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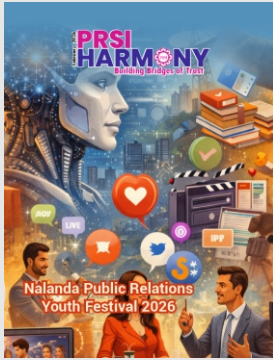
# PRSI HARMONY



Building Bridges of Trust



## Nalanda Public Relations Youth Festival 2026



Monthly (February 2026)

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# The Power of Silence !



**Dr. Ajit Pathak**  
National President  
Public Relations Society of India

In Public Relations and Corporate Communication we all work towards powerful communication strategies- words, phrases, loudness to influence the target audience with our messages, products or services. This we do in our social lives as well.

In this noisy world we forget that Silence can be a powerful tool in communication, relationships, and personal growth. Knowing when to speak and when to be silent can make a significant difference. It is often said that " Silence is beautiful. Don't break it unless you can improve it."

Dorothy Nevill suggests that the real act of conversation is not only to say the right thing at the right time, but also to leave the unsaid, the wrong thing at the tempting moment. At this moment I must remind you what Swami Vivekananda opined. He said " the ideal man is he, who, in the midst of the greatest silence and solitude , finds the most intense activity and in the midst of the most intense activity , finds the silence and solitude of the desert.

## Noise v/s Silence



### We need to Speak :

- To address the target audiences in a crisis situation to clarify our version of story
- To clarify doubts or seek understanding
- To express empathy or support
- To share valuable insights or ideas
- To address conflicts or issues

### We may consider to be Silent :

- To listen and absorb information
- To avoid unnecessary conflict or drama

- To reflect and think before responding
- To show respect or allow others to share

Silence encourages active listening, fosters reflection, introspection, builds trust and respect. It also reduces misunderstandings and conflicts.

Public Relations practitioners can be strategic depending on the situations but cannot be untruthful. Mastering the power of silence can lead to more effective communication, stronger relationships, and greater personal growth.

*AIRBOND*

**Silence**  
 is not the solution  
 in a crisis situation.  
 Shake yourself  
 and get-up.  
 Face the world boldly !



## India Impact AI Summit 2026

# भारत केवल उपभोक्ता नहीं AI का 'आर्किटेक्ट' है



### देवराज सिंह

लम्बे समय तक वैश्विक टेक्नोलॉजी की हर बड़ी लहर में भारत एक 'फॉलोअर' की भूमिका में रहा। इंटरनेट की पहली लहर आई, तो हम सिर्फ 'बैक-ऑफिस' बनकर रह गए। लेकिन 2026 का यह दौर गवाह है कि भारत अब टेक्नोलॉजी को चेज़ नहीं कर रहा, बल्कि उसे 'शेप' दे रहा है।

India Impact AI Summit 2026 केवल एक सम्मेलन नहीं था, बल्कि यह भारत की स्ट्रेटेजिक PR और ग्लोबल लीडरशिप का एक ऐसा मास्टरक्लास था, जिसने दुनिया के सामने भारत की नई छवि को पत्थर की लकीर की तरह साफ कर दिया।

### Human-Centric AI टेक्नोलॉजी के साथ सहानुभूति का 'इंडियन मॉडल'

जब प्रधानमंत्री नरेंद्र मोदी ने समिट के पोडियम से "Human-

Centric AI" का मंत्र दिया, तो वह केवल एक तकनीकी विजन नहीं था। असल में, यह भारत का दुनिया के लिए एक बड़ा पब्लिक रिलेशन संदेश था। पीएम मोदी ने स्पष्ट किया कि भारत के लिए AI केवल 'प्रॉफिट' का जरिया नहीं, बल्कि 'मानवता' का साथी है।

भाषण के दौरान स्क्रीन पर चल रहा रियल-टाइम AI आधारित साइन लैंग्वेज ट्रांसलेशन इस बात का सबूत था कि भारत 'inclusive AI' की वकालत कर रहा है। यह दुनिया को संदेश था कि भारत की टेक्नोलॉजी सहानुभूति से प्रेरित है, जो अंतिम कतार में खड़े व्यक्ति को भी साथ लेकर चलती है।

### डिजिटल सॉवरेनटी और 'GPU' की शक्ति

भारत ने अपनी 'Hard Power' का प्रदर्शन करते हुए 20,000+ हाई-एंड GPUs को जोड़ने की घोषणा की। आज भारत AI का खरीदार नहीं, बल्कि निर्माता है।

- Agri-AI: किसानों के लिए 'डिजिटल साथी'।
- Healthcare AI: गांव-गांव तक कैंसर डायग्नोस्टिक्स।
- Bhashini: 22 भारतीय भाषाओं की गहराई समझने वाले मॉडल्स।

### वैश्विक जनसंपर्क प्रभाव जब दुनिया ने माना लोहा

एक सफल PR वही है, जो दुनिया के सबसे प्रभावशाली लोगों से आपकी ब्रांड वैल्यू को स्वीकार कराए। इस समिट में भारत की 'सॉफ्ट पॉवर' को वैश्विक समर्थन मिला-



- इमैनुएल मैक्रोन (राष्ट्रपति, फ्रांस): भारत का डिजिटल गवर्नेंस मॉडल 21वीं सदी की वैश्विक साझेदारी का आधार है।
  - एंटोनियो गुटेरेस (UN महासचिव): AI को नैतिक दिशा देने में भारत की भूमिका 'निर्णायक' है।
  - सुंदर पिचाई (Alphabet CEO): भारत में इनोवेशन का 'स्केल' और 'स्पीड' देखकर दुनिया दंग है।
- ये बयान केवल औपचारिक नहीं थे, बल्कि यह भारत पर

बढ़ते सामरिक भरोसा का प्रमाण थे। अरबों डॉलर के निवेश की घोषणाएं और डेटा सेंटर्स की बाढ़ यह बताती है कि भारत अब ग्लोबल टेक-पॉलिटिक्स का पिवोटल सेंटर बन चुका है।

### PR का नया आयाम 'Global South' की आवाज़

भारत ने यहाँ खुद को केवल एक स्वार्थी ताकत के रूप में नहीं, बल्कि "Global South" के चैंपियन के रूप में पेश किया। पीएम मोदी का यह कहना कि "AI का लाभ अमीर देशों के क्लब तक सीमित नहीं रहना चाहिए", भारत की उस ग्लोबल इमेज को मजबूत करता है जो सबको साथ लेकर चलने में विश्वास रखती है।

### आज भारत के पास है

- दुनिया का सबसे बड़ा डिजिटल उपभोक्ता आधार।
- 1 लाख से अधिक स्टार्टअप्स की ऊर्जा।
- दुनिया का सबसे बड़ा AI टैलेंट पूल।

### स्टीयरिंग व्हील अब भारत के हाथ में है

Impact AI Summit 2026 ने यह साबित कर दिया है कि भारत अब केवल एक 'मार्केट' या 'टैलेंट

सप्लायर' नहीं है। भारत अब नीति निर्माता है। हमने एकाधिकार के बजाय साझेदारी का रास्ता चुना है और नवाचार के साथ विनियमन और नीति का संतुलन पेश किया है।

AI की इस वैश्विक क्रांति में, भारत अब दर्शक दीर्घा में नहीं बैठा है। भारत अब AI Architect है, जो भविष्य की दिशा तय कर रहा है।

"INDIA THE ARCHITECT OF AI"

## PRSI Ahmedabad Chapter and AMA Host Knowledge Session on IPO Communications and Trust in the AI Age



The Public Relations Society of India (PRSI) Ahmedabad Chapter, in association with the Ahmedabad Management Association, organised an exclusive knowledge session for PR and Corporate Communication professionals on “Booming Startups, SME & Mainboard IPOs: Opportunities & Challenges for the PR & CC Sector” along with a discussion on Trust vs Fake News in the AI Age.

The session was conducted by Madan Bahal, Founder & CEO of Adfactors PR, along with senior leaders Gaurav Phadke and Rahul Ahuja, who together drove the narrative with practical insights and real-world perspectives.

Drawing from over three decades of experience, the speakers highlighted that Adfactors PR successfully led 100 IPO launches in 2025, underscoring the growing need for specialised communication expertise in capital markets. Bahal emphasised that, “PR is 99%

behaviour and only 1% communication,” stressing the importance of credibility, consistency, and ethical conduct in building long-term trust. The session also explored the evolving mindset of Indian family-owned businesses and how IPO communication mandates have become a key benchmark for professional growth.

The programme witnessed strong participation from senior communication leaders and practitioners, leading to meaningful discussions on trust, misinformation, and the expanding responsibilities of the PR fraternity in the AI age.

Speaking on the occasion, Vicky Shah, Chairman, PRSI Ahmedabad Chapter, thanked Madan Bahal and his team for sharing valuable knowledge and insights, and reaffirmed PRSI’s commitment to organising impactful, knowledge-driven initiatives in collaboration with AMA.

