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PRSI HARMONY

Building Bridges of Trust

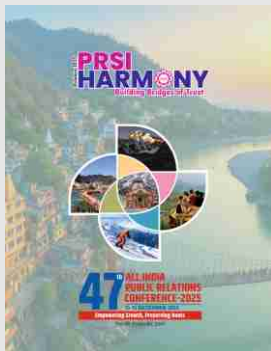


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Empowering Growth, Preserving Roots

The PR Vision for 2047



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Dr. Ajit Pathak

National President

Public Relations Society of India

The Human Face of Public Relations: Building Trust in a Digital Era

In today's fast-changing world, where digital screens often replace handshakes and algorithms curate what we see, one truth remains constant—Public Relations is, at its core, about people. Technology has transformed how we communicate, but the heart of PR continues to beat with the warmth of human connection. As we bring you this edition of *Harmony*, I find myself returning to a simple belief: trust cannot be automated.

We live in an era of instant updates, viral trends, and real-time reactions. While this brings incredible opportunities, it also brings new responsibilities. Audiences today are sharper, more aware, and less willing to accept communication that feels rehearsed or distant. They want honesty, responsiveness, and compassion from the organisations they choose to believe in. In this crowded digital space, what truly cuts through the noise is not volume, but authenticity.

And that is where the human face of Public Relations becomes more important than ever.

The modern PR professional is not just a messenger but a bridge-builder—someone who listens as much as they speak, who feels the pulse of people, and who understands the emotions behind every headline. Data and analytics guide us, yes, but it is empathy that gives direction. In fact, the real power of communication lies not in its reach, but in its resonance.

As India embraces a digital-first future, our profession stands at a meaningful crossroads. We bring with us a legacy of dialogue, respect, and relationship-building—values deeply rooted in our cultural DNA. The challenge now is to carry these values into the virtual world. Technology may help us connect faster, but it is our humanity that helps us connect better.

At PRSI, this belief guides everything we do. We strive to create spaces where learning, collaboration, and ethical communication flourish. Through training programmes, community outreach, and knowledge-sharing, we hope to strengthen the PR fraternity's ability to navigate a fast-evolving digital landscape without losing sight of the people at its heart.

Let us remember: Artificial Intelligence can scan millions of conversations, but it cannot understand a single human feeling the way we do. Social media tools can multiply our voice, but only sincerity can make someone pause and listen. Data can highlight trends, but only human intuition can reveal meaning.

As you read this edition of Harmony, I encourage you to reflect on the everyday human acts that shape our profession—listening without judgement, responding with care, communicating with honesty, and standing by the values that inspire trust.

The digital era will continue to surprise us, challenge us, and push us forward. But if we remain rooted in compassion and integrity, we will not only adapt—we will lead.

Because at the end of the day, in Public Relations as in life, trust is built heart to heart.



समय के साथ बढ़ रहा है मीडिया : डॉ. अजीत पाठक



पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया (PRSI) के राष्ट्रीय अध्यक्ष डॉ. अजीत पाठक ने कहा कि मीडिया निरंतर समय के साथ आगे बढ़ रहा है और जनसंपर्क की भूमिका पहले से अधिक व्यापक और प्रभावशाली हो गई है। वे महात्मा गांधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय, वर्धा के माधवबाब शिक्षकों के प्रशिक्षण

केंद्र के अंतर्गत आयोजित “विकसित भारत में जनसंपर्क एवं जनसंचार की भूमिका” विषय पर ऑनलाइन व्याख्यान दे रहे थे। डॉ. पाठक ने कहा कि डिजिटल युग में मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग और जनसंपर्क की योजनाओं ने नई दिशा प्राप्त की है। उन्होंने कहा कि अच्छे जनसंपर्क के लिए व्यक्तित्व, व्यवहार और मानवीय संबंध अत्यंत महत्वपूर्ण हैं। मीडिया अब केवल सूचना का माध्यम नहीं, बल्कि संस्थाओं और कंपनियों की पहचान और प्रतिष्ठा निर्माण का प्रमुख साधन बन गया है।

उन्होंने जनसंपर्क में एआई (Artificial Intelligence) के उपयोग की सलाह देते हुए कहा कि यह निर्णय लेने की क्षमता में सुधार, डेटा सुरक्षा, मीडिया की जवाबदेही और डिजिटल विश्वसनीयता बढ़ाने में सहायक हो सकता है।

डॉ. पाठक ने कहा कि आज मीडिया की गति और पहुंच दोनों बढ़ी हैं, इसलिए जनसंपर्क पेशेवरों को नई तकनीकों और बदलते परिवेश के अनुरूप स्वयं को अपडेट रखना चाहिए।

कार्यक्रम में विश्वविद्यालय के अध्यापक एवं विद्यार्थी बड़ी संख्या में ऑनलाइन उपस्थित रहे।

कार्यक्रम | भारत जनसंचार की भूमिका पर व्याख्यान

समय के साथ बढ़ रहा है मीडिया



अच्छे जनसंपर्क के लिए व्यक्तिगत संबंध महत्वपूर्ण

जनसंपर्क का मतलब यह है कि अच्छे जनसंपर्क के लिए व्यक्तिगत और मित्रवत संबंध महत्वपूर्ण होते हैं। डॉ. पाठक ने अपने व्याख्यान में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की। उन्होंने जनसंपर्क में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की। उन्होंने जनसंपर्क में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की।

संस्था और कंपनी को उज्ज्वलता पर ले जा सकती है। यही कारण है कि ब्रांडिंग और छवि निर्माण को प्रमर्श और बैठकों का आयोजन आदि की चर्चा की। उन्होंने जनसंपर्क में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की।

मीडिया की गति के साथ चलें-डॉ. अजीत पाठक



वर्धा (ईमेल)। पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया (पीआरएसआई) के राष्ट्रीय अध्यक्ष डॉ. अजीत पाठक ने सूत्रवार को महात्मा गांधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय, वर्धा में मालवीय मिशन शिक्षक प्रशिक्षण केंद्र के अंतर्गत ऑनलाइन पुनर्बोध प्रशिक्षण कार्यक्रम में ‘विकसित भारत में जनसंपर्क एवं जनसंचार की भूमिका’ विषय पर व्याख्यान दिया। डॉ. अजीत पाठक जी ने डिजिटल युग में सफल मीडिया प्रबंधन की योजना और क्रियान्वयन को विस्तार से समझाया। उन्होंने कहा कि संपर्क, जनसंपर्क और व्यावसायिकता के पहलू किसी व्यक्ति, संस्था और कंपनी को उज्ज्वलता पर ले जा सकती है। यही कारण है कि ब्रांडिंग और छवि निर्माण को प्रमर्श और बैठकों का आयोजन आदि की चर्चा की। उन्होंने जनसंपर्क में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की। उन्होंने जनसंपर्क में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की।

