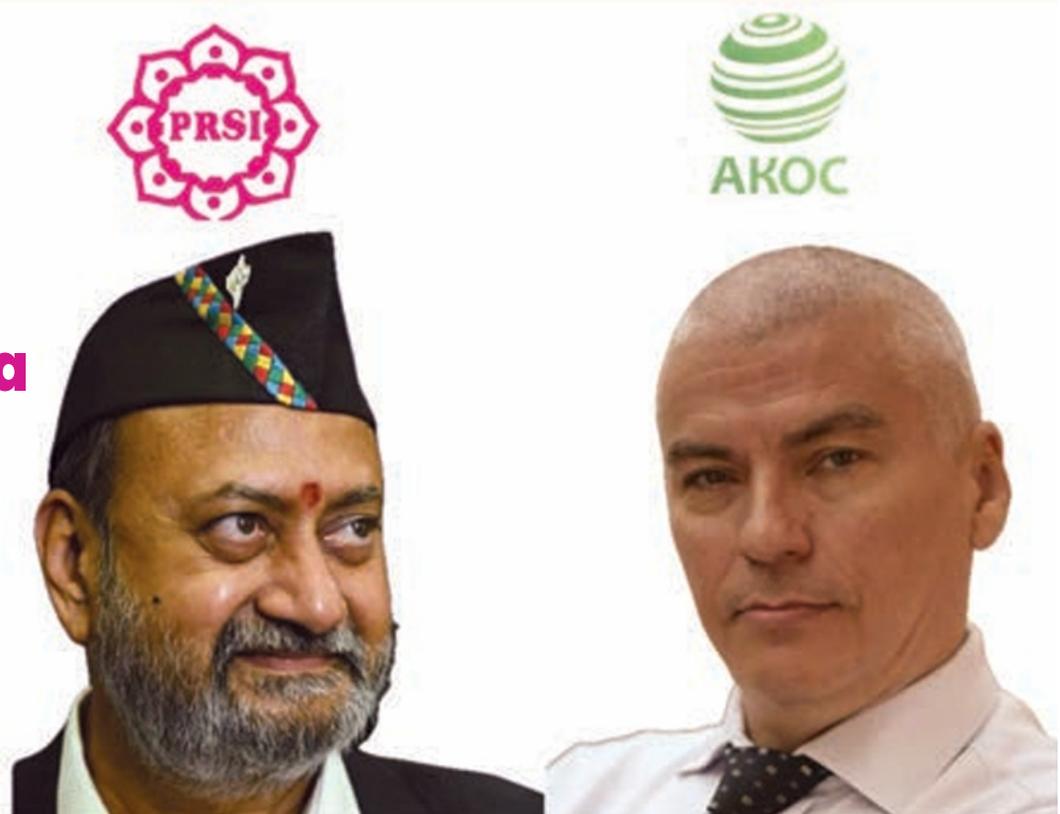
However, the response of local Kashmiris, especially their anti-Pakistan and anti-terrorist stance makes it clear that they want to be part of this progress initiated by Prime Minister and Lieutenant Governor. The shutdown of the Kashmir Valley in protest against the attack—the first in 35 years—reflects a collective resolve to protect their economic and cultural lifeline. Protesters' slogans, such as "Tourists are our lives" and "Stop killing innocents," resonate with a vision of a peaceful, prosperous Kashmir. This sentiment aligns with Modi's vow to pursue the perpetrators "to the ends of the earth," reinforcing the government's commitment to justice and security.

Meanwhile, there are certain stray voices that are demanding total boycott of Kashmir as a tourist destination, maintaining that an attractive landscape cannot outweigh security concerns. However, such an idea would certainly play into Pakistan's hands, authorizing its nefarious designs to keep Kashmiris away from India, which would further escalate the destabilization of its economy. Any such attempt would only harm the local population of Kashmir, especially ponywallahs, shikara owners, tour operators and local guides, who have been time and again acknowledged by the tourists for their hospitality and warm gestures. Moreover, all the work, efforts and success attained by the policies of Narendra Modi and Manoj Sinha shall be undermined, who have been promoting a sense of national belonging among Kashmiris, which was visible during protests against Pakistan sponsored terrorist attack in pahalgam.

The only possible way-out, if not solution, is to embrace Kashmir, which shall act as an antidote to the ugly agenda of Pakistan. It becomes imperative upon all the citizens of this great country to support the tourism industry, even in the face of tragedy, so that it can send a loud and clear message to Pakistan that 'India is Kashmir and Kashmir is India'. Time is to beef up the security measures, as Manoj Sinha has time and again vowed, while ensuring that tourists feel safe to return.

The condemnation of the international community, from leaders like US President Donald Trump and Israeli Prime Minister Benjamin Netanyahu, not only strengthens India's position to counter cross-border terrorism, but also exposes Terrorist country Pakistan at the International forum. Moreover, the sight of Kashmiri Muslims waving the tricolor and denouncing Pakistan marks a historic turning point, challenging decades-old stereotypes and affirming their stake in India's future. As the nation rallies behind its crown jewel, Kashmir stands ready to welcome the world, proving that its spirit cannot be broken by terror. The path forward lies not in boycott but in belief—in Kashmir's people, its potential, and its place as the beating heart of India.

PRSI and AKOS Sign MoU to Strengthen India–Russia Ties in Public Relations



In a significant step towards enhancing international cooperation in the field of public relations, the Public Relations Society of India (PRSI) and the Russian Communication Consultancies Association (AKOS) have signed a Memorandum of Understanding (MoU) to promote mutual collaboration, knowledge sharing, and professional exchange between the two countries.