# Media, Misinformation and the Power of Public Voice: PRSI Chennai Hosts Insightful Session



The Public Relations Society of India (PRSI), Chennai Chapter, organized an engaging and thought-provoking session titled “Unmaiya?, Oomaiya?, Oosaladuvadhu Makkala?, Mediava?” at Hotel Savera. The session featured K. Kubendhiran, Senior Reporter and popular YouTuber behind Black and White Tamil, as the keynote speaker.

The program began with a welcome address by Dr. S. Shridevi, Treasurer of PRSI Chennai Chapter. Dr. N. Raja, Secretary, made the announcements, while the guest was formally introduced by Ramkumar Singaram, Chairman of the Chapter.

In his address, Kubendhiran highlighted the evolving role of public relations professionals in today’s dynamic media landscape. Drawing from his early career experiences, he shared valuable insights into the transformation of journalism and the increasing influence of digital platforms.

Focusing on contemporary challenges, he spoke about the growing dominance of social media and its critical implications, particularly the rapid spread of misinformation. He pointed out the lack of accountability across various media platforms and explained the factors contributing to the circulation of fake news.

Emphasizing public responsibility, he urged individuals to raise their voices on social media regarding issues without hesitation or stigma. He also stressed the importance of questioning media practices, noting that an aware and active audience plays a vital role in ensuring

transparency and unbiased reporting.

He expressed concern over the decline of ethical journalism and underscored the need for rigorous fact-checking in news



dissemination. His observations prompted reflection on the credibility and integrity of modern media.

The session concluded with an interactive discussion, where participants engaged with the speaker through questions and shared perspectives. Around 30 participants attended the session, making it a meaningful and insightful exchange of ideas.

# AI-assisted PR writing: limits, potentials, and professional implications

*Using ChatGPT effectively for news release writing requires familiarity with the genre's professional conventions and the tool itself.*



**Mohammed ElAstal.**  
*Assistant Professor,  
Gulf University teaches  
communication and  
public relations courses.*

Since the advent of ChatGPT, people have debated its abilities, the quality of its writing, and whether it threatens jobs, especially in writing. This essay addresses these concerns by reporting the results of a quasi-experimental study using ChatGPT-4o.

## Background

In traditional experimental research, researchers use two or more distinct groups to compare the effects of one treatment against those of another. In this quasi-experimental study, I compared ChatGPT-4o (the machine's) with human writing. To that end, I purposively selected a short news release from PR Newswire. This release was retrieved on March 26, 2025.

The chosen release was segmented into individual sentences. These sentences were then given to ChatGPT-4o, which was instructed to reassemble them into a coherent and well-structured news release using only the provided information. To enable comparisons, three different prompts were used when instructing ChatGPT-4o to

reconstruct full releases.

I analyzed ChatGPT-4o's outputs using move analysis, which John Swales originally developed (Kanoksilapatham, 2008). The three moves analyzed were the headline, lead, and body—this is how information is organized in the inverted pyramid format. The background information was analyzed as part of the body, since not all releases provide it to readers. The sub-moves within the lead and body were also analyzed.

## Main Findings

**Headline Writing.** The headline is the sentence that precedes the lead and tells the readers what the news release is about (Stovall, 2006). Based on analyses of ChatGPT-4o's outputs, it produced the same headline across the three versions generated from the three prompts. It adhered to the conventions identified by Michael Swan (2016) regarding the use of the present simple tense, the omission of articles, and the use of the verb to be. However, it failed to employ the headline vocabulary identified by Swan.

**Lead Writing.** The lead, or intro, is

the first paragraph of the news release. Across the three outputs, one was efficient: ChatGPT-4o generated a straight summary news lead in fewer words. A straight summary news lead is usually used to make announcements (Wilcox & Reber, 2014). The original news release used in the experiment was about a company announcing the opening of a new branch.

Interestingly, in two outputs, ChatGPT-4o included a parenthesized description of the company. Although newspaper editors generally prefer a different style of writing, this is acceptable in public relations writing. In PR writing, depicting the organization in a refined, favorable light (in a few words) without exaggeration is considered appropriate, primarily when the release is published in a medium shared with competitors rather than an organization-owned outlet. In such situations, I always encourage my students to use a modified straight summary news lead instead of a straight summary news lead. To clarify, when an organization is planning an environmental initiative, the lead might read: “Driven by its strong commitment to environmental issues, [organization name] plans to organize an environmental initiative...” Journalists, of course, would not include the initial phrase in which the organization was portrayed in a favorable light, because they represent their newspapers, not the organization planning the initiative.

In one of the leads, ChatGPT-4o used the present perfect tense reflecting trends in online media. That’s to say, with the advent of the internet, it has been observed that online mass media tend to use the present perfect tense in leads rather than the past simple tense. Previously, the print media used the past simple tense, while radio and television employed the present perfect tense (Newsom & Carrell 2001). Finally, all generated leads consisted of two sentences, whereas ideally, a lead should be a single-sentence paragraph.

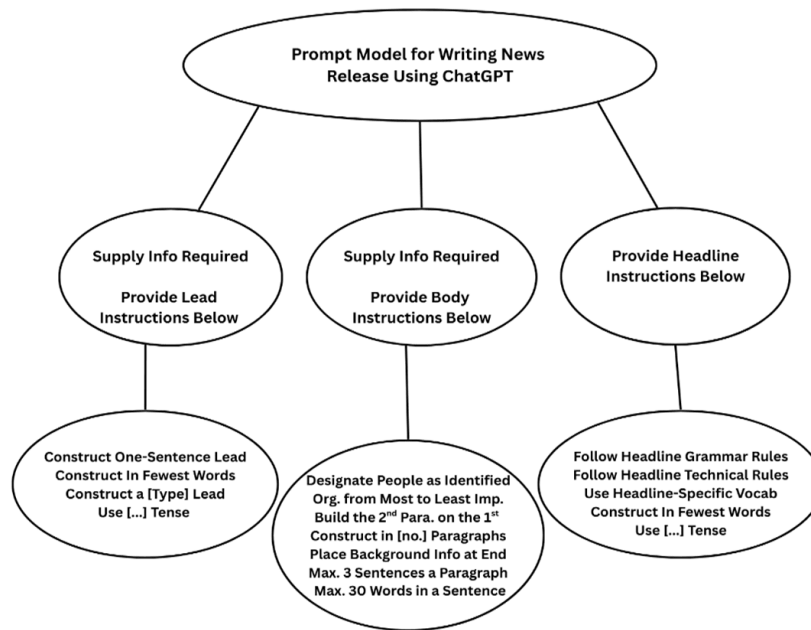
**Body Writing.** The body is the part of a press release that follows the lead and provides details. The three

news releases generated for analysis varied in length, structure, and information organization.

In terms of efficiency, one output adhered to Stovall’s (2006) guidelines on sentence length, paragraph size, and readability, making it the most precise and digestible. This output presented a clear progression from a straight summary lead to the expansion of the “what” question, followed by executive statements, and concluded with background information, consistent with inverted-pyramid conventions. Ideally, background information in news releases appears at the end (Stovall, 2006; Wilcox & Reber, 2014). The inverted pyramid structure has two main parts (moves)—the lead and the body. Background information does not constitute a separate part (move) because not all releases include background information—it is an optional sub-move.

## Highlights

To generate a proper headline, users should instruct ChatGPT to write it in the fewest possible words, using headline-specific vocabulary, observing headline grammatical rules, and in the appropriate tense. The grammatical and technical rules outlined by Foster (2008) and Swan (2016) for writing headlines can be incorporated into ChatGPT’s training. To produce a proper lead, ChatGPT should be prompted, once the required information is provided, to generate the specified type of lead, in the fewest possible words, in one sentence, and in the appropriate tense. For the body, once ChatGPT has been given the necessary information, prompt it to produce the required number of paragraphs, organized from most to least important. Clear instructions should also include identifying the people involved and how to order information about them; determining the number of sentences per paragraph and the number of words per sentence; structuring the second paragraph; and finally, positioning the background information. All these instructions can be summarized in a cover-all prompt, as the model below shows



The comprehensive roadmap proposed here is expected to prove highly valuable to educators and practitioners, as it includes (a) a structured prompt model for generating news releases using ChatGPT and (b) an illustrative example for manually writing news releases.

## Conclusion

This essay argues that ChatGPT-4o can be a useful tool for creating news releases, but its effectiveness relies on tailored training and precise prompting. Importantly, using this tool effectively requires a trainer who reviews outputs with a writer's lens rather than a reader's to ensure quality. In other words, using ChatGPT effectively for news release writing requires familiarity with the genre's professional conventions and the tool itself. Moreover, one of the key challenges ChatGPT faces is accurately depicting the context. Human writers compose news releases based on their own observations (observed context), whereas ChatGPT relies solely on the prompt provided (reported context) and its pre-training. Therefore, the prompt should clearly describe the context so that ChatGPT can accurately depict it.