युगधर्म

मीडिया की गति के साथ चलें : डॉ. पाठक



संवाददाता वर्धा। पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया (पीआरएसआई) के राष्ट्रीय अध्यक्ष डॉ. अजीत पाठक ने मालवीय मिशन शिक्षक प्रशिक्षण केंद्र के अंतर्गत ऑनलाइन पुनर्बोध प्रशिक्षण कार्यक्रम में ‘विकसित भारत में जनसंपर्क एवं जनसंचार की भूमिका’ विषय पर व्याख्यान दिया। डॉ. अजीत पाठक जी ने डिजिटल युग में सफल मीडिया प्रबंधन की योजना और क्रियान्वयन को विस्तार से समझाया। उन्होंने कहा कि संपर्क, जनसंपर्क और व्यावसायिकता के पहलू किसी व्यक्ति, संस्था और कंपनी को उज्ज्वलता पर ले जा सकती है। यही कारण है कि ब्रांडिंग और छवि निर्माण को प्रमर्श और बैठकों का आयोजन आदि की चर्चा की। उन्होंने जनसंपर्क में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की। उन्होंने जनसंपर्क में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की।

मीडिया की गति के साथ चलने की जरूरत : पाठक

लोकमत समाचार सेवा

वर्धा : पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया (पीआरएसआई) के राष्ट्रीय अध्यक्ष डॉ. अजीत पाठक ने महात्मा गांधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय, वर्धा में मालवीय मिशन शिक्षक प्रशिक्षण केंद्र के अंतर्गत ऑनलाइन पुनर्बोध प्रशिक्षण कार्यक्रम में ‘विकसित भारत में जनसंपर्क एवं जनसंचार की भूमिका’ विषय पर व्याख्यान दिया। उन्होंने मीडिया की गति के साथ चलने का आह्वान किया। डॉ. अजीत पाठक जी ने डिजिटल युग में सफल मीडिया प्रबंधन की योजना और क्रियान्वयन को विस्तार से समझाया। संपर्क, जनसंपर्क और व्यावसायिकता के पहलू किसी व्यक्ति, संस्था और कंपनी को उज्ज्वलता पर ले जा सकते हैं। यही कारण है कि ब्रांडिंग और छवि निर्माण को प्रमर्श और बैठकों का आयोजन आदि की चर्चा की। उन्होंने जनसंपर्क में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की।

ब्रांड एक्सेम्पल होते हैं। मीडिया में आए परिवर्तन को लेकर उन्होंने कहा कि समय के साथ मीडिया गति से बदल रहा है और तेजी से बढ़ भी रहा है। समय की रफ्तार के साथ हमें आगे बढ़ने की जरूरत है। उनका कहना था कि अच्छे जनसंपर्क के लिए व्यक्तिगत और मित्रवत संबंध महत्वपूर्ण होते हैं। डॉ. पाठक ने अपने व्याख्यान में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की। उन्होंने जनसंपर्क में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की। उन्होंने जनसंपर्क में प्रभावी मीडिया प्रबंधन, विज्ञापन, ब्रांडिंग, समारोह का आयोजन, समूह विशेष के लिए प्रमर्श और बैठकों का आयोजन आदि की चर्चा की।

Rajya Sabha MP Naresh Bansal unveils brochure of PRSI National Conference–2025

‘Mahakumbh of Public Relations’ – to be held in Dehradun this December



The brochure of the 47th All India Public Relations Conference–2025, being organized by the Public Relations Society of India (PRSI), Dehradun Chapter, was unveiled by the Rajya Sabha MP Shri Naresh Bansal. The national conference will be held in Dehradun from 13 to 15 December 2025 on the theme — “Public Relations Vision for Viksit Bharat @ 2047.”

On this occasion, MP Naresh Bansal said that public relations act as a strong bridge between society, government, and the people. He emphasized that public relations are not merely about disseminating information, but about fostering dialogue, trust, and positive thinking to give new direction to development.

He said that the role of public relations becomes extremely important in connecting people with development schemes and government initiatives. This conference, he added, will not only serve as a platform for exchange of ideas but will also contribute to strengthening the vision of India@2047.

MP Bansal further said that as Uttarakhand completes 25 years of its formation, hosting such a grand event in

Dehradun holds great significance. He said that the conference will give a new identity to the public relations sector in the state and provide an opportunity for young professionals to learn and grow.

The office bearers of PRSI Dehradun Chapter informed that the three-day Mahakumbh of Public Relations will bring together PR professionals, media representatives, corporate experts, and academicians from across the country. The conference will include detailed discussions on emerging trends in public relations, the role of digital media, and new dimensions of public communication.

The objective of the conference is to share innovative practices and successful initiatives in the field of public relations, thereby building a strong and sensitive communication framework for the future of Viksit Bharat.

The brochure release event was attended by PRSI Dehradun Chapter President Ravi Bijarniya, Secretary Anil Sati, Treasurer Suresh Chandra Bhatt, and members Anil Verma, Vaibhav Goyal, Sanjay Pandey, Naveen Kandari, Deepak Nautiyal, Sushil Sati, and Sunil Rana.

बालिका दिवस पर सौम्या को किया सम्मानित



अन्तर्राष्ट्रीय बालिका दिवस” के अवसर पर पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया, वाराणसी चैप्टर, जिला विधिक सेवा प्राधिकरण, वाराणसी एवं सुधाकर महिला पी.जी. कॉलेज, पांडेयपुर के संयुक्त तत्वावधान में, कॉलेज के सभागार में एक कार्यक्रम आयोजित किया गया।

कार्यक्रम में मुख्य अतिथि आलोक कुमार, सचिव, जिला विधिक सेवा प्राधिकरण / अपर जिला जज, वाराणसी; विशिष्ट अतिथि श्रीमती सारिका श्रीवास्तव, निदेशक, अशोका इंस्टीट्यूट ऑफ टेक्नोलॉजी एंड मैनेजमेंट कॉलेज, पहाड़िया, वाराणसी; सुधाकर महिला पी.जी. कॉलेज के निदेशक आशीर्वाद दुबे एवं आयुष्मान दुबे; प्राचार्य अशोक पांडेय, ला संकाय के विभागाध्यक्ष डा. सुजीत राय, तथा पब्लिक रिलेशन्स सोसायटी ऑफ इंडिया, वाराणसी चैप्टर के सचिव प्रदीप कुमार उपाध्याय उपस्थित रहे।

इस अवसर पर मुख्य अतिथि आलोक कुमार ने छात्राओं एवं अध्यापिकाओं को संबोधित करते हुए कहा कि “आज की छात्राएँ ही भविष्य की निर्माता हैं। आप में से ही कल की माँ, पत्नी और बहू बनेगी। आपकी शिक्षा, सोच और प्रेरणा ही आने वाले समाज का निर्माण करेगी। यदि आप सकारात्मक सोच रखते हुए कठिन से कठिन कार्य करेंगी, तो सफलता अवश्य प्राप्त होगी, क्योंकि आज महिला सशक्तिकरण का युग है। यह आपका अधिकार है कि आप भविष्य को सुंदर और विवादरहित बनाएं।”