The MoU was officially signed on 21st June 2025 by Dr. Ajit Pathak, National President of PRSI, and Mr. Andrey Lapshov, Chairman of AKOS, during a formal ceremony held in New Delhi. The event was witnessed by Ms. Anna Talanina, Deputy Head of the International Committee of AKOS, and Dr. P. L. K. Murthy, Secretary General of PRSI, along with other dignitaries and professionals from both organizations.

The agreement lays the foundation for a robust framework of cooperation with four key objectives:

Cross-border learning through joint seminars, webinars, and professional exchange programs

Collaboration on research and development in emerging communication strategies, particularly in digital and crisis public relations

Promotion of ethical standards and best practices in the public relations profession across both nations

Fostering people-to-people ties through cultural, business, and educational initiatives supported by PR professionals

Speaking on the occasion, Dr. Ajit Pathak stated, "India and Russia have long shared a bond of friendship. This agreement between PRSI and AKOS is a natural extension of that relationship, as we now move to inspire excellence and cooperation in public relations at the global level."

Echoing this sentiment, Mr. Andrey Lapshov added, "Public relations is key to international understanding. We are proud to partner with PRSI and look forward to meaningful collaboration that enhances our shared professional values."

With PRSI representing 23 Chapters across India and AKOS comprising 27 leading consultancies in Russia, the partnership is poised to create lasting impact, reinforcing a spirit of goodwill, strategic cooperation, and professional solidarity between the Indian and Russian public relations communities.

Dr. Ajit Pathak Re-Elected as National President of PRSI for Historic 11th Term



In a momentous development for India's public relations fraternity, Dr. Ajit Pathak has been re-elected as the National President of the Public Relations Society of India (PRSI) for the 2025–2027 term. The announcement was officially made by Election Officer Subhash Sood following the National Executive elections held during PRSI's Annual General Meeting and National Council Meeting in New Delhi on Saturday, 21st June 2025.

This re-election marks Dr. Pathak's unprecedented 11th consecutive term as the head of PRSI—an exceptional feat reflecting the enduring trust and confidence placed in his leadership by members across the nation.

A stalwart in the field of communication, Dr. Pathak holds the distinction of being India's first doctorate in Public Relations. His illustrious career includes serving as General Manager at Indian Oil Corporation and holding significant international roles, such as Secretary of the Global Alliance for Public Relations and Communication Management and Board Member of the International Public Relations Association (IPRA).

Dr. Pathak's leadership has consistently elevated PRSI's stature on national and global platforms. His recent recognition with the "Most Inspiring Leader Award" at

the India Association Congress held in Gurugram underscores his impactful contributions to professional associations. The award ceremony, attended by over 300 associations across sectors, celebrated exemplary leadership in fostering organizational relevance and growth.

Under Dr. Pathak's visionary leadership, PRSI has positioned public relations as a strategic management function, emphasizing ethics, education, and engagement in a fast-evolving communication landscape. His re-election heralds continuity in thought leadership and a renewed commitment to advancing the profession in the face of global challenges.

National Executive (2025–2027):

Dr. Ajit Pathak – President

Dr. P.L.K. Murthy – Secretary General

Dilip Chauhan – Secretary-Treasurer

Narendra Mehta – Vice President (North)

M. S. Mazumdar – Vice President (East)

S. P. Singh – Vice President (West)

U. S. Sarma – Vice President (South)

PRSI Chennai Chapter Hosts Engaging Session on Technology's Influence in Public Relations



The Public Relations Society of India (PRSI), Chennai Chapter, recently organized an insightful session titled “The Influence of Technology in Public Relations” at Hotel Saveria, Chennai. The event brought together communication professionals, media educators, and industry veterans, featuring Mr. Datuk P. Kamalanathan, Chairman of the Public Relations Practitioners Society and former Deputy Minister of Education, Malaysia, as the keynote speaker.

The session commenced with the rendition of the Tamil Thai Vaazhthu, setting a respectful and cultural tone. Mr. Ramkumar Singaram, President of PRSI Chennai Chapter, welcomed the gathering, followed by announcements from Dr. N. Raja, Secretary. Dr. S. Shridevi, Treasurer, introduced the guest of honour, highlighting his illustrious career and global contributions to public communication.

Mr. Kamalanathan, a seasoned Malaysian politician and public relations expert, delivered a compelling keynote address that explored the changing landscape of public relations in the digital era. Drawing from his extensive political and administrative experience, he emphasized the critical role PR plays in political communication, public image management, and crisis response.

He underlined the importance of audience feedback in shaping communication strategies and pointed out that technology—especially social media—has

redefined the speed and reach of modern PR. He spoke at length about how digital tools like artificial intelligence and data analytics are enabling more targeted, efficient, and interactive communication between organizations and the public.