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# Nalanda Public Relations Youth Festival 2026



The Public Relations Society of India, Hyderabad Chapter, in association with Dr. BR Ambedkar Educational Institutions, organized the Nalanda Public Relations Youth Festival – 2026 at Baghlingampally, Hyderabad.

The event witnessed enthusiastic participation of 170 students of Journalism and Mass Communication from various colleges in the city, along with their coordinating faculty, in addition to Members of PRSI.

The highlight of the program was the address by Dr. Ajit Pathak, National President, PRSI who attended as Chief Guest and shared insights on the theme of the festival, "Navigating the Ethics and Impact of PR and Modern Journalism on Society".

Dr. Pathak talked on how PR and Journalism are founded on one single platform that is information dissemination and emphasized the importance of truth, values, ethical communication and adaptability

of AI with care.

Sri Krishna Baji, Past NVP (South) of PRSI and Convener of the Nalanda Forum Sub Committee of Hyderabad Chapter, who designed the festival, said



Hyderabad Chapter is on top in the country with 11 educational institutions as part of the Nalanda

### Student Forum Initiative.

Dr. Yadagiri Kambhampati, Chairman of Hyderabad Chapter, in his welcome address, thanked Dr. Ajit Pathak for coming to address the students and listed the achievements of the Chapter in all the programs initiated by PRSI that benefit the student community.

Explaining the Nalanda initiative, Sri Y. Babji, Past Secretary General of PRSI and Editor of Public Relations Voice, lauded the purpose of creating student forums in educational institutions is to create a mentorship ecosystem and make students future-ready leaders.

Sri K. Govindraj, Past Chairman of Hyderabad Chapter and Convener of another PRSI initiative, "PR from Boardrooms to Classrooms", explained Dr. Pathak's vision of infusing ethics and values into schoolchildren's minds.

On this occasion, the brochure of 4th TGPR Conference intended to be celebrated on 19th April 2026 by Hyderabad Chapter of PRSI was released by

### Dr Ajit Pathak.

The host college Director, Dr. Yadagiri and Principal, Dr. Sekhar Matta also shared their impressions on the festival and the national recognition they received



from PRSI for hosting a student boot camp last year. The program was seamlessly conducted by Sri P. Mohan Rao, Associate Editor of PR Voice, and Dr. Fatima, Co-Convener of Nalanda PRSI Students Forum.





हिन्दी मिलाप

नालंदा पब्लिक रिलेशंस यूथ फेस्टिवल-2026 संपन्न

हैदराबाद, 31 जनवरी - (मिलन खुरी) पब्लिक रिलेशंस सोसाइटी ऑफ इंडिया (पीआरएसआई) हैदराबाद चैप्टर द्वारा डॉ. बी.आर. अंबेडकर एज्युकेशनल...



पब्लिक रिलेशंस सोसाइटी ऑफ इंडिया (पीआरएसआई) हैदराबाद चैप्टर द्वारा डॉ. बी.आर. अंबेडकर एज्युकेशनल इन्स्टीट्यूट्स के साथ आयोजित नालंदा पब्लिक रिलेशंस यूथ फेस्टिवल-2026 का संपन्न।

जो भी प्रेश मित्रिटी के अनुसार, कार्यक्रम में पीआरएसआई के संस्थानों के अलावा शहर के विभिन्न कॉलेजों से एकत्रित और सम्भव के 170 छात्रों व संभव संख्या की छात्रावली शामिल हुई। पीआरएसआई के राष्ट्रीय अध्यक्ष डॉ. अनिता पाठक ने मुख्य अतिथि के रूप में 'मानव पर पीआर और आर्थिक प्रभाविता की...

पीआरएसआई के पूर्व एग्लोपी (वैदेशी) और हैदराबाद चैप्टर की नालंदा चैप्टर के संयोजक रूप में डॉ. नालंदा अग्रवाल ने भाग लिया। नालंदा चैप्टर में 11 स्थानीय संस्थानों के साथ हैदराबाद चैप्टर के अध्यक्ष डॉ. यादगिरि कामराज ने स्वागत भाषण में डॉ. अनिता पाठक को धन्यवाद देते हुए...

पीआरएसआई द्वारा शुरू किए गए सभी कार्यक्रमों में चैप्टर की उपस्थिति को प्रोत्साहित किया। नालंदा चैप्टर की अध्यक्षता करने हुए पीआरएसआई के पूर्व अध्यक्ष और पब्लिक रिलेशंस चैप्टर के संयोजक डॉ. बबनजी ने शैक्षणिक संस्थानों में छात्रों को उद्योग के संदर्भ में सलाह दी।

कोविड-19 संकट के संयोजक डॉ. यादगिरि और प्रिंसिपल डॉ. शैलेश गुप्ता ने विभिन्न छात्रों को शामिल करने के लिए पीआरएसआई ने स्थानीय संस्थानों को आमंत्रित किया। कार्यक्रम का संचालन पीआरएसआई के पूर्व अध्यक्ष डॉ. अनिता पाठक द्वारा किया गया।

शेखर कोविड के अध्यक्ष डॉ. यादगिरि और प्रिंसिपल डॉ. शैलेश गुप्ता ने विभिन्न छात्रों को शामिल करने के लिए पीआरएसआई ने स्थानीय संस्थानों को आमंत्रित किया। कार्यक्रम का संचालन पीआरएसआई के पूर्व अध्यक्ष डॉ. अनिता पाठक द्वारा किया गया।

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नालंदा पब्लिक रिलेशंस यूथ फेस्टिवल 2026 का कामिापी से انعقاد

नालंदा पब्लिक रिलेशंस यूथ फेस्टिवल 2026 का कामिापी से انعقاد। कार्यक्रम में डॉ. अनिता पाठक ने मुख्य अतिथि के रूप में भाग लिया।



डॉ. अनिता पाठक ने मुख्य अतिथि के रूप में भाग लिया।

कार्यक्रम में डॉ. अनिता पाठक ने मुख्य अतिथि के रूप में भाग लिया। कार्यक्रम में डॉ. अनिता पाठक ने मुख्य अतिथि के रूप में भाग लिया।

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EXPRESS READ

PRSI hosts Nalanda PR Youth Festival in Hyderabad

Hyderabad: The Public Relations Society of India (PRSI), Hyderabad Chapter, in association with Dr. BR Ambedkar Educational Institutions, organised the Nalanda Public Relations Youth Festival 2026, drawing participation from 170 journalism and mass communication students from colleges, along with faculty members and PRSI members. PRSI National President Ajit Pathak spoke on 'Navigating the Ethics and Impact of PR and Modern Journalism'. He highlighted truth, ethical communication and responsible use of AI.

www.prsi.org.in

डॉक्टर डी.अर अंबेडकर कलाक (अडानमन) अंदरि वडि क रिलेशंस सोसाइटी अण्ड इन्डिया नंयुक्क अड्युटोरल सलंड नुड्डेडिं डोरुं यूसी सलंड 2026 नाविकेडिं डी एडिक्श अण्ड इन्फोर्मेसि अण्ड डी मोडर्न इज्युटोरिअण्ड अण्ड वडि क रिलेशंस अण्ड अंशं प्पे नदनुु निरुडुडुडुडु।



कार्यक्रम में डॉ. अनिता पाठक ने मुख्य अतिथि के रूप में भाग लिया। कार्यक्रम में डॉ. अनिता पाठक ने मुख्य अतिथि के रूप में भाग लिया।