अशोका इंस्टीट्यूट ऑफ टेक्नोलॉजी एंड मैनेजमेंट कॉलेज की



निदेशिका श्रीमती सारिका श्रीवास्तव ने कहा कि “आज महिलाएँ या छात्राएँ किसी भी क्षेत्र में किसी से कम नहीं हैं। यदि हम सकारात्मक सोच, अपने संस्कार और एक महिला होने की जिम्मेदारियों का ईमानदारी से पालन करें, तो हमें कभी भी कोर्ट-कचहरी जाने की आवश्यकता ही नहीं पड़ेगी।”

PRSI Chennai Chapter Organizes National Webinar on “Cinematic Composition: Techniques for Visual Storytelling”

The Public Relations Society of India (PRSI), Chennai Chapter, organized a national webinar titled “Cinematic Composition: Techniques for Visual Storytelling” on 17th October 2025. The session was conducted by Mr. Anbusathiyar R., Assistant Professor at the Amity School of Communication and Amity Film School, Amity University, Mumbai, and Mr. Ramkumar Singaram, President. PRSI Chennai Chapter has made a remarkable effort in organizing this event.

such as Hong Kong, Dubai, Sri Lanka, the Maldives, Seychelles, Thailand, Indonesia, Mauritius, Jordan, Cambodia, Qatar, and Belgium.

Mr. Anbusathiyar is a member of the South Indian Cinematographers’ Association (SICA) and possesses vast experience in shooting short films, documentaries, still photography, and multi-camera productions. He is pursuing a Ph.D. in Journalism and Mass Communication at Amity University, Gurugram, Haryana.



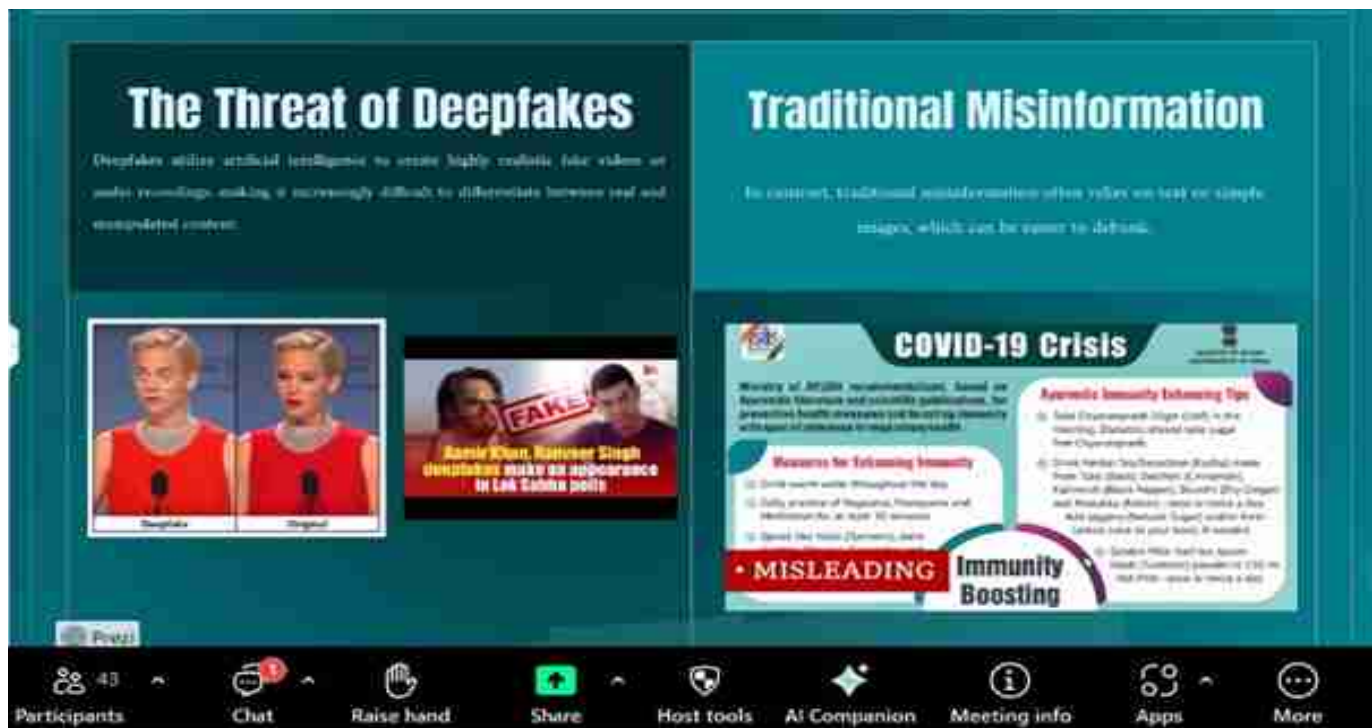
Mr. Anbusathiyar R., the resource person having over twelve years of professional experience in the film and television production industry and eight years of teaching experience in film education. A graduate of the Film and Television Institute of Tamil Nadu, Chennai, he began his career as an Assistant Cinematographer in Tamil films, including Dasavathaaram. He has also contributed to several travel and food shows for the international travel channel Travelxp, based in Mumbai, and has filmed extensively across India and abroad in countries

The session began with an insightful introduction to the concept of composition in cinematography. Mr. Anbusathiyar explained key aspects such as the center of interest, composition techniques, and elements of composition, emphasizing the importance of negative space, shapes and forms, camera movements, and framing in visual storytelling. He further elaborated on various perspectives and camera angles commonly employed in films to enhance narrative depth and viewer engagement.

The webinar had a reform of around 60 attendees, including academicians, media industry professionals, and students. The session concluded with an interactive Q&A segment.

The webinar was insightful and informative, offering valuable perspectives on the art and techniques of cinematic composition, thereby enriching participants in understanding visual storytelling.

PRSI Chennai Chapter Organizes Webinar on Crisis Public Relations in the Digital Age



Public Relations Society of India (PRSI), Chennai Chapter, organized a national webinar titled "Crisis Public Relations in the Age of Cancel Culture and Deepfakes: Advanced Reputation Defence and Media Literacy Approaches" on October 10, 2025. The session focused on managing public relations crises in a rapidly evolving digital environment marked by misinformation and cancel culture.

The webinar began with a welcome address by Dr. N. Raja, Secretary, PRSI Chennai Chapter, followed by an introduction to PRSI by Mr. Ramkumar Singaram, President, PRSI Chennai Chapter. The guest speaker, Dr. N. Bhuvana Rajindar, Assistant Professor, Department of Communication and Media Studies, M.O.P. Vaishnav College for Women, Chennai, was introduced by Dr. S. Shridevi, Treasurer, PRSI Chennai Chapter.

In her presentation, Dr. Bhuvana highlighted the significance of public relations in safeguarding an organization's reputation and elaborated on

effective crisis management strategies. She explained how cancel culture and social media backlash influence brand perception and discussed the role of transparency, authenticity, and timely communication in rebuilding public trust.