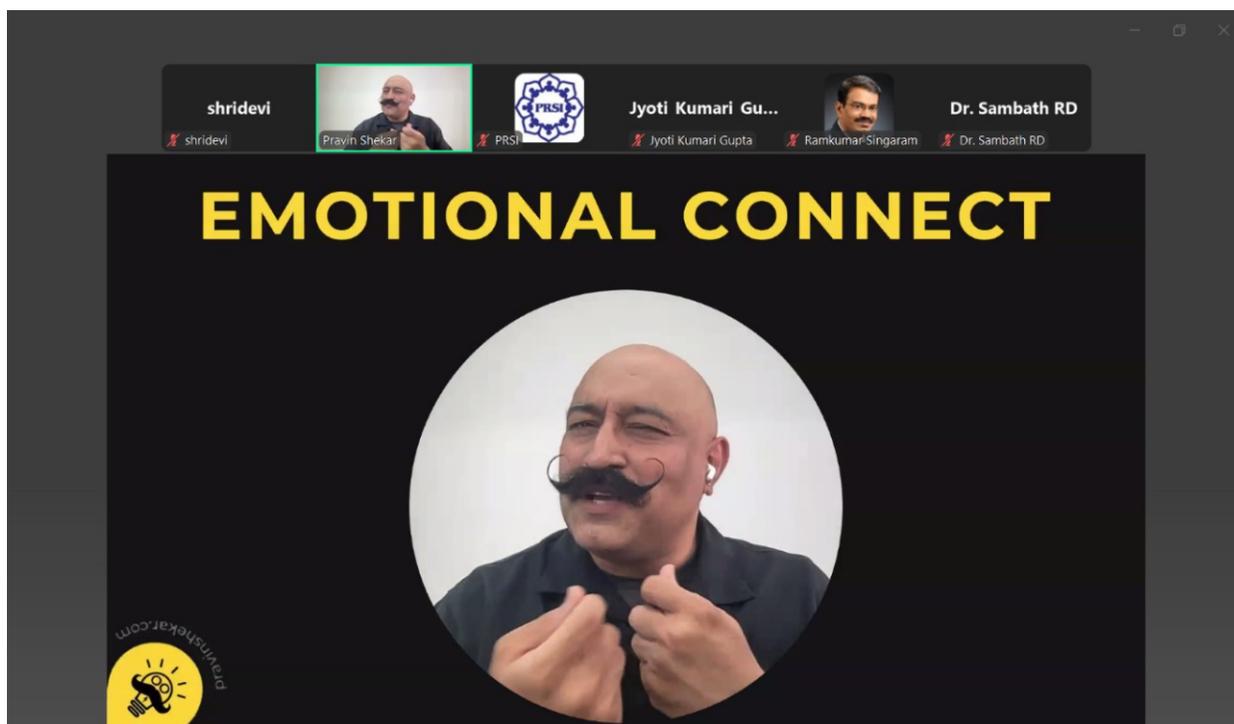
Using global examples, including a case study from Spain, Mr. Kamalanathan illustrated how technology is driving innovation in public relations—from real-time public engagement to the integration of augmented reality in campaigns. He discussed the growing need for PR professionals to adapt to these evolving tools while maintaining authenticity and ethical standards.

The address concluded with reflections on the future of PR, acknowledging both the opportunities and challenges faced by communication professionals in a tech-driven world. His insights were particularly well-received by attendees, many of whom were seasoned professionals from across the communication landscape.

Mr. Kamalanathan was felicitated for his contributions to public relations and international collaboration. Dr. N. Raja offered a formal vote of thanks, expressing gratitude on behalf of PRSI Chennai for the enriching discourse.

The session witnessed the enthusiastic participation of over 21 professionals and journalists, marking another successful chapter in PRSI Chennai's efforts to foster dialogue on contemporary communication trends.

PRSI Chennai Chapter Hosts Webinar on Word-of-Mouth Marketing with Outlier Marketer Pravin Shekar



The Public Relations Society of India (PRSI), Chennai Chapter, organized a state-level webinar on the topic “How to Engineer Word of Mouth for Growth through Referrals” on Thursday evening. The insightful session was led by renowned Outlier Marketer and global storyteller, Mr. Pravin Shekar.

The virtual event commenced at 6:30 PM with a warm welcome address delivered by Dr. Raja, Secretary of PRSI Chennai Chapter. Following this, Mr. Ramkumar Singaram, President, provided an introduction to PRSI and its ongoing initiatives. At 6:33 PM, Dr. Shridevi, Treasurer, formally introduced the chief guest, Mr. Pravin Shekar, setting the stage for the keynote session that began promptly at 7:00 PM.

Mr. Shekar, a parallel entrepreneur and a recognized figure in the field of unconventional marketing, captivated the audience with his dynamic presentation. He emphasized the power of effective communication and the critical role it plays in word-of-mouth marketing. Using the principles of “Create, Curate, and Collaborate,” he explained how

professionals and businesses can engineer referrals for sustained growth.

He further elaborated on the four key pillars of impactful messaging—remarkability, relevance, reasonability, and repeatability—underscoring how these can leave a lasting imprint on the audience. A notable highlight of the session was the case study of the Kovai Pazhamudircholai’s owner, illustrating grassroots marketing and the significance of communication seeding.

Mr. Shekar also referenced best-selling books as examples of successful communication strategies and encouraged participants to think like outliers—innovative, bold, and results-driven.

A total of 75 participants joined the webinar, with 67 attending via Zoom and 8 watching through YouTube, representing various regions across India.

The session concluded with an engaging interaction, leaving participants with actionable insights and inspiration to harness the power of referrals for business and professional growth.

PR Is Dead. Long Live Public Trust



Soumyajit Mahapatra

Soumyajit Mahapatra is a prominent figure in India's public relations landscape. As Chairperson of the PRSI Kolkata Chapter, he brings years of hands-on experience in corporate communication, messaging, and brand strategy. Honoured with awards like the PRSI Leadership Award and recognised repeatedly for his leadership, he blends technical insight with a clear understanding of audience engagement. In his advisory role at iCommunications, Mahapatra helps shape communication strategies that reflect each client's unique vision and needs—always with a practical, people-centred approach.

In an era overwhelmed by content, clicks, and constant communication, Public Relations hasn't vanished—it has evolved. It's no longer about managing perceptions. It's about cultivating trust.

PR today isn't about spin or manipulation. It's about responsibility. Trust has become the core currency—and the best PR practitioners are earning it through transparency, empathy, and data-driven clarity.

From Spin Control to Trust Equity

Modern audiences are too informed to be fooled by polish or posturing. They expect truth—and know how to spot the absence of it.

PR is no longer just about controlling narratives. It's about accountability to customers, employees, and communities.

Gone are the days when media coverage alone defined success. Today, real-time sentiment tracking, agile storytelling, and alignment across departments have taken center stage. Public Relations has evolved from a siloed function into a core part of strategy across product, marketing, HR, and leadership.