పెన్ పవర్ PEN POWER NEWS

నలంద పబ్లిక్ రిలేషన్స్ యూత్ ఫెస్టివల్ - 2026

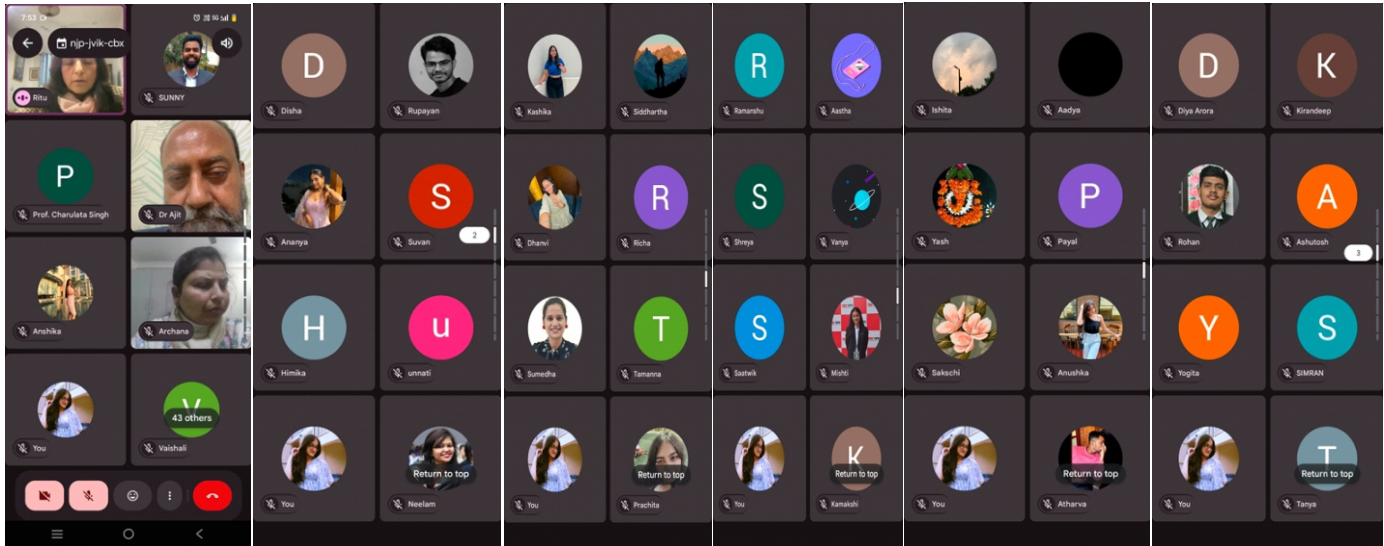


నలంద పబ్లిక్ రిలేషన్స్ యూత్ ఫెస్టివల్ 2026. ఈ కార్యక్రమంలో 170 మంది విద్యార్థులు, ఉపాధ్యక్షులు, ప్రధాన అతిథులు, ప్రజా సంస్థల ప్రాతినిధులు, పబ్లిక్ రిలేషన్స్ సమాచారం, న్యూస్, పబ్లిక్ రిలేషన్స్, ప్రజా సంస్థల ప్రాతినిధులు, పబ్లిక్ రిలేషన్స్ సమాచారం, న్యూస్, పబ్లిక్ రిలేషన్స్, ప్రజా సంస్థల ప్రాతినిధులు...

Capital & Information. Nalanda Public Relations Youth Festival 2026. (Capital Information) Hyderabad: The Public Relations Society of India, Hyderabad Chapter, in association with Dr. BR Ambedkar Educational Institutions, successfully organized the Nalanda Public Relations Youth Festival 2026 at Bangliahally Hyderabad.

WARANGAL-HANUMAKONDA విజావాబాద సమాచారం. నాలండా పబ్లిక్ రిలేషన్స్ యూత్ ఫెస్టివల్ 2026. ఈ కార్యక్రమంలో 170 మంది విద్యార్థులు, ఉపాధ్యక్షులు, ప్రధాన అతిథులు, ప్రజా సంస్థల ప్రాతినిధులు, పబ్లిక్ రిలేషన్స్ సమాచారం, న్యూస్, పబ్లిక్ రిలేషన్స్, ప్రజా సంస్థల ప్రాతినిధులు...

# PRSI Delhi Hosts Insightful Session on Ethical Persuasion in Public Relations



The Public Relations Society of India (PRSI), Delhi Chapter, in collaboration with the Nalanda Students' Forum of VSJMC, VIPS-TC, successfully organised an engaging online session titled "PR: An Art of Persuasion" to acquaint students with the principles and ethical dimensions of persuasion in Public Relations.

The session began with a formal welcome by Ms Anshika Thakral, a student member of the Nalanda Students' Forum, who greeted the dignitaries, faculty members, mentors, and participants. Prof. (Dr.) Charu Lata Singh, Dean, VSJMC, delivered the opening address, highlighting the importance of ethical communication, credibility, and responsible persuasion in the field of Public Relations.

Addressing the gathering, Mr Ajit Pathak, National President of PRSI, encouraged students to adapt to the evolving media landscape. He underscored the critical role of trust, responsibility, and ethics in modern Public Relations practices.

The keynote speaker, Ms Ritu Chopra, CEO of The Group Advertising Consultants, was introduced with emphasis on her distinguished career spanning over three decades in media marketing, advertising, branding, and corporate communication.

In her session, Ms Chopra defined persuasion as a constructive and ethical process of influencing mindsets through effective communication. She drew a clear distinction between persuasion and manipulation, stressing that ethical persuasion forms the backbone of professional PR practices. Through real-life case studies, she elaborated on how communication shapes opinions, attitudes, and behaviour, and explained the difference between persuasion in advertising and Public Relations—highlighting PR's focus on credibility, relationship-building, and long-term reputation management.

The session also featured an interactive question-and-answer segment, where students sought clarity on corporate PR roles, agency dynamics, and the nuances between advertising-driven and PR-led persuasion. Mr Pathak further enriched the discussion by sharing his professional experiences and industry insights.

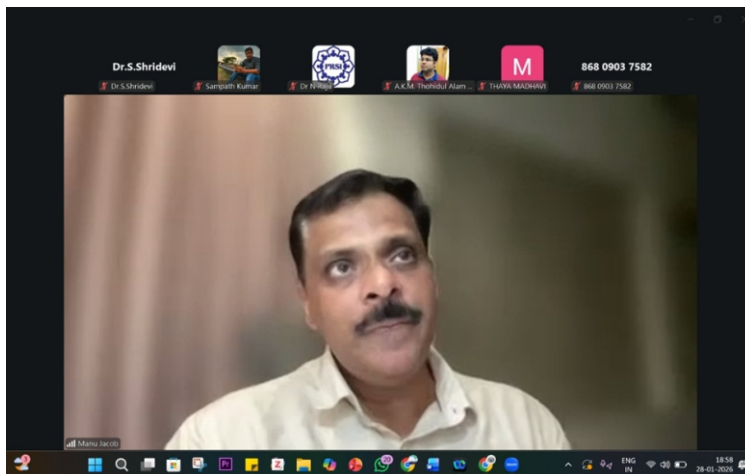
The event concluded with a vote of thanks by Ms Archana, member of the PRSI Delhi Chapter, who expressed gratitude to the speaker, dignitaries, faculty, and students for their enthusiastic participation.

# PRSI Chennai Organizes Webinar on “Brand Communication in the Attention Economy”



Attention Economy

Surveillance Capitalism



The PRSI Chennai Chapter organized a national-level webinar titled “Brand Communication in the Attention Economy” on 28 January 2026 through online mode. The program commenced with a welcome address by Mr. S. Sampath Kumar, Joint Secretary, PRSI Chennai Chapter. The guest was formally introduced by Dr. S. Shridevi, Treasurer, PRSI Chennai Chapter, and the session was coordinated by Mr. S. Sampath Kumar.

The webinar began with the resource person offering a brief self-introduction, followed by an insightful discussion on consumer psychology in the 1990s and the emergence of the attention economy during that period. He emphasized the significance of audience demographics within a capitalistic market framework and highlighted how contemporary media functions as a powerful tool for capturing and diverting audience attention. The speaker elaborated on the capitalistic nature of today's media ecosystem and introduced the concept of the “HOOK” model in media content, explaining how it drives audience engagement and influence.

He further detailed the four stages of the HOOK framework—Trigger, Action, Reward, and Investment—illustrating how each stage contributes to sustained consumer attention. The session also explored factors that enable or hinder individual decision-making and engagement. The speaker explained the role of the nucleus accumbens in the human brain and its activation in stimulating cravings, citing the example of Kinder Joy as a case study.

The webinar concluded with an interactive question-and-answer session. A total of 53 participants attended the program, making it an engaging and informative learning experience for all.

# PRSI Mumbai and Jai Hind College Sign MoU to Strengthen Industry - Academia Collaboration



In the presence of senior members of the Public Relations Society of India (PRSI) Mumbai Chapter, Jai Hind College, Mumbai, formalised an academic-industry partnership through the signing of a Memorandum of Understanding (MoU). The ceremony was attended by PRSI Mumbai Chapter members, Ms. Anita Shrivastava, Chairperson, Dr. Milind Awatade, Secretary, and Ms. Janet Arole, Executive Member, along with faculty members and students of the Bachelor of Mass Media (BMM) Department, Jai Hind College, Mumbai. Ms Daivata Chavan Patil, Joint Secretary, PRSI, a professor at Mumbai University was instrumental in driving this collaboration.

The event began with the introduction of the PRSI delegation by Ms. Naziya Khan, Joint Coordinator, who highlighted the relevance of collaboration for students pursuing media, journalism, and public relations. This was followed by an address by Principal Dr. Vijay Dabholkar, who welcomed the dignitaries and emphasised the importance of industry engagement

in strengthening media education. He also addressed the students, encouraging them to use such platforms to gain practical exposure and professional insight. Commenting on the collaboration, Ms. Anita Shrivastava said, "Communication landscape is enriched when the academia interacts with the



industry and practical learning is strengthened. Ultimately, you're going to go out, and seek jobs that are based on your preferences and strive to make an impact wherever you are working."