Dr. Bhuvana also emphasized the importance of media literacy and advanced reputation defence mechanisms to address challenges posed by misinformation and deepfakes. Drawing from real-life examples such as Maggi's product recall, Tanishq's advertisement controversy, and Laal Singh Chaddha's public reception, she illustrated how strategic communication can mitigate crises.

A total of 45 participants, including students, media academicians, and industry professionals, participated in the session. The event concluded with an interactive discussion.

The webinar was insightful and engaging, with discussion on evolving challenges in crisis public relations and the growing relevance of media literacy in digital ecosystem.

Stella Maris College & PRSI Chennai Host Memorial Lecture on 'Navigating Artificial Intelligence for Strategic Communication'



Department of Public Relations, Stella Maris College, in collaboration with the Public Relations Society of India (PRSI), Chennai Chapter, organized the Gyan Haksar, M. Gopalakrishnan & R. K. Bharathan Memorial Lecture on "Navigating Artificial Intelligence for Strategic Communication" on August 26, 2025, at the Shyam Kothari Auditorium, Stella Maris College.

The event began with a short prayer by a student, followed by a welcome address by Dr. Shrinidhi, who highlighted the growing importance of Artificial Intelligence in today's communication ecosystem. Dr. Sundari K shared fond recollections of the three doyens—Gyan Haksar, M. Gopalakrishnan, and R. K. Bharathan—and their significant contributions to the field of public relations.

Ms. Simran Jha, Founder of Cord Communiqué Events & PR, delivered the memorial lecture as the Chief Guest and Speaker. Speaking on the transformative role of AI in strategic communication, she elaborated on emerging tools such as ChatGPT, QuillBot, GrammarlyGO, Canva AI, Meltwater, Cision, Brandwatch, Sprinklr, and Zoho Social. She also discussed AI-driven media outreach platforms like Propel PRM, Muck Rack, and Skribe Server.

Ms. Jha explained how AI is reshaping public relations,

journalism, and crisis communication, while also raising ethical concerns such as deepfakes, algorithmic bias, and transparency issues. Emphasizing the human element in communication, she said, "AI should assist, not replace human judgment."



A memento was presented to Ms. Jha by Mr. Ramkumar Singaram, Chairman, PRSI Chennai Chapter, in appreciation of her engaging lecture. Dr. N. Raja, Secretary, PRSI Chennai Chapter, proposed the vote of thanks, lauding the speaker's insights and commending the collaboration between Stella Maris College and PRSI for organizing the programme.

The session concluded with an interactive discussion among students, faculty, and PR professionals on the future of Artificial Intelligence in strategic communication.

Measured Response and Clear Messaging Are Crucial in Crisis, Says Defence PRO



The Public Relations Society of India (PRSI), Ahmedabad Chapter, organized an engaging session on "Communication in Crisis". The talk was delivered by Wing Commander Abhishek Kumar Tiwari, Spokesperson and Public Relations Officer, Ministry of Defence, Government of India.

Wg Cdr Tiwari emphasized that timing, clarity, and empathy are the cornerstones of crisis communication. Drawing on the Mahabharata, including the dialogue of Karan and Kunti, he illustrated how the essence of communication lies in deciding what to say, when to say it, and how much to reveal.

Addressing the members Wg Cdr stated that "crisis responses must be measured and objective, citing Operation Sindoor where the first press release was pivotal in building public trust". He cautioned against sensationalism, stressing that communication must leave no void, remain rooted in truth, and inspire confidence.

The session began with members paying homage to Shri B.L. Yadav, the founding member of PRSI. Mr. Trilok Sanghani introduced the PRSI Ahmedabad Chapter to the guest, setting the context of the

evening.

Mr. Vicky Shah, Chair PRSI Ahmedabad Chapter, felicitated Shri Tiwari, and said "We are privileged to have Wg Cdr Tiwari with us. The session was



insightful, topical and relevant for the PR fraternity."

The event saw enthusiastic participation from PRSI Ahmedabad members, office bearers, public relations professionals, and young enthusiasts. The session concluded with an interactive discussion, reinforcing PRSI Ahmedabad's commitment to advancing excellence in public relations. Mr. Santosh Zokarkar presented the vote of thanks.

PR Is the Best Tool to Shed Light on the Truth: Prof. Ganta Chakrapani



The Public Relations Society of India (PRSI), Hyderabad Chapter, in collaboration with the Dr. CVN Foundation, celebrated National Public Relations Education Day to mark the 93rd birth anniversary of Late Dr. C.V. Narasimha Reddy at KLN Prasad Auditorium, Federation of Telangana Chambers of Commerce and Industry (FTCCI), Red Hills, Hyderabad.

Addressing the gathering, Prof. Ganta Chakrapani, Hon'ble Vice Chancellor, Dr. B.R. Ambedkar Open University, and Chief Guest & Keynote Speaker, hailed Dr. C.V. Narasimha Reddy's remarkable contribution to the field of public relations. He emphasized that "PR is the best tool to remove the dark clouds created by misinformation and misunderstanding in society." Prof. Chakrapani highlighted the need for an interdisciplinary approach to PR education, describing it as "the need of the hour" and encouraged organizations to embrace PR for effective functioning.

Prof. Venkata Subhani, Chief Director, National Institute of Tourism and Hospitality Management (NITHM), underlined that PR has become a vital skill for professionals across all





sectors. During the event, Dr. CVN-PRSI Best PR Teacher National Award for 2023 was presented to Prof. Subhani.

A Jury Certificate of Appreciation was awarded to Mr. Ramkumar Singaram, Director, Catalyst Public Relations Pvt. Ltd., Chennai. Prof. Chakrapani also presented awards to the Best PR Teachers, Councillors, and Students for their contributions to the field.



The event was graced by several distinguished guests, including Dr. Ajit Pathak, National President, PRSI; Shri U.S. Sharma, National Vice President (South); Shri Y. Babji, Editor, PR Voice and Legal Advisor to PRSI; Shri C. Ravinder Reddy and Smt. C. Rama Devi of the CVN PR Foundation; and Dr. Yadagiri Kambhamatti, Chairman, and Ms. Aparna, Secretary, PRSI Hyderabad Chapter.



The dignitaries launched the "PR in Schools" initiative to promote positivity in society through public relations awareness. About 200 PR and corporate communication professionals participated in the celebration, which concluded with a call to strengthen PR education and ethical communication in India.

Vigilance – Is Everyone's Business!



Ankita Srivastava

As a child when I watched BR Chopra's Mahabharata on Doordarshan along with my grandparents, I hardly realized it was the greatest epic of all times. Now, I understand that its immensity lies not only in the grandeur of its events but also in the timeless lessons embedded within each character. The Mahabharat continues to resonate with every reader and viewer, offering them meaningful life lessons.