Purpose as Compass—Not Campaign

Brand purpose is no longer a marketing slogan—it's a north star that must inform every decision and interaction. Inconsistent messaging or half-hearted posturing can erode years of goodwill in

a moment.

In 2025, purpose is not optional. It's the foundation of public relevance.

When brands misstep—and they will—the correct response isn't spin, but transparency, accountability, and timely action. The modern PR response begins with listening, not deflection.

The New PR Professional: Data-Literate, Emotionally Fluent

Today's most effective communicators combine quantitative insights with qualitative understanding.

Dashboards and analytics offer direction—but they don't build human connection. Emotional intelligence and sincere communication do. The future of PR belongs to professionals who can interpret data and also connect with people on a human level.

Crisis Communications Reimagined: Preparedness Over Control

Crisis PR is no longer about silencing stories or stalling news cycles. It's about being prepared.

The most impactful responses are authentic, timely, and human—not legalistic or overly rehearsed. Clear protocols, empowered spokespersons, and intuitive judgment about when to speak and when to stay silent are now critical parts of crisis readiness.

Global Case Studies: Trust in Practice

Around the world, brands are adapting to this new reality through bold, values-

led approaches. These standout cases show how authentic engagement and transparency build real credibility:

Astronomer:

Reframing Crisis with Humor

After a viral incident at a Coldplay concert, the tech brand sidestepped a traditional apology. Instead, it launched a self-aware campaign featuring Gwyneth Paltrow and Ryan Reynolds' agency, using humor to reframe the conversation and move forward.

Steve Madden & FKA Haeckels:

Radical Transparency Builds Equity

Steve Madden saw a rise in investor trust after candidly acknowledging past missteps. FKA Haeckels went a step further—sharing internal decision-making and pricing breakdowns with the public. The result: increased loyalty and engagement.

Vita Coco:

Community Over Celebrities

Replacing traditional influencer campaigns, Vita Coco activated a vending machine in NYC, offering free samples of its new product. No hashtags. No contracts. Just real people and real buzz.

Patagonia & Lego:

Purpose in Daily Practice

Patagonia's 2022 move to transfer ownership to a climate nonprofit remains a landmark in brand ethics. Meanwhile, Lego continues to embed diversity and inclusion into its products through meaningful, consistent design decisions—not just PR statements.

Seven Trends Redefining Public Relations

The transformation of PR is being driven by both technological advancement and cultural expectation. Here are seven forces shaping the next era of the profession:

AI-Powered Listening

Real-time sentiment analysis helps anticipate issues and act before they escalate.

Hyper-Personalized Messaging

Targeted storytelling enables brands to connect with niche audiences in meaningful ways.

Integrated Storytelling

Consistency across all touchpoints—press, social, product, and support—is now essential.

Radical Transparency

Audiences respect honesty—even when it's uncomfortable. Authenticity is the new strategy.

Real-Time Human Responses

In moments of crisis, speed and sincerity matter more than scripted perfection.

Community-Led Engagements

The shift is away from celebrities and toward peer-driven movements and grassroots activation.

Values-Driven Consistency

Brands like Dove, Lego, and Patagonia continue to lead by living their mission every day—not just promoting it.

Not the End of PR—The End of Pretending

Traditional PR—the kind that polished messages, controlled the press, and stayed on script—is fading fast. In its place is something far more meaningful.

Public Relations is becoming a discipline rooted in truth. In consistency. In trust. The professionals who thrive in this new landscape won't be those who shout the loudest, but those who listen the best—and speak when they've earned the right to be heard.

The future of PR isn't coming. It's already here.

भगवान भाव के भूखे हैं



आशुतोष कुमार आनंद

डॉ. आशुतोष कुमार आनंद प्रबंधन में स्नातकोत्तर, कानून स्नातक और डॉक्टरेट उपाधिधारी हैं। वे टीएचडीसी इंडिया लिमिटेड में उप महा प्रबंधक (मानव संसाधन) के पद पर कार्यरत हैं और कोर एचआर के क्षेत्र में व्यापक अनुभव रखते हैं। मानव संसाधन मामलों के नवाचारी समाधान और जनसंपर्क की गहरी समझ के लिए वे जाने जाते हैं। उन्होंने 12 से अधिक शोध-पत्र अंतर्राष्ट्रीय प्रबंधकीय जर्नलों में प्रकाशित किए हैं। भारतीय मूल्यों में विश्वास रखने वाले डॉ. आनंद अपनी लेखनी से सकारात्मकता और संस्कारों का प्रसार करते हैं। उन्हें टीएचडीसी द्वारा श्रेष्ठतम एजीक्यूटिव के रूप में सम्मानित किया गया है।

अक्सर हम मंदिरों में महंगे चढ़ावे चढ़ाते हैं, बड़ी-बड़ी पूजा अनुष्ठान करते या करवाते हैं, या कठिन व्रत रखते हैं, यह सोचकर कि शायद इससे भगवान प्रसन्न होंगे। लेकिन क्या कभी आपने सोचा है कि इन सबके पीछे भगवान की अपेक्षा क्या होती है? हमारे धर्मग्रंथों और संतों ने बार-बार यही दोहराया है कि भगवान किसी वस्तु या दिखावे के नहीं, बल्कि सच्चे भावों और प्रेम के भूखे हैं।

यह केवल एक कहावत नहीं, बल्कि भक्ति का मूल सिद्धांत है। भगवान को आपसे सोने-चांदी, महल या किसी विशाल आयोजन की आवश्यकता नहीं है। उन्हें तो सिर्फ आपका निष्कपट प्रेम, श्रद्धा और समर्पण चाहिए। अगर ये भाव नहीं हैं, तो आपके बड़े से बड़े अनुष्ठान भी व्यर्थ हो सकते हैं।