The MoU signing marked the beginning of a structured collaboration between PRSI and Jai Hind



College, accompanied by an exchange of tokens of appreciation symbolising mutual respect and shared objectives.

During the session, the PRSI representatives reflected on the organisation's journey since its establishment in 1958. What began as an informal collective of professionals - at a time when public relations lacked defined systems and strategic frameworks - has since evolved into a nationally recognised body contributing to the professionalisation of public relations in India.

A significant highlight of the ceremony was the introduction of "Nalanda", a new initiative by PRSI aimed specifically at students of mass communication, journalism, and public relations. The initiative seeks to provide students with opportunities to interact directly with industry professionals, address career-related queries, explore internships, and gain practical exposure. Students will also be able to organise events under the PRSI banner and use its official branding, as outlined in the MoU. PRSI congratulated the BMM Department of Jai Hind College on becoming part of this initiative.

Members of the PRSI Mumbai Chapter shared candid

insights on writing, reporting, and communication practices. Emphasising the discipline of reading, the speakers underlined the distinction between surface-level awareness and being well-informed. They referred to familiar, everyday communication examples from the city to illustrate how thoughtful copy and clarity of message can quietly yet powerfully shape public perception.

The discussion also touched upon the increasing use of artificial intelligence in media and communication. While acknowledging its potential, students were advised against overdependence on AI-driven tools. The speakers stressed the need for verification, originality, and conscious writing practices, reminding students that technology should support - not substitute - human judgment.

Ethics and integrity emerged as central themes throughout the interaction. Students were encouraged to remain truthful in their work, believe in what they write, and avoid being influenced by



external pressures. Sharing a personal reflection, Ms. Anita remarked, "I have never had a dull day in 30 years, and I hope the same for you," reinforcing the idea that sincerity and passion are essential to a meaningful career in media.

# Deviprasad Goenka College & PRSI sign MOU for industry-academia engagement



***The partnership, undertaken through PRSI's student forum Nalanda shall provide mentorship and practical learning opportunities by communication professionals.***

Deviprasad Goenka Management College of Media Studies has signed a Memorandum of Understanding (MoU) with the Public Relations Society of India (PRSI), Mumbai Chapter, to strengthen industry-academia collaboration and enhance professional exposure for students.

The partnership, undertaken through PRSI's student forum Nalanda shall provide mentorship and practical learning opportunities by communication professionals. The collaboration will facilitate internships, expert interactions, workshops and events conducted under the PRSI banner.

The MoU was signed by Anita Shrivastava, Chairperson, PRSI Mumbai Chapter, and Dr Ameet Vora, Principal of the college, in the presence of Nilanksha Sachdeva, Media Course Coordinator; Dr Milind Awatade, Secretary, and Prof Daivata Patil, Joint Secretary, PRSI, Mumbai

Speaking on the occasion, Shrivastava said

the association would expose students to real-world insights and professional networks, helping them build the skills and confidence required in a dynamic job market. Dr Vora said that the agreement is a meaningful step for bridging classroom learning with professional practice and creating opportunities that enrich students' career prospects.

Deviprasad Goenka Management College of Media Studies, a premier media and management institute under the Rajasthani Sammelan Education Trust, offers programmes in multimedia and mass communication, film, television and new media production, management studies, animation and VFX, and data science.

The Public Relations Society of India is a national professional body dedicated to advancing public relations and strategic communication in the country by promoting ethical standards, professional competence and continuous learning among practitioners.

# PRSI Ahmedabad Chapter Get-Together Receives Encouraging Response



The PRSI Ahmedabad Chapter recently organized a get-together that was met with an overwhelmingly positive response from its members, reflecting strong engagement and a sense of community within the chapter.

Members appreciated the overall arrangements, particularly the thoughtful selection of a venue that was both budget-friendly and convenient. The food arrangements were also well received, contributing to a comfortable and enjoyable experience for all attendees. The informal and inclusive format of the evening created a relaxed atmosphere, encouraging open interaction among members.

Participation exceeded expectations, with 30 members attending against 26 prior confirmations. This enthusiastic turnout highlighted the growing interest and involvement within the chapter. The session's structure, which included informal

introductions and open conversations, enabled members to connect beyond their professional roles, fostering stronger interpersonal relationships and camaraderie.

The Chairman also shared his appreciation for the team's collective efforts, stating:

*"The response to the get-together clearly reflects the collective effort and commitment of the entire team. I sincerely appreciate every office bearer and member who contributed their time, ideas, and energy to make this initiative successful. Such collaborative efforts strengthen our chapter and the PRSI spirit."*

Overall, the initiative was highly successful in reinforcing member bonding and engagement, setting a positive precedent for future activities and strengthening the spirit of PRSI within the Ahmedabad Chapter.

## PRSI Hyderabad organised the 1st Memorial Lecture of Late Sri N L Narasimha Rao, Past Chairman of the Chapter



PRSI, Hyderabad Chapter conducted the Late Sri N L Narasimha Rao, 1st Memorial Lecture on the "Legacy and Leadership in Public Relations: Bridging People and Policy".

Late Sri N.L.Narasimha Rao who was born on 20th December, 1938 and expired on 4th August, 2019. He has held several posts in the United Andhra Pradesh Government Public Relations department and was earlier held the post of Hyderabad PRSI Chapter

Chapter members for taking up this initiative to remember the association of Narsimha Rao with the Public Relations Society of India, he added.

Shri Krishna Baji, Past Chairman and National Vice President (South) read out the message of Dr Ajit Pathak, National President, Public Relations Society of India on the memorial lecture and shared his five decades long association with him since working at HUDA and in PRSI.



Chairman for 05 (Five) tenures and also was the past National Vice President (South) Memorial Lecture today i.e., 20th December, 2025 at the Conference Hall, Suravaram Pratap Reddy Telugu University, Hyderabad.

Shri U.S. Sharma, National Vice President (South) graced the occasion as Guest of Honour and shared his strong bonding with Late N L Narsimha Rao. He said Late Narsimha Rao was a strong pillar for the Hyderabad Chapter and has instituted leadership values for the chapter members. He appreciated the

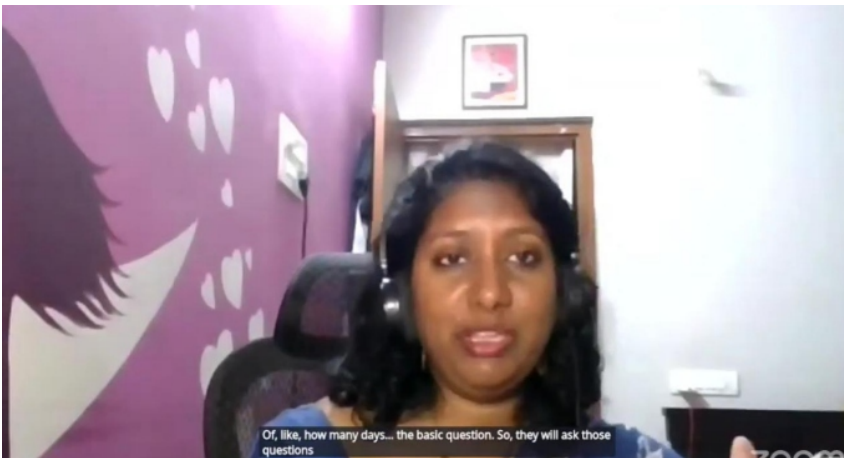
Chapter Veteran members Shri Y. Babji, Lion Govind Raj, Shri Pramod Rao, Shri Mohan Rao, Shri Subbarao, Shri V.V Bhujanga Rao, Ms. Aparna Rajhans, Ms. D. Aruna, Sri Shyam, Smt Indumathi and family members participated and shared the long association with him and his contributions to PRSI, Hyderabad Chapter. Earlier Dr. Yadagiri Kambhampati, Chairman, PRSI, Hyderabad Chapter welcomed the gathering and family members of Sri NL Narsimha Rao. Later, Shri Rajesh Kalyana, Secretary of the Chapter proposed the Vote of Thanks.