Among the many lessons, one that struck my childhood memory was when Yudhishtira staked away his kingdom in a reckless game of dice. No divine intervention stopped his fall. Though known for his wisdom and prudence, in that moment he continued to make thoughtless decisions, one after another, and none of the great men of wisdom and valour objected or raised their voice. The ultimate catastrophe came when Yudhishtira staked and lost Draupadi, a heinous act witnessed in silence by the wise men around including Bhishma, Drona, Vidura, Dhritarashtra and Karna. None of them stepped in to say, "This has gone too far." Their silence was as costly as Yudhishtira's gamble. The lesson? Danger often thrives not because of the strength of the wrongdoer, but because of the inattention and inaction of the wise bystanders.

That, in essence, is what vigilance is about: a shared responsibility. It's not a dusty office file marked "For Internal Audit Only," but a way of living that asks

all of us to stay alert to fraud, misconduct, lapses of safety and the little cracks where negligence creeps in.

As the great philosopher Edmund Burke jested: "The only thing necessary for the triumph of evil is for good men to do nothing."

From Mythology to Mainland

Indian mythology has always underlined vigilance as a virtue. Remember Lord Rama's Lanka expedition! Hanuman did not simply leap across the ocean because it was dramatic, rather he surveyed Lanka, observed Ravan's defenses, located Sita, and reported back. He, in effect, was the intelligence of Rama's army. Without Hanuman's vigilance, the war strategy would have been a blind gamble.

Now swap Lanka for our local metro station. The principle is the same. If we see an unattended bag and shrug it off, "not my problem", we're repeating the silence of Dhritarashtra's court. But if we raise an alarm, it's like playing Hanuman's role: a vigilant hero preventing a catastrophe.

Case Studies in Care (and Carelessness)

History is dotted with examples of vigilance making or breaking destinies.

• The Bhopal Gas Tragedy (1984):

One of the world's worst industrial disasters was not just a case of an accident; it was a chilling reminder of ignored safety checks, lax oversight, and a sleeping system. A culture of vigilance could have saved thousands of lives.

- **2008 Mumbai Attacks:** Amid the horror, acts of vigilance stood out. Railway announcer Vishnu Zende, noticing chaos at CST station, kept guiding passengers to safety over the PA system, even as bullets flew. His presence of mind saved countless lives.
- **Everyday Heroes:** A bank clerk who notices a forged signature, a traffic policeman who spots a fake license plate, a teacher who detects signs of bullying—these may not make headlines, but they are micro-heroes of vigilance that safeguard society in real time.

Why We Drop the Ball

If vigilance is so crucial, why do we often falter? The answer lies in the sly whisper of convenience: "It's not my job." We love outsourcing responsibility, be it to the government, the security guard, or the non-existent "someone else." But vigilance is not a department; it's a habit.

Think of it like yoga. No one can do asanas for us. Similarly, no one can stay alert on our behalf. The cost of complacency is always higher than the discomfort of staying watchful.

The Wisdom of Watchfulness

Vigilance doesn't mean living like a paranoid squirrel, suspicious of every rustling leaf. It's about being awake to reality, not being anxious about it. In today's era of phishing scams, deepfakes, and clickbait traps, vigilance has become as essential as two-step verification.

Albert Einstein once said: "The world is a dangerous place, not because of those who do evil, but because of those who look on and do nothing." Replace "evil" with "spam emails" and even Einstein would've probably enabled his spam filter!

The Ripple Effect of Small Acts

Vigilance is contagious! When one person speaks up, it inspires others to do the same. When societies nurture whistleblowers instead of shaming them, corruption quivers. When families teach children to question irregularities, the next generation grows up with sharper eyes.

In the Ramayana, the tiny squirrel that helps build the stone bridge to Lanka does not carry a mountain like Hanuman. It carries pebbles. Yet Rama blesses it, because vigilance thrives not in grand gestures but in small, consistent acts.

A Call to All

So, what does vigilance as a shared responsibility look like for us today?

- **For organizations:** nurturing transparency, rewarding honesty, and protecting whistleblowers.
- **For citizens:** reporting unsafe construction, fraud calls, or suspicious activity.
- **For individuals:** double-checking facts before sharing, questioning too-good-to-be-true offers, and mentoring others to do the same.

If everyone guards a little corner, the whole field stays safe.

As the Sanskrit saying goes: "Udyogam purushalakshanam", which means effort is the hallmark of a person. Vigilance, then, is not just duty; it is dignity in action.

From Hastinapur to modern India, the story remains the same! Neglect opens the door to disaster, while watchfulness writes the script for safety and justice. Vigilance is not a burden to carry but a baton to pass. When everyone holds it, no one is left unprotected.

In other words, keep your eyes wide open. The world doesn't just need dreamers; it needs watchmen who refuse to sleep on duty.

“Placeful PR” from Japan: a local university’s award-winning model for global PR



Koichi Iwasawa

Koichi Iwasawa, President and CEO, Key Message International Corporation, is a communications expert with digital and global public relations experience from domestic and foreign firms (USA, Sweden) who has worked in the United States, Europe, the Middle East and Africa in multiple languages.

In the face of declining birthrates, regional depopulation, and a globally competitive higher education landscape, a local Japanese university developed a uniquely effective public relations approach that not only revitalized its presence but also won international acclaim.

Hirosaki University, located in the scenic northern city of Hirosaki in Aomori Prefecture, Japan, is a national university rooted in a rural context. Facing the triple challenge of national visibility, local engagement, and student recruitment, its School of Health Sciences launched a public relations campaign that fused local identity, student empowerment, and community storytelling. This campaign earned the Best Event and/or Activation Award at the 2025 IPRN Annual General Meeting (AGM), a global PR summit featuring over 100 professionals from 30 countries.

From dialect to dialogue: the role of “azumashii”

Central to the campaign was the Tsugaru dialect word “azumashii”, meaning “peaceful,” “comfortable,” or “homey.” Although largely unfamiliar to outsiders, the word resonated deeply with local residents, evoking feelings of warmth and belonging. Recognizing its emotional power, the university reimagined azumashii as a public narrative to strengthen community ties and attract attention to its mission.

Mascot characters inspired by azumashii were co-designed by students and

faculty through a collaborative process. With large, friendly eyes and simple lines, the mascot served as a symbol of peace and care—values essential to both the local culture and the healthcare professions taught at the university. The mascots appeared in public events, videos, and local media campaigns, acting as a bridge between the university and its community.

Education-driven PR: students as communicators and creators

A cornerstone of the project’s sustainability was its integration of education and public relations practice. At the heart of this effort was the undergraduate course “Media and PR Essentials”, taught at Hirosaki University by me as their PR Advisor.

Through this course, students not only learned the fundamentals of media theory, strategic communication, and storytelling, but also applied their knowledge directly to the university’s PR initiatives. They conducted media analysis, developed content, and took leadership roles in events and campaigns.

This curriculum-based approach ensured that the PR activities were not just one-off campaigns but part of a continuous learning cycle. It also allowed the university to nurture internal talent, empowering students with real-world experience that could benefit both their personal development and the institution’s brand.

Results with impact

Despite being run on a modest budget, the campaign achieved remarkable results:

Earned media appearances across regional television, radio, newspapers, and digital platforms within six months.

Social media engagements on official university accounts, driven by student-generated content.

Event participation increased especially among high school students and prospective families.