श्रीमद्भगवद्गीता में भगवान श्रीकृष्ण ने स्वयं कहा है: "पत्रं पुष्पं फलं तोयं यो मे भक्त्या प्रयच्छति। तदहं भक्त्युपहृतमश्रामि प्रयतात्मनः॥" (अध्याय 9, श्लोक 26)

इसका अर्थ है: "जो कोई भक्त मुझे प्रेम से एक पत्ता, एक फूल, एक फल या थोड़ा-सा जल अर्पित करता है, उस शुद्ध बुद्धि वाले भक्त का वह प्रेमपूर्वक अर्पित किया हुआ मैं स्वीकार करता हूँ।"

यहाँ भगवान ने किसी बहुमूल्य वस्तु का उल्लेख नहीं किया, बल्कि सबसे साधारण वस्तुओं का नाम लिया - पत्ता, फूल, फल, जल। इन वस्तुओं का महत्व केवल उनके साथ जुड़े प्रेम और भक्ति के कारण है। यदि इन्हें सच्चे हृदय से अर्पित किया जाए, तो भगवान इन्हें सहर्ष स्वीकार करते हैं।

इतिहास और पौराणिक कथाओं में ऐसे अनगिनत उदाहरण मिलते हैं जहाँ भगवान ने केवल भाव को महत्व दिया:

- **शबरी के बेर:** वनवास के दौरान भगवान राम ने शबरी के जूठे बेर प्रेमपूर्वक खाए। शबरी के पास कोई मूल्यवान वस्तु नहीं थी, लेकिन उनका निश्चल प्रेम और वर्षों का इंतजार ही उनका सबसे बड़ा अर्पण था।

- **सुदामा के चावल:** भगवान श्रीकृष्ण ने अपने बालसखा सुदामा के लिए मुट्ठी भर सूखे चावल बड़े चाव से खाए। सुदामा की दरिद्रता उनके प्रेम के आड़े नहीं आई। भगवान ने उनके भाव को समझा और उन्हें अतुल्य धन प्रदान किया।

- **द्रौपदी का चीर हरण:** जब द्रौपदी का चीर हरण हो रहा था, तो उन्होंने केवल "हे कृष्ण!" कहकर पुकारा। उनके उस एक पुकार में जो श्रद्धा और विश्वास था, उसी से भगवान ने उनकी लाज बचाई।

ये सभी उदाहरण दर्शाते हैं कि भगवान को आपकी आर्थिक स्थिति, सामाजिक

भगवान को आपकी आर्थिक स्थिति, सामाजिक प्रतिष्ठा या बाहरी आडंबर से कोई सरोकार नहीं है। उन्हें केवल आपका हृदय चाहिए, जो प्रेम और विश्वास से भरा हो।

प्रतिष्ठा या बाहरी आडंबर से कोई सरोकार नहीं है। उन्हें केवल आपका हृदय चाहिए, जो प्रेम और विश्वास से भरा हो।

सच्ची भक्ति का अर्थ है:

- **निश्छल प्रेम:** भगवान से निस्वार्थ प्रेम करना, बिना किसी अपेक्षा के।
- **समर्पण:** अपने आप को पूरी तरह उनके चरणों में समर्पित कर देना।
- **विश्वास:** उन पर अटल विश्वास रखना कि वे हमेशा आपके साथ हैं।
- **सकारात्मक कर्म:** अपने कर्तव्यों का पालन करते हुए, दूसरों के प्रति दया और करुणा का भाव रखना।

जब आप भगवान की पूजा करते हैं, तो यह सोचना महत्वपूर्ण है कि आप उन्हें क्या अर्पित कर रहे हैं - केवल वस्तुएँ या आपका हृदय भी? एक गरीब भक्त का सच्चे मन से अर्पित किया गया एक फूल, एक अमीर के दिखावे वाले स्वर्ण कलश से कहीं अधिक मूल्यवान है।

जब 'नारायण-नारायण' से बढ़कर हुई किसान की 'राम-राम'

देवर्षि नारद, तीनों लोकों में 'नारायण-नारायण' का जाप करते हुए विचरते थे। उन्हें अपनी भक्ति पर बड़ा गर्व था और वे स्वयं को भगवान विष्णु का सबसे बड़ा भक्त मानते थे। एक बार उन्होंने भगवान विष्णु से पूछा, "प्रभु! आपका सबसे प्रिय भक्त कौन है?"

भगवान विष्णु मुस्कराए और बोले, "नारद! मेरा सबसे प्रिय भक्त एक साधारण किसान है, जो अमुक गाँव में रहता है।"

यह सुनकर नारद को आश्चर्य हुआ। उन्हें लगा कि दिन-रात भगवान का नाम जपने वाला मैं, भगवान का प्रिय भक्त नहीं, बल्कि एक किसान

है! उन्होंने उत्सुकतावश पूछा, "प्रभु! क्या मैं एक दिन उसके साथ रहकर उसकी भक्ति देख सकता हूँ?"

भगवान ने अनुमति दे दी। नारद मुनि भेष बदलकर उस किसान के घर पहुँचे। उन्होंने देखा:

- **सुबह का आरंभ:** किसान सुबह जल्दी उठता, अपने पशुओं को चारा-पानी देता, और फिर केवल दो-तीन बार 'राम-राम' बोलकर अपने खेतों की ओर चल पड़ता।

- **दिन भर का कार्य:** सारा दिन वह कड़ी धूप में खेत में हल चलाता, फसल बोता, पानी देता, और निराई-गुड़ाई करता। बीच-बीच में जब कभी फुर्सत मिलती, वह छोटी-सी सांस लेकर 'राम-राम' कर लेता। उसका पूरा ध्यान अपने काम में लगा रहता था।

- **शाम की वापसी:** शाम को थका-हारा वह घर लौटता। फिर से पशुओं को संभालता, परिवार के साथ भोजन करता, और सोने से पहले फिर से दो-तीन बार 'राम-राम' कहकर सो जाता।