# PRSI Chennai Hosts Webinar on Strategic Communications and Media Integration

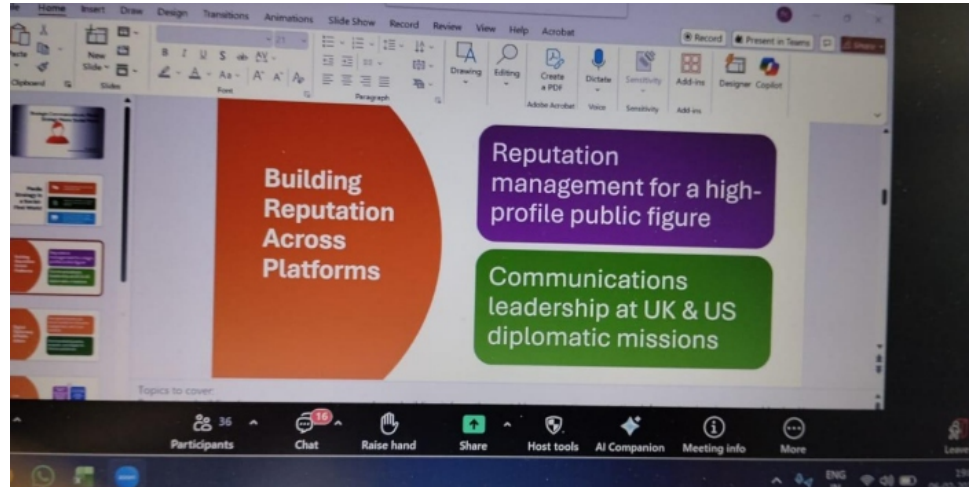
The Public Relations Society of India (PRSI), Chennai Chapter, organized a national-level webinar on "Strategic Communications: Media Strategy Meets Social Media" in online mode, bringing together communication professionals and learners for an engaging knowledge session.

The program began with a welcome address by Mr. S. Sampath Kumar, Joint Secretary of PRSI Chennai Chapter. The guest speaker was formally introduced by Mr. Ramkumar Singaram, Chairman of the Chapter, who also shared a brief overview of PRSI and its initiatives.

The resource person commenced the session with a



brief self-introduction, followed by an insightful discussion on the integration of traditional media strategy with social media practices. She highlighted the importance of building and sustaining reputation across multiple platforms, managing public perception in high-visibility environments, and ensuring consistency in messaging across press, social media, and stakeholder communications.



The session featured relevant case studies that enriched the discussion, including the management of the Pushpa film-related situation involving actor Allu Arjun, as well as examples of crisis communication strategies adopted by organizations such as Indigo. These examples provided practical insights into handling communication challenges in dynamic media environments.

Further, the speaker emphasized the significance of a well-planned content strategy, focusing on creating meaningful and value-driven content that contributes to long-term reputation building rather than merely chasing short-term virality.

The webinar concluded with an interactive question-and-answer session, allowing participants to engage directly with the speaker. The vote of thanks was delivered by Mr. Ramkumar Singaram. With 50 participants in attendance, the session proved to be an informative and enriching experience, reinforcing the importance of strategic communication in today's evolving media landscape.

# PRSI Tirupati Chapter Receives National Best Programs Award



The Public Relations Society of India (PRSI) Tirupati Chapter has been honoured with the prestigious Best Programs Award at the national level. The award was presented to the chapter Chairman Dr. G.S. Prasad, Secretary Dudyala Chandramohan and other executive members by Dr. T. Ravi, Chief Public Relations Officer (CPRO) of Tirumala Tirupati Devasthanams (TTD), on Tuesday.

The announcement was made during the recent National Conference organized by the PRSI National Council in Dehradun, Uttarakhand. The award was declared by PRSI National President Dr. Ajit Pathak, Secretary General Dr. P.L.K. Murthy, and Vice President (South) U.S. Sharma.

For the past 30 years, the PRSI Tirupati Chapter has been actively conducting professional training programmes to enhance the skills of Public Relations

Officers (PROs). The chapter has also organized numerous seminars in engineering, management, arts, and other colleges to develop communication skills, soft skills, and management abilities among undergraduate and postgraduate students. Additionally, it has been consistently holding awareness programmes on the Union Budget every year.

On this occasion, the PRSI Tirupati Chapter executive members felicitated Dr. T. Ravi with a memento and shawl in recognition of his support and presence.

The event was attended by PRSI National Council Member K. Srinivasa Rao, Treasurer K. Madhusudhan, Joint Secretary Samskar Rajesh, Executive Members Dr.C.Swarajyalakshmi, V.V. Subrahmanyam, and other dignitaries.

# Awareness Session on Budget 2026 Organised under the Auspices of PRSI



The Central Government has introduced several promotional measures in the Union Budget - 2026 to support the growth and development of Micro, Small, and Medium Enterprises (MSMEs), which form the backbone of the country's economy, stated prominent Chartered Accountant V. Bhagyateja.

The event, an awareness session on Budget 2026, was organised by the Public Relations Society of India (PRSI), Tirupati Chapter, on Monday at the office of Green Home Developers in New Balaji Colony, Tirupati.

In his keynote address, Bhagyateja highlighted that the government has established a ₹10,000 crore Growth Fund specifically to promote MSMEs. He explained that the government plans to set up institutions under the "Corporate Mitras" initiative to develop professionals who can assist enterprises, particularly in compliance and operational matters.

To provide financial support to MSMEs, measures have been strengthened through the Trade Receivables Electronic Discounting System (TReDS),

enabling faster liquidity against invoices.

**He also drew attention to key tax-related provisions in the Budget, including:**

- Cash deposits exceeding ₹10 lakh in savings bank accounts will attract tax scrutiny.
- Individuals should use credit cards only up to amounts within their declared income to avoid complications.
- Rental income up to ₹12 lakh per annum is now exempt from TDS deduction.
- Tax relief has been extended on tour packages to promote tourism.

He further elaborated on various tax provisions and exemptions applicable to government employees, professionals, small traders, and large entrepreneurs, as well as other major highlights of the Budget.

Prof. G. Anjan Babu, Distinguished Guest and Professor in the Department of Computer Science, Sri Venkateswara University, spoke about the Budget's



emphasis on digital sovereignty. He noted that substantial funds have been allocated to manufacture chips, software, and related technologies domestically, reducing dependence on foreign countries. He also highlighted initiatives for disaster management and farmer support, including the development of applications such as Bharat Vistar and AgriTech to provide timely financial assistance during floods, cyclones, and crop losses. Additionally, selected schools and colleges will offer training to students in animation, visual effects, gaming, and comics so they can independently create content in these emerging fields.

Prof. K.Jayachandra Reddy, Head of the Department of Commerce, Sri Venkateswara University, participated online as Guest of Honour. He pointed out that the Budget includes several allocations specifically aimed at the development of Andhra Pradesh state. The programme was presided over by Dr. G.S. Prasad,

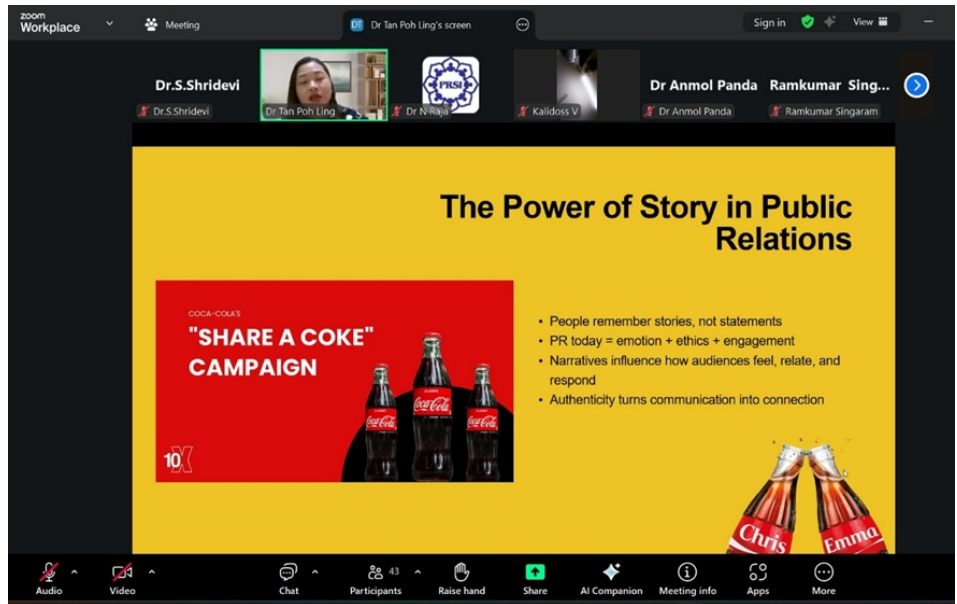
Chairman, PRSI Tirupati Chapter. Among those present were Secretary Dudyala Chandramohan, National Council Member K. Srinivasa Rao, Treasurer



K. Madhusudhan, Joint Secretary Samskara Rajesh, Executive Committee Member Dr. C. Swarajyalakshmi, noted writer R.C.K. Raju, V.V. Subrahmanyam, and members Ravindra, Rajesh, and others.