Stakeholder interviews revealed increased awareness of the university's mission and values

In addition, the campaign helped reframe the identity of the School of Health Sciences—not just as an academic unit, but as a vital regional institution rooted in empathy and community care.

Placeful PR: a model beyond place branding

The theoretical backbone of the campaign is what the consulting team calls “Placeful PR.” Unlike conventional place branding, which often emphasizes logos, slogans, or economic potential, Placeful PR begins with local authenticity.

It draws on three overlapping resource types:

Cultural Resources— including dialects, festivals, traditions, and regional aesthetics.

Emotional Resources— such as nostalgia, warmth, humor, and pride.

Human Resources— especially students, faculty, alumni, and residents who co-create meaning and serve as storytellers.

These elements were strategically combined to design communication that is not only seen or heard, but felt. Events were staged not just as PR tactics, but as emotionally rich experiences that amplified belonging and identity.

This framework was not only conceptual—it was embedded in practice through the “Media and PR Essentials” course, where classroom learning translated directly into PR leadership. In essence, the

campaign became a living laboratory of place-based communication.

International recognition and global implications

At the 2025 IPRN AGM in Porto, Portugal, the campaign stood out among dozens of entries from major global PR agencies. Judges praised its clarity of purpose, authentic engagement, and innovative student-driven approach.

One member judge noted, “This wasn’t just good PR for a university. It was a model for how institutions—no matter how small—can build powerful narratives rooted in place and people.”

The success has sparked interest from other rural universities in Japan and even local governments seeking to replicate the model. With translation and adaptation, “Placeful PR” could be deployed across cultures and sectors—from tourism and education to healthcare and community development.

Why PR professionals should care

In an age of oversaturation and algorithmic noise, authenticity is rare and precious. Hirosaki University’s model reminds us that effective PR doesn’t need to be expensive or flashy—it needs to be meaningful.

Placeful PR challenges global professionals to:

Rethink the role of locality as a source of strategic insight, not just context.

Reframe communication not only as message dissemination but as relationship design.

Reinvest in internal talent development, especially among youth and students.

Conclusion- The story of Hirosaki University is not just about winning an award. It’s about reviving pride, empowering students, integrating education, and reclaiming the power of place in the practice of public relations. As the industry looks for new paradigms in the post-digital age, Placeful PR offers a fresh and human-centered direction.

Sometimes, the smallest towns have the biggest stories to tell—and the brightest storytellers are already sitting in the classroom.

सौर से शौर्य

(सौर उर्जा से लिखेंगे शौर्य गाथा)



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।

भारत समृद्ध सौर ऊर्जा संसाधनों वाला देश है। भारत में अक्षय उर्जा स्रोतों में अभूतपूर्व क्रांति का अभ्युदय हो रहा है। भारतवर्ष अब शनैः शनैः विद्युत् उत्पादन के पारंपरिक स्रोतों के आगे बढ़कर उर्जा के अन्य कई अक्षय स्रोतों पर ध्यान एवं प्रयास केन्द्रित कर रहा है जिससे बिना पर्यावरण एवं अन्य संसाधनों को नुकसान पहुंचाये विकास की गाथा लिखी जा सकती है।

सूर्य एक दिव्य शक्ति स्रोत, शान्त व पर्यावरण सुहृद प्रकृति के स्वामी हैं। एक मोटे अनुमान के अनुसार भारत के भौगोलिक भाग पर पाँच हजार लाख किलोवाट घंटा प्रति वर्ग मीटर के बराबर सौर ऊर्जा आती है। वहीं, एक मेगावाट सौर ऊर्जा के लिए करीब तीन हेक्टेयर भूमि की आवश्यकता होती है। इस दृष्टिकोण से भारत में सौर ऊर्जा के मोर्चे पर विपुल संभावनाएं हैं। देश की ऊर्जा जरूरतों को पूरा करने के लिये न केवल बुनियादी ढाँचा मजबूत करने की जरूरत है, बल्कि ऊर्जा के नए स्रोत तलाशना भी जरूरी है। ऐसे में, सौर ऊर्जा क्षेत्र भारत के ऊर्जा उत्पादन और मांगों के बीच की बढ़ती खाई को बहुत हद तक पाट सकता है।

इस कारण सौर ऊर्जा नवीकरणीय ऊर्जा स्रोत के रूप में बड़ी तेजी से उभरा है। विज्ञान व संस्कृति के एकीकरण तथा संस्कृति व प्रौद्योगिकी के उपस्करों के प्रयोग द्वारा सौर ऊर्जा भविष्य के लिए अक्षय ऊर्जा का स्रोत साबित होने वाली है। सौर ऊर्जा, जो रोशनी व उष्मा दोनों रूपों में प्राप्त होती है, इसका उपयोग कई प्रकार से हो सकता है। विगत कुछ वर्षों में सरकार द्वारा नवीकरणीय ऊर्जा स्रोत के क्षेत्र में कई उल्लेखनीय प्रयास किये गए हैं। भारत सरकार ने 2022 के अंत तक 175 गीगावाट नवीकरणीय ऊर्जा क्षमता का लक्ष्य निर्धारित किया है। इसमें पवन ऊर्जा से 60 गीगावाट, सौर ऊर्जा से 100 गीगावाट, बायोमास ऊर्जा से 10 गीगावाट और लघु जलविद्युत परियोजनाओं से 5 गीगावाट शामिल है। सौर ऊर्जा उत्पादन में सर्वाधिक योगदान रूफटॉप सौर उर्जा (40 प्रतिशत) और सोलर पार्क (40 प्रतिशत) का है। यह देश में बिजली उत्पादन की स्थापित क्षमता का 16 प्रतिशत है। सरकार का लक्ष्य इसे बढ़ाकर स्थापित क्षमता का 60 प्रतिशत करना है। वर्ष 2035 तक देश में सौर ऊर्जा की मांग सात गुना तक बढ़ने की संभावना है।

यदि भारत में सौर ऊर्जा का इस्तेमाल बढ़ाया जा सकेगा तो इससे जीडीपी दर भी बढ़ेगी और भारत सुपरपावर बनने की राह पर भी आगे बढ़ सकेगा। सौर ऊर्जा को बढ़ावा देने में सरकार ने कई पहल किये हैं जिसमें मुख्यतः निम्नलिखित शामिल हैं:

राष्ट्रीय सौर ऊर्जा मिशन: जिसका उद्देश्य फॉसिल आधारित ऊर्जा विकल्पों के साथ सौर ऊर्जा को प्रतिस्पर्द्धी बनाने के अंतिम उद्देश्य के साथ बिजली सृजन एवं अन्य उपयोगों के लिये सौर ऊर्जा के विकास एवं उपयोग को बढ़ावा देना है।

राष्ट्रीय सौर ऊर्जा मिशन का लक्ष्य दीर्घकालिक नीति, बड़े स्तर पर परिनियोजन लक्ष्यों, महत्वाकांक्षी अनुसंधान एवं विकास तथा महत्वपूर्ण कच्चे माल, अवयवों तथा उत्पादों के घरेलू उत्पादन के माध्यम से देश में सौर ऊर्जा सृजन की लागत को कम करना है।