नारद मुनि ने पूरे दिन उस किसान को देखा। उन्हें लगा कि यह कैसा भक्त है? मैं तो चौबीसों घंटे 'नारायण-नारायण' जपता हूँ, जबकि यह किसान तो मुश्किल से दिन भर में दस-बीस बार भी भगवान का नाम नहीं लेता! नारद जी को लगा कि भगवान ने शायद मजाक किया है।

अगले दिन नारद मुनि वैकुंठ लौटे और भगवान विष्णु से बोले, "प्रभु! मैं उस किसान के पास रहा। वह तो मुश्किल से दिन भर में दस-बीस बार भी आपका नाम नहीं लेता। मैं तो चौबीसों घंटे आपका नाम जपता हूँ, फिर वह आपका सबसे प्रिय भक्त कैसे हुआ?"

भगवान विष्णु मुस्कराए और बोले, "नारद! तुम एक छोटा-सा काम करोगे? यह तेल से भरा

हुआ कलश लो। इसे लेकर तीनों लोकों की परिक्रमा करो, लेकिन ध्यान रहे, इसकी एक बूंद भी नीचे नहीं गिरनी चाहिए।”

नारद मुनि ने कलश लिया और बड़े ध्यान से तीनों लोकों की परिक्रमा करने लगे। उनका सारा ध्यान कलश पर ही केंद्रित था कि कहीं तेल की एक बूंद भी न गिर जाए। परिक्रमा पूरी करके वे वापस भगवान के पास आए और गर्व से बोले, "प्रभु! मैंने आपकी आज्ञा का पालन किया। तेल की एक बूंद भी नीचे नहीं गिरी।”

भगवान ने पूछा, "शाबाश नारद! तुमने बड़ा अद्भुत काम किया। लेकिन यह बताओ, इस परिक्रमा के दौरान तुमने मेरा नाम कितनी बार लिया?”

नारद मुनि कुछ सोच में पड़ गए और बोले, "प्रभु! मेरा सारा ध्यान तो कलश पर था कि कहीं तेल न गिर जाए। भला मैं आपका नाम कैसे लेता?”

तब भगवान विष्णु ने नारद को समझाते हुए कहा, "देखा नारद! तुम एक साधारण-से कलश को लेकर परिक्रमा करते हुए मेरा नाम तक भूल गए। जबकि वह किसान दिन भर अपने गृहस्थी और कर्मों का भार उठाते हुए भी, हर सुबह-शाम और कार्य के बीच, मुझे याद करता है। वह अपने कर्तव्यों का पालन करते हुए भी मुझे विस्मृत नहीं करता। उसकी 'राम-राम' में उसके हृदय का सच्चा भाव है, उसके कर्म की निष्ठा है, और उसका अटूट विश्वास है। यही कारण है कि वह मुझे तुमसे भी अधिक प्रिय है।”

नारद मुनि को अपनी गलती का एहसास हुआ। उनका अहंकार टूट गया। वे समझ गए कि भगवान को दिखावे या केवल जप की संख्या से कोई फर्क नहीं पड़ता। उन्हें तो उस हृदय का प्रेम, उस कर्म की निष्ठा और उस निस्वार्थ भाव की भूख है, जो उस साधारण किसान की 'राम-राम' में निहित था।

निष्कर्ष

यह समझना महत्वपूर्ण है कि भगवान भाव के भूखे हैं। इसका अर्थ यह नहीं कि आप मंदिर न जाएँ या पूजा न करें। इसका अर्थ यह है कि इन सभी क्रियाओं में आपके हृदय का भाव, आपका प्रेम और आपकी निष्ठा सबसे ऊपर होनी चाहिए। जब आप अपने हृदय को शुद्ध करके, सच्चे प्रेम और भक्ति के साथ भगवान को याद करते हैं, तो वे निश्चित रूप से आपकी सुनते हैं और आपको अपना आशीर्वाद प्रदान करते हैं। इसलिए, दिखावा छोड़ें और अपने अंतर्मन में प्रेम का दीपक जलाएँ, क्योंकि वही सच्ची भक्ति है जिससे भगवान प्रसन्न होते हैं। सच्ची भक्ति जीवन के हर पल में भगवान को याद करने में है, अपने कर्तव्यों का ईमानदारी से पालन करते हुए भी प्रभु का स्मरण करने में है। 'नारायण-नारायण' का जाप करना उत्तम है, लेकिन यदि वह जाप हृदय से न हो, तो उसका उतना महत्व नहीं, जितना कि एक कर्मशील व्यक्ति की उस छोटी-सी 'राम-राम' का, जो उसके गहन विश्वास और प्रेम से निकली हो।

मैं यह दावे के साथ कह सकता हूँ कि हम में से ज्यादातर लोगों के जीवन में अगर एक बार भी ऐसा कोई मौका आया हो जब हमने किसी गरीब, किसी जरूरतमंद की मदद की हो और ये शायद ही यह सोचा हो कि वो किस धर्म और जाति का है, तो उस पल के आनंद की अनुभूति शायद आत्मा को आजीवन तृप्त करती रहेगी।

अगर इश्वर ने हमें सामर्थ्य दिया है तो हम हर मानव निर्मित बन्धनों से ऊपर उठे और अपने सामर्थ्य के अनुसार अगर किसी भी जरूरतमंद के जीवन में थोड़ा भी बदलाव कर पाएं तो शायद हमारा मानव जीवन सार्थक हो जाये।

PRSI Bhubaneswar celebrates World PR Day 2025



The Bhubaneswar Chapter of the Public Relations Society of India (PRSI) celebrated World Public Relations Day 2025 with an interactive and thought-provoking session on this year's global theme — "Building Bridges, Navigating Polarisation." The event, held at the Press Club of Odisha, brought together public relations practitioners, communication professionals, and members of academia to reflect on the evolving role of PR in fostering unity and trust in an increasingly divided world.