# PRSI Chennai organised a webinar on Authentic Stories, Stronger Brands: The Role of Narrative in Public Relations

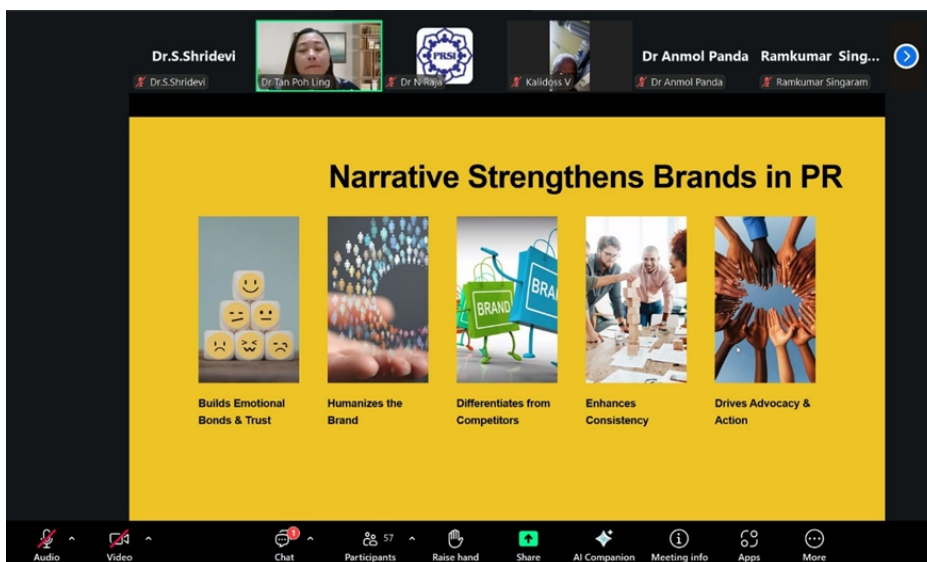
The Public Relations Society of India, Chennai Chapter organised a national level webinar titled "Authentic Stories, Stronger Brands: The Role of Narrative in Public Relations" by Dr. Aleena Tan Poh Ling, Senior Lecturer, Programme Leader – Bachelor of Communication, Sunway, University, Malaysia on 09.01.2026 at 6.30 PM. The program was coordinated by Dr.N.Raja, secretary of PRSI, Chennai. The guest introduction was given by Dr.S.Shridevi, treasurer of PRSI, Chennai. The introduction about the PRSI, Chennai Chapter was given by Mr.Ramkumar Singaram, Chairman of PRSI Chennai Chapter. The session began with the power of story telling in the PR with the example of coca-cola brand. The resource person highlighted the importance of authenticity. She gave the statistical data regarding the level of trust by the consumer. She insisted on the



importance of transparency and consistency in the brand storytelling. She explained the significance of authentic storytelling with the examples of Nike, Apple, Airbnb. She pointed out the dimensions of authenticity in the brand communication like trust, culture, transparency etc. The resource person gave the examples of Dove, Patagonia, Bottega Veneta's campaigns. She explained on the narrative strengths

of the brands through PR professionals. By the end of the session, she explained the role of AI in the brands stories and the nature of authenticity across culture like how the local stories create global impact, partnering communities with shared narratives and to celebrate the diversity without tokenism.

In the session, 80 participants from the field of media industry, professionals, freelancers, students and academicians participated in the event.



## सोच कर दिया तो व्यर्थ दिया

प्रगट चारी पद धर्म के कलि महुँ एक प्रधान  
जें केन विधि दीन्हों दान करई कल्याण

-श्री रामचरित मानस उत्तरकाण्ड

भावार्थ: धर्म के चार चरण हैं (सत्य, दया, तप और दान) प्रसिद्ध हैं, जिनमें से कलि में एक दान रूपी चरण ही प्रधान है। जिस किसी प्रकार से भी दिए जाने पर दान कल्याण ही करता है।



डॉ. आशुतोष कुमार आनंद

डॉ. आशुतोष कुमार आनंद प्रबंधन में स्नातकोत्तर, कानून स्नातक और डॉक्टरेट उपाधिधारी हैं। वे टीएचडीसी इंडिया लिमिटेड में उप महाप्रबंधक (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 एग्जीक्यूटिव के रूप में सम्मानित किया गया है।

दान करने से अंतःकरण की शुद्धि होती है, संसार से लगाव (आसक्ति) कम होता है और अहंकार नहीं होता। दान के विषय में यह भी कहा गया है की दान देते वक्त मन में कर्ता भाव भी नहीं आना चाहिए। ये भाव हमेशा मन में रहना चाहिए क्योंकि देने वाला सिर्फ वो एक है हम सब बस निमित्त मात्र है, हमे दान देने का सामर्थ्य भी वही देता है। प्रसिद्ध भजन गायक स्वर्गीय श्री विनोद अग्रवाल जी का एक भजन है उसके चन्द पंक्तियाँ है “ की एक हम हैं की एक पैसा भी देते हैं तो जता देते हैं और एक वो है कि सब कुछ देकर अपना पता तक नहीं बताता। दान देते वक्त अक्सर मौन में हमसे दिया नहीं जाता, दिया और किसी को पता न चला, तो हमारा मन कहता है, देना व्यर्थ गया। किसी को तो पता चलना चाहिए।

गुप्तदान की भी व्यवस्था की गयी है, तो उसमें हम कहते हैं चलो किसी और को नहीं पता चला, हमें तो पता चला ना कि हमने दिया, हम खुश हो लेते हैं। अहंकार को ताकत मिल जाती है। “मैं कौन? मैं दानी।” एक नई पहचान मिल गई। बड़ी गौरवपूर्ण पहचान है, मैं इतना बड़ा हूँ, मैं दे सकता हूँ तो सबसे निचले तल पर तो वो जो देकर ढिंढोरा पीटते हैं, उनसे ऊपर वो जो देते हैं तो किसी और को नहीं बताते पर खुद मन ही मन उसका रसास्वादन करते हैं, भगवान हमसे यह चाहते हैं कि “हम ऐसा बने की दान देते वक्त हमे पता न चले कि हमने दिया। बायाँ हाथ दे ओर दायें को खबर ना हो।”

पता चलने से क्या आशय है? पता चलने से आशय है कि मन ने उसका संज्ञान ले लिया, मन ने उसको स्मृति के तौर पर इकट्ठा कर लिया, मन ने उस बात से अर्थ जोड़ लिए कि मैंने दिया, मैं दाता हूँ कुछ यूँ दो कि दिया और भूल गया, 'नेकी कर दरिया में डाल'। दिया और भूल गये, याद भी नहीं रहा कि दिया था। हम एक कदम और क्यों नहीं आगे जा सकते? कि दो और जिसको दो, उसका धन्यवाद अदा करो। एहसान तुम्हारा मुझपर कि तुमने लिया। यहाँ दान का आशय उधार या ऋण से नहीं।

नदी कब रोकती है अपनी धार को, और फूल कब रोकता है अपनी सुगंध को? उनका तो स्वभाव है बाँटना, अगर बाँटने लायक कुछ है, और बाँटा नहीं तो वो बीमारी बन जाएगा, ध्यान रखना। दे कर के हम उसपर एहसान नहीं कर रहे जिसने ग्रहण किया, दे कर के वास्तव में

आत्यंतिक रूप से अगर किसी का भला कर रहे हैं तो अपना ही कर रहे हैं

बुद्ध कहते हैं, “नाव है, उसमें पानी भर रहा है, उलीचो उसको दोनों हाथों से उलीचो,” यही दान है, उलीच, दो। दो किस्म का देना हुआ, एक तो वह जो हमने संगृहीत कर रखा है और बांटा, इससे मन पर भोज कम हुआ। रूपया, पैसा, जो भी कुछ हम दे सकते थे, ज्ञान, अपनी उपस्थिति – ये न देते तो तुम्हारी नाव भर जाती ओर डूब जाती। जैसे नाव में पानी भरेगा जितना ज्यादा, वो नाव का धन नहीं है कि नाव बड़ी खुश हो, मैंने पानी इकट्ठा कर लिया है। पानी भरेगा, नाव डूबेगी। तो उसे उलीचिए। एक ये देना हुआ, इसमें भी देकर के हम अपना ही भला कर रहे हैं, हम अगर गौर करें की यदि किसी भिखारी को दो रूपये दिया और वो तुरंत मुड़ कर चला जाए, एक क्षण को भी उसकी दृष्टि में अनुग्रह का भाव न आए तो हमे बुरा लग जाएगा। दो रूपये भी दिए हैं तो हमे अपेक्षा है कि हमे कुछ मिलेगा।

दान दो तरह का हुआ। एक तो वो जो हमने इकट्ठा कर रखा है, जिसके दम पर हमारा अहंकार फलता-फूलता है, ये अहंकार युक्त दान है। दूसरा दान हुआ अहंकार मुक्त दान, उसमें हमारे पास बांटने के लिए सिर्फ प्रेम है और आनंद है। दोनों प्रकार का दान महत्वपूर्ण है, जब यह लगे कि अहंकार बहुत घना है, तो उन आधारों का दान करें जिनपर अहंकार फल-फूल रहा है। जब यह पाएं कि अहंकार गया, मुक्त हो गए उसके बोझ से, हलके हो गए तो अपने हलकेपन का दान करें।