इसका लक्ष्य दीर्घकालिक नीति, बड़े स्तर पर परिनियोजित लक्ष्यों, महत्वाकांक्षी अनुसंधान एवं विकास तथा महत्वपूर्ण कच्चे माल, अवयवों तथा उत्पादों के घरेलू उत्पादन के माध्यम से देश में सौर ऊर्जा सृजन की लागत को कम करना है। भारत सरकार ने देश की फोटोवोल्टिक क्षमता को बढ़ाने के लिये सोलर पैनल निर्माण उद्योग को 210 अरब रुपए की सरकारी सहायता देने की योजना बनाई है। PRAYAS-Pradhan Mantri Yojana for Augmenting Solar Manufacturing नामक इस योजना के तहत सरकार ने वर्ष 2030 तक कुल ऊर्जा का 40 प्रतिशत हरित ऊर्जा से उत्पन्न करने का लक्ष्य रखा है।

इंटरनेशनल सोलर अलायन्स की स्थापना की गयी है ISA फ्रेमवर्क में वर्ष 2030 तक नवीकरणीय ऊर्जा, ऊर्जा क्षमता और उन्नत व स्वच्छ जैव-ईंधन प्रौद्योगिकी सहित स्वच्छ ऊर्जा के लिये शोध और प्रौद्योगिकी तक पहुँच बनाने हेतु अंतरराष्ट्रीय सहयोग बढ़ाने तथा ऊर्जा अवसंरचना एवं स्वच्छ ऊर्जा प्रौद्योगिकी में निवेश को बढ़ावा देने का लक्ष्य तय किया गया है। ISA के प्रमुख उद्देश्यों में 1000 गीगावाट से अधिक सौर ऊर्जा उत्पादन की वैश्विक क्षमता प्राप्त करना है।

सरकार द्वारा सोलर रूफटॉप योजना को शुरू करके मूर्त रूप दिया गया है एवं सरकार द्वारा ग्रिड कनेक्टेड रूफटॉप और छोटे सौर ऊर्जा संयंत्र कार्यक्रमों का भी क्रियान्वयन किया जा रहा है, जिनके तहत आवासीय, सामाजिक, सरकारी/पीएसयू और संस्थागत क्षेत्रों में सीएफए/प्रोत्साहन के जरिये 2100 मेगावाट की क्षमता स्थापित की जा रही है।

इस कार्यक्रम के तहत सामान्य श्रेणी वाले राज्यों में आवासीय, संस्थागत एवं सामाजिक क्षेत्रों में इस तरह की परियोजनाओं के लिये बेंचमार्क लागत के 30 प्रतिशत तक और विशेष श्रेणी वाले राज्यों में बेंचमार्क लागत के 70 प्रतिशत तक केंद्रीय वित्त सहायता मुहैया कराई जा रही है। सरकार द्वारा कुछ अन्य नीतिगत उपाय में निम्नलिखित शामिल हैं:

हरित ऊर्जा गलियारा परियोजना के माध्यम से बिजली पारेषण नेटवर्क का विकास।

टैरिफ आधारित प्रतिस्पर्धी बोली प्रक्रिया के माध्यम से सौर ऊर्जा की खरीद के लिये दिशा-निर्देश।

रूफटॉप परियोजनाओं के लिये बड़े सरकारी परिसरों/भवनों की पहचान करना।

स्मार्ट सिटी के विकास के लिये दिशा-निर्देशों के तहत रूफटॉप सोलर एवं 10 प्रतिशत नवीकरणीय ऊर्जा के प्रावधान को अनिवार्य बनाना।

सौर परियोजनाओं के लिये अवसंरचना दर्जा, करमुक्त सोलर बांड जारी करना तथा दीर्घकालिक ऋण उपलब्ध कराना।

टीएचडीसी जैसे निगम जिसको मुख्यतः एक हाइड्रो बेस्ड कंपनी के रूप में जाना जाता था, उस कंपनी ने सौर उर्जा के क्षेत्र में कई उपलब्धियां हासिल की हैं।

टीएचडीसी ने शुरुआत रूफटॉप सोलर से की एवं निगम ने कई कार्यालयों के बिल्डिंग्स में रूफ टॉप सोलर अपनेल्स स्थापित किये। निगम भारत के अन्य राज्यों में सौर उर्जा का विस्तार करते हुए कई अन्य निगमों के साथ संयुक्त रूप से सोलर पार्क के स्थापना के लिए जोर शोर से कार्य कर रहा है। TUSCO नामक UPNEDA के साथ संयुक्त उद्यम की स्थापना दूसरा बड़ा कदम है। इस संयुक्त उद्यम के माध्यम से कुल 2000 MW क्षमता की अल्ट्रा मेगा रिन्यूएबल एनर्जी पावर पार्क विकसित किया जाना है जिसमें 600MW के सोलर पार्क की स्थापना ललितपुर एवं झाँसी में होना है एवं 800MW के सोलर पार्क की स्थापना चित्रकूट (उत्तर प्रदेश) में होना है। इन सोलर पार्क पर कार्य तेजी से हो रहा है। टीएचडीसीआईएल ने राजस्थान में 1500 मेगावाट यूएमआरईपीपी स्थापित करने की रुचि दिखाई है जिसे सचिव (एमएनआरई) राजस्थान सरकार द्वारा सहमती प्रदान कर दी गयी है।

इसके अतिरिक्त निगम ने राजस्थान में 10,000 मेगावाट की अक्षय ऊर्जा पार्कों/परियोजनाओं की स्थापना के लिए 40,000 करोड़ रुपये के अनुमानित निवेश के साथ 10,000 मेगावाट के आशय पत्र (एलओआई) पर हस्ताक्षर किए तथा एम्ओयू पर भी हस्ताक्षर हो चुके हैं। निगम ने कासरगोड (केरला) में 50MW के सोलर पावर प्रोजेक्ट को सफलता पूर्वक संचालित कर रही है।

टीएचडीसीआईएल द्वारा देश के विभिन्न हिस्सों के साथ-साथ पड़ोसी देशों में जलविद्युत, पंप भंडारण और नवीकरणीय ऊर्जा योजनाओं के विकास की संभावना को भी तलाशा जा रहा है। टीएचडीसीआईएल भारत सरकार के राष्ट्रीय हाइड्रोजन मिशन के तहत परियोजनाओं को शुरू करने और भाग लेने के लिए भी प्रयासरत है। टीएचडीसीआईएल सिंचाई और जलविद्युत परियोजनाओं के मौजूदा जलाशयों और नहरों पर तैरते हुए सौर संयंत्र शुरू करने के लिए भी प्रयासरत है।

निगम के प्रयासों से अवश्य ही टीएचडीसीआईएल अक्षय ऊर्जा के क्षेत्र की एक अग्रणी कंपनी के रूप में अपना नाम स्थापित करने में सफल होगी। सौर परियोजनाओं में टीएचडीसीआईएल के भागीरथ प्रयास निश्चय ही निगम के उज्ज्वल भविष्य एवं शौर्य गाथा को परिभाषित करेंगे। निगम सौर उर्जा से अपनी शौर्य गाथा को जोड़ चुकी है एवं कुशल प्रबंधन एवं भारत सरकार के दिशानिर्देशों से समयबद्ध परिणाम परिलक्षित होंगे।

The Interplay of Public Relations and Public Opinion



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 Nalanda Students in Hyderabad.