The keynote address was delivered by Dr. Debilal Mishra of Ravenshaw University, who provided an in-depth interpretation of the theme, tracing the ethical and strategic responsibilities of PR professionals in the current social and political climate. He emphasized that the core objective of public relations must be rooted in positive intention, and that the profession requires a harmonious combination of communication skills, behavioral insight, research aptitude, and situational awareness.

Dr. Mishra highlighted the global decline in public trust and posed a critical question: Can public relations help rebuild what society has lost? He outlined three foundational pillars of trust in PR—positive intent, honest communication, and responsible behavior—and argued that effective communication leads to understanding, which in turn fosters trust and societal acceptance. "Communication aimed at public understanding should be our north star. Once we

achieve that, evaluation becomes key to measuring effectiveness," he noted.

In his welcome address, Sudhi Ranjan Mishra, Chairman of PRSI Bhubaneswar Chapter, stressed the significance of World PR Day and the indispensable role of PR professionals in shaping narratives across organizations, institutions, and governments. Chapter Secretary Krushna Chandra Mahapatra curated the event and delivered the vote of thanks, acknowledging the contributions of members and reaffirming the chapter's commitment to ethical, strategic communication.

The event also included a formal welcome to newly inducted members and the felicitation of long-serving members for their sustained contributions to the field of public relations.

World Public Relations Day, observed globally on July 16, commemorates the legacy of Ivy Lee, often regarded as the father of modern PR. The day recognizes the transformative impact of public relations in promoting truth, building mutual understanding, and bridging divides in an interconnected world.

With reflective discussions and a reaffirmation of core values, the Bhubaneswar Chapter's observance of World PR Day 2025 served as a timely reminder of the profession's power and responsibility in today's polarized communication landscape.

वाराणसी में PRSI की साधारण सभा सम्पन्न, डिजिटल मीडिया और राज्य स्तरीय कार्यक्रमों पर हुआ विचार-विमर्श



पब्लिक रिलेशन्स सोसाइटी ऑफ इंडिया (PRSI) वाराणसी चैप्टर की साधारण सभा की बैठक 18 जुलाई, शुक्रवार को सिगरा स्थित एक रेस्टोरेंट में चैप्टर चेयरमैन श्री अनिल के. जाजोदिया की अध्यक्षता में आयोजित की गई। बैठक में चैप्टर के सदस्यों ने मार्च माह में आयोजित राष्ट्रीय कार्यसमिति की बैठक के सफल आयोजन को लेकर विस्तृत चर्चा की तथा उस आयोजन में डॉ. अजीत पाठक (राष्ट्रीय अध्यक्ष), विभिन्न चैप्टरों के प्रतिनिधियों एवं कार्यकारिणी सदस्यों की उपस्थिति और उनके द्वारा सराहे गए काशी-अयोध्या दर्शन एवं पूजन जैसे विशेष कार्यक्रमों के लिए सभी का आभार व्यक्त किया गया।

बैठक में निर्णय लिया गया कि पत्रकारिता के अध्ययन एवं अध्यापन से जुड़े लोगों के लिए पूर्वांचल स्तर पर एक सेमिनार आयोजित किया जाएगा। साथ ही जनसंपर्क क्षेत्र में कार्यरत प्रोफेशनल्स के लिए एक राज्य स्तरीय अवार्ड कार्यक्रम भी आयोजित करने की योजना पर विचार हुआ।

विशेष रूप से रायपुर से आमंत्रित सदस्य श्रीमती गीता ने वाराणसी चैप्टर में डिजिटल मीडिया से संबंधित गतिविधियों को सशक्त

बनाने और अपनी भूमिका निभाने पर बल दिया। उन्होंने इस दिशा में सहयोग के लिए सकारात्मक पहल करने का आश्वासन भी दिया।