जो हमे भारी बनाता है, उसका दान करें, और जब हलके हो, तब अपना हलकापन फैलाए। हमारे पास पैसा बहुत है, तो उन्हें साझा करें जो वित्तविहीन हैं और हमारे पास प्रेम है, तो प्रेम बांटें। ऐसा कहाँ जाता है सुख बटने से बढ़ता है और तकलीफ बटने से कम होती है, हमारा जो भी सामर्थ्य है जैसी भी हैसियत है हम उतना ही दान करें अंग्रेजी में एक कहावत भी है “charity begins at home”।

एक छोटी सी कहानी हमे दान की महिमा बताती है : एक भिखारी सुबह-सुबह भीख मांगने निकला। चलते समय उसने अपनी झोली में जौ के मुट्टी भर दाने डाल दिए, इस टोटके या अंधविश्वासके कारण कि भिक्षाटन के लिए निकलते समय

भिखारी अपनी झोली खाली नहीं रखते। थैली देखकर दूसरों को भी लगता है कि इसे पहले से ही किसी ने कुछ दे रखा है। पूर्णिमा का दिन था, भिखारी सोच रहा था कि आज अगर ईश्वर की कृपा होगी तो मेरी यह झोली शाम से पहले ही भर जाएगी। अचानक सामने से राजपथ पर उसी देश के राजा की सवारी आती हुई दिखाई दी।

भिखारी खुश हो गया। उसने सोचा कि राजा के दर्शन और उनसे मिलने वाले दान से आज तो उसके सारे दरिद्र दूर हो जाएंगे और उसका जीवन संवर जाएगा। जैसे-जैसे राजा की सवारी निकट आती गई, भिखारी की कल्पना और उत्तेजना भी बढ़ती गई। जैसे ही राजा का रथ भिखारी के निकट आया, राजा ने अपना रथ रूकवाया और उतर कर उसके निकट पहुंचे। भिखारी की तो मानो सांसें ही रूकने लगीं, लेकिन राजा ने उसे कुछ देने के बदले उल्टे अपनी बहुमूल्य चादर उसके सामने फैला दी और उससे भीख की याचना करने लगा। भिखारी को समझ नहीं आ रहा था कि वह क्या करें। अभी वह सोच ही रहा था कि राजा ने पुनः याचना की। भिखारी ने अपनी झोली में हाथ डाला मगर हमेशा दूसरों से लेने वाला मन देने को राजी नहीं हो रहा था। जैसे-तैसे करके उसने दो दाने जौ के निकाले और राजा की चादर में डाल दिए। उस दिन हालांकि भिखारी को अधिक भीख मिली, लेकिन अपनी झोली में से दो दाने जौ के देने का मलाल उसे सारा दिन रहा। शाम को जब उसने अपनी झोली पलटी तो उसके आश्चर्य का सीमा न रही।

जो जौ वह अपने साथ झोली में ले गया था, उसके दो दाने सोने के हो गए थे। अब उसे समझ में आया कि यह दान की महिमा के कारण ही हुआ। वह पछताया कि - काश! उस समय उसने राजा को और अधिक जौ दिए होते लेकिन दे नहीं सका, क्योंकि उसकी देने की आदत जो नहीं थी।

दान करने की आदत अच्छी है पर कोशीश यह करनी है कि देते वक्त अपने सामर्थ्यवान होने या जिसे दान किया गया हो उसको जताने की प्रवृत्ति धीरे धीरे समाप्त हो। अंत में दान की प्रासंगिकता को बताते हुए रहीम जी का एक दोहा याद आ रहा है :

रहिमन'वे नर मर चुके, जे कहुँ माँगन जाहिं।  
उनते पहले वे मुए, जिन मुख निकसत नाहिं।

# Teaching public relations: young PR pros must inspire for good as they aspire for success

*How can I help students consider what matters beyond titles, starting salaries, and industry developments? By Christopher D. Cathcart.*



## Christopher D. Cathcart

*Christopher D. Cathcart is a renowned branding and public relations expert with more than 37 years of experience across a host of professional and non-profit arenas. He is also a published author, inspirational public speaker, college professor, and proud advocate of our Historically Black Colleges and Universities (HBCUs). One of his projects is HBCU Experience – The Book, a collection of essays celebrating the Black college experience he co-edited with Howard University professor Tia C.M. Tyree, Ph.D.*

This season marks the first fall in several years when I'm not in a classroom teaching public relations. As an adjunct lecturer, classes are not always guaranteed, and sometimes your number isn't called. That's fine. A break can be good. It can provide an opportunity to review the idea of teaching itself; a pause in the action to ponder how and why I teach, let alone why a handful of the nation's top universities extend me such an honor in the first place.

Indeed, this respite from the classroom is causing me to reflect. After many years as a PR professional, I've seen and participated in numerous wide-reaching campaigns, overwhelming crisis communications situations, and top-tier brand development and management opportunities.

I have experienced all aspects of the PR world as an executive at Motown Records, Warner Bros. Television, CNN, and as the founder of my own agency, OneDiaspora Group. I bring these experiences – both good and bad – to bear in the classroom, bolstering textbook instruction

and adding a dose of realism to the lesson plans.

Most importantly, I share the many mistakes I made along the way and encourage my students to make "new" mistakes by learning from my miscues. To be sure, we cover all the basics, and we also use contemporary, real-world happenings as a way to marry the theoretical textbook concepts with realities on the ground.

Communications professionals are invited to discuss the state of the industry and the employment landscape. Again, we take care of the basics. However, with my teaching role on hold, I have time to reflect on what else I need to cover when I return to the classroom, especially in a time of such intense social challenges.

### The things that matter

I'm able to ponder how well I prepare students to focus some of their skills as budding PR professionals on the public good, and to consider the things that matter beyond titles, starting salaries, and industry developments.

It's no secret that public relations

has been at the forefront of social movements since recorded time. The core elements are the same as with any campaign – identify key target audiences, set clear, measurable objectives, develop impactful messaging, and so on.

Take, for example, Bayard Rustin, the civil rights and labor movement icon who organized the famous 1963 March on Washington (where Dr. King delivered his seminal “I Have a Dream” speech). He was, among many things, a public relations genius. Without the benefit of the communications tools we take for granted today, he mobilized a quarter of a million people to converge on Washington, D.C., to petition the U.S. government for “Jobs and Freedom” – a bold request that has yet to be fully realized, but still resonates nonetheless.

Or consider Edward Bernays’ “Torches of Freedom” campaign, where commercial interests and social justice converged to stunning effect. One of the founding fathers of modern public relations, Bernays organized women to light cigarettes while marching in the 1929 Easter Parade in New York City. This event was seen as a show of force for women’s rights and had a lasting impact that extended well beyond the parade itself.

Coming only nine years after the ratification of the 19th Amendment to the U.S. Constitution, which extended the right to vote to the nation’s female population, the “Torches of Freedom” – a public relations masterclass – struck a blow for gender equality. Keeping in mind that Bernays was hired by the American Tobacco Company to boost cigarette sales rather than promote the feminist movement, we can still commend the role public relations played in indirectly supporting an important social justice cause.

### **Connecting to a meaningful cause**

In fact, one of my favorite class assignments is having student groups develop their own mock “Torches” campaigns where they create an event, connect it to a meaningful cause, and explain how and why it unfolds. It’s a lot of fun and sparks engaging group

discussions.

These two examples were cited, in part, for their historic significance, but countless more contemporary efforts also illustrate the point. Public relations, as evidenced by the term itself, is a powerful tool for positive change in people’s lives. It can educate. It can elevate. It can illuminate. It can help promote life-affirming work as much as it can help sell cars, clothes, sporting events, and a million other things less important than the public good.

As PR practitioners, including teachers, we have a duty to encourage those who are coming behind us to reimagine their view of the profession, to consider their responsibilities to society, and to expand their ideas of success. Now, I am not advocating that anyone abandon their career pursuits; I want my students to earn as much money as they (legally) can in whatever career and industry they choose. These are facts, and I instruct with that in mind.

However, should I have the privilege to again teach at the college level, I plan to be more deliberate in highlighting public relations’ role in social good. Without compromising core instruction, I will actively encourage students to apply their skills to meaningful causes alongside their professional goals.

I’ll urge future PR practitioners to seek opportunities where their work can drive positive change, reminding them that each step toward social justice benefits everyone. Who knows, I might have a young Bayard Rustin sitting right in front of me waiting for a nudge to spark the next great social movement. That possibility is what motivates me to continue teaching—not just the mechanics of PR, but its immense potential to shape our world for the better.

As I look ahead to future classrooms, I am inspired to focus even more on guiding students to find meaning and purpose in the work we do. Empowering the next generation to use their voices for positive change remains my greatest aspiration—and I look forward to the opportunity to help them realize theirs.

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