Public relations (PR) and public opinion engage in a continuous, multidimensional dialogue that simultaneously defines and transforms how organizations connect with their audiences.

This dynamic interaction shapes not only reputation and credibility but also the broader societal narratives within which organizations operate. Public opinion, the collective sentiment of individuals toward issues, policies, or entities, acts as both the context and the consequence of PR strategies.

PR professionals serve as the vital interpreters of this sentiment converting public attitudes into actionable insights for leadership while framing organizational communication in ways that resonate authentically with the public. Therefore effective public relations is far more than generating publicity or favourable media coverage. It represents a strategic management function dedicated to cultivating understanding, establishing trust, and establishing a symbiotic relationship between institutions and their stakeholders. In this respect, PR becomes an integral component of governance and corporate identity, guiding decisions that reflect not only organizational objectives but also ethical and societal expectations. This transparency elevates PR from a tactical communication activity to a leadership discipline rooted in

relationship management. Public opinion itself is inherently fluid, reflecting the evolving complexities of society. Factors such as cultural values, technological advancement, political climates, and personal experiences continuously shape how people perceive and evaluate institutions. The speed of these changes amplified by digital media and instantaneous global communication requires PR professionals to adopt agility, foresight, and active listening.

Anticipating shifts in sentiment demands both emotional intelligence and data literacy. PR practitioners must interpret signals from public discourse, news media trends, and online behaviour to forecast emerging concerns and opportunities for engagement. The field of public relations draws heavily from foundational theoretical models that conceptualize how communication functions within society.

Among these, James Grunig and Todd Hunt's two-way symmetric model offers one of the most enduring frameworks. It positions PR as a balanced exchange between organizations and their publics, emphasizing ethical dialogue, negotiation, and mutual respect. Instead of viewing communication as a one-directional mechanism of persuasion, this model advocates conversation, where feedback, transparency, and adaptation are

Effective PR does not seek to dominate the public mind but to connect, clarify, and contribute constructively to shared understanding. By prioritizing truth, ethics, and respect, PR professionals ensure that influence operates within the bounds of integrity

central. The two-way symmetric approach epitomizes the modern understanding of PR as a collaborative process, promoting shared meaning and sustained trust rather than short-term influence. Closely related theories such as agenda-setting and framing also enrich the strategic dialogue between PR and public opinion.

The agenda-setting theory put forward that while the media may not dictate what individuals should think, it significantly influences what they think about. PR professionals, therefore, play a key role in determining which topics enter the public sphere and receive sustained attention. Framing theory extends this concept by examining how issues are presented, how language, tone, and context shape interpretation. Through careful framing, PR specialists guide how audiences perceive challenges, innovations, and social responsibilities, ensuring messages align with public values while maintaining accuracy and responsibility.

In the digital era, the interplay between public relations and public opinion has entered a phase of unprecedented immediacy and complexity. Social media platforms such as X (formerly Twitter), Instagram, and LinkedIn have empower communication, enabling individuals to express, share, and amplify opinions in real time. This constant feedback environment compels organizations to engage in authentic, transparent, and timely communication. A single misstep can escalate into a viral controversy, while a sincere, well-managed

response can strengthen trust and humanize the organization. PR practitioners now rely on sophisticated analytical tools to monitor sentiment, identify influential voices, and interpret behavioural patterns. By leveraging real-time data, they can craft adaptive strategies that respond to public concerns with sensitivity and foresight.

Crisis communication represents one of the most defining tests of PR's ability to shape and restore public opinion. In times of uncertainty or controversy, the credibility of an organization hinges on how effectively it manages information, empathy, and accountability. The principles of crisis management - speed, honesty, and openness illustrate the ethical dimension of PR practice. Rather than obscuring realities, contemporary PR emphasizes transparency and responsibility as mechanisms of resilience. Case studies from industries such as aviation, healthcare, and technology demonstrate that timely acknowledgment of errors, coupled with meaningful corrective action, often mitigates long-term reputational damage and can even strengthen loyalty. Moreover, the global nature of communication ecosystems adds layers of cultural sensitivity and ethical complexity. PR strategies that succeed in one region may falter in another due to differing values, norms, and expectations. Understanding these nuances is critical for multinational organizations seeking to maintain consistency of message while honouring local perspectives. This

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global-local balance requires cultural intelligence—a strategic awareness that integrates localized storytelling within universal ethical commitments. Ethics remains the cornerstone of the relationship between public relations and public opinion. In an age defined by misinformation, deepfakes, and fragmented trust, the moral role of PR assumes heightened importance. Practitioners are custodians of truth and civility within public discourse. Their influence reaches beyond promoting brands or policies; it extends to shaping the quality and tone of democratic communication itself.

Ethical PR demands honesty, respect for diversity, and a dedication to the public good. It resists the temptation to manipulate perception and instead fosters informed understanding. By practicing integrity, PR professionals uphold the legitimacy of both their organizations and the public dialogue they participate in. Moreover, the modern PR landscape is deeply intertwined with corporate social responsibility (CSR) and environmental, social, and governance (ESG) imperatives. Public opinion increasingly rewards organizations that demonstrate transparency, inclusivity, and purpose-driven leadership. Stakeholders no longer evaluate companies solely on products or profits but on their contributions to social progress and sustainability. PR thus becomes the bridge linking corporate performance to public conscience, communicating commitments, measuring impact, and ensuring stakeholder inclusion in decision-making processes. Digital

transformation continues to redefine how public relations engages with audiences. Artificial intelligence, predictive analytics, and immersive technologies such as virtual and augmented reality are expanding the boundaries of communication. These tools enable deeper personalization and real-time insight but also introduce ethical considerations regarding privacy, manipulation, and authenticity. Responsible PR practice must navigate these challenges with adherence to transparency and respect for user autonomy. The human element—empathy, storytelling, and moral judgment remains irreplaceable despite technological advancement. Ultimately, the interplay of public relations and public opinion represents both a strategic and moral dialogue. Effective PR does not seek to dominate the public mind but to connect, clarify, and contribute constructively to shared understanding. By prioritizing truth, ethics, and respect, PR professionals ensure that influence operates within the bounds of integrity. Their mission extends beyond image management toward sustaining trust—a currency as vital as any financial capital. In a constantly connected world where reputations are built or broken in moments, the harmony between influence and responsibility defines the art of modern public relations. The profession's highest achievement lies in promote communication that enlightens, empowers, and unites transforming the perpetual conversation between organizations and society into a force for mutual benefit and collective progress.



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