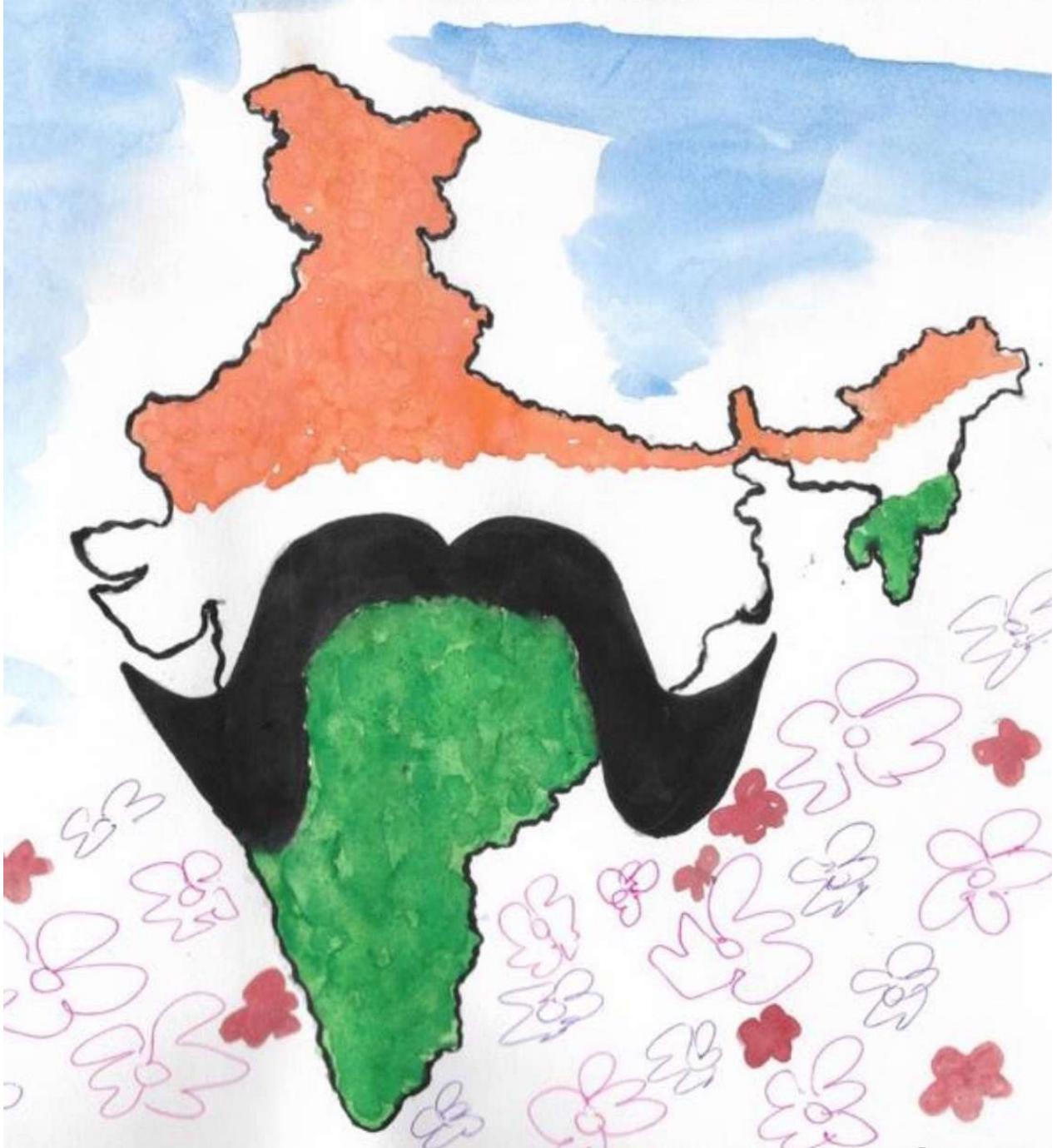
इस अवसर पर विश्व वैदिक सनातन न्यास के राष्ट्रीय अध्यक्ष श्री संतोष सिंह को सम्मानित किया गया। यह सम्मान कैरियर लांचर के निदेशक एस. सी. बागला, काशी हिंदू विश्वविद्यालय के प्रोफेसर डॉ. अनुराग दवे, एवं PRSI के राष्ट्रीय उपाध्यक्ष (उत्तरी क्षेत्र) नरेंद्र मेहता द्वारा संयुक्त रूप से प्रदान किया गया।

बैठक का संचालन चैप्टर सचिव प्रदीप कुमार उपाध्याय ने किया तथा धन्यवाद ज्ञापन ज्ञानेन्द्र उपाध्याय द्वारा दिया गया।

इस अवसर पर संयुक्त सचिव हर्ष अग्रवाल, डॉ. बाला लखेन्द्र, डॉ. राजेश सिंह, चंद्रशेखर, डॉ. प्रभा शंकर मिश्रा, मनोहर लाल, अंशुमान राणा, गौरव शाह, डॉ. शार्दूल चौबे, चंद्र प्रकाश सिंह, डॉ. वीर प्रताप, श्वेता तिवारी सहित अनेक सदस्य उपस्थित रहे।

बैठक में संगठनात्मक मजबूती, भविष्य की योजनाओं एवं नवाचारों को लेकर सकारात्मक वातावरण में विचार-विमर्श हुआ, जिससे चैप्टर की आगामी गतिविधियों को नई दिशा मिलने की उम्मीद है।

अभिनंदन कभी देश का , कभी भारत का सिन्दूर ।
हर दुश्मन का नाश करेंगे , कोई कितना हो मगरूर ॥



अजीत
पाठक

OPERATION
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पानी- पानी चिल्ला रहे अब
पहले क्यों तुमने किया क़सूर ।
लावण्य रूप नारी भारत की
माँ दुर्गा का ये है “सिन्दूर” ॥
डॉ.अजीत पाठक



हर बात पर आपत्ति उनको
है कुछ लोगों का ये दस्तूर ।
भारत माता के गौरव को देखो
चमक रहा कैसे “सिन्दूर” ॥
डॉ.अजीत पाठक

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बाहर के दुश्मन को मारें
अंदर का क्या करें हुजूर ।
जो आस्तीन में साँप पल रहे
उन्हें कुचलना है “सिन्दूर” ॥
डॉ.अजीत पाठक



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स्वर्ण मंदिर को बनाने चले निशाना
बुद्धि तुम्हारी भ्रष्ट हुई है जरूर ।
हमारे गुरुद्वारे हैं ईश्वर की शक्ति
महसूस करो एक चुटकी “सिन्दूर” ॥
डॉ.अजीत पाठक

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घर में घुसकर मारेंगे हम
दुश्मन हो कितना भी दूर ।
अब ना आँख उठाना फिर से
है तैयार हर एक “सिन्दूर” ॥
डॉ.अजीत पाठक

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भारत की रोटी खाकर भी
दुश्मनों से मोहब्बत का है सुरूर ।
सीमा पार की कोई परवाह नहीं
अपनों से मायूस हुआ “सिन्दूर” ॥
डॉ.अजीत पाठक



विश्व प्रणेता बनना भारत का
है निश्चित अब नहीं है दूर ।
माँ भारती तेरे बेटे एक सब
रहेगा सुरक्षित अब हर सिन्दूर ॥
डॉ.अजीत पाठक

OPERATION
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एक और शांति प्रयास सही
है दुश्मन आदतन मगरूर ।
अब ना उसको कोई मौक़ा देंगे
है नमन तुझे सिन्दूर ॥
डॉ.अजीत पाठक



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