

Are we committed to Defeat Corona



National Public Relations Day Message from
the National President, PRSI



Public Relations Society of India

www.prsi.org.in

Dr AJIT PATHAK

National President

Public Relations Society of India

Dear Friends,

Greetings for a very-very meaningful National Public Relations Day !

We, the Public Relations and communication professionals of India celebrate April 21st as the National Public Relations Day , under the umbrella of Public Relations Society of India to re-dedicate ourselves to give our best to the profession and upgrade the quality of our services. The Public Relations Society of India (PRSI) was established in 1958 to promote and strengthen Public Relations as a profession by taking-up professional development

programmes. The Indian PR professionals met for the first time in New Delhi at The 1st All India Public Relations Conference on April 21, 1968. Code of Ethics for PR profession was also adopted at this Conference, marking the beginning of professional public relations in India . In 1986, April 21 was declared as the National PR Day and we re-dedicate ourselves to the cause of P R and to scale-up professionalism in all our endeavours.



All these years we have been celebrating National P R Day on the themes relevant to the nation and the profession. Previous years we have had the themes of ‘Salutations to the Indian Armed Forces’ and ‘Elect the best’, ‘One Nation, One Voice’ and so on. All our chapters collectively voiced the issues and created a very positive impact.

This year when we celebrate the National P R Day, we are in a situation which none of us have ever seen. The world is currently passing through a period of an unprecedented crisis which has put all of mankind in crisis. World Wars 1 and 2 did not impact as many countries, as have been affected by the Corona virus today.

Complacency in respect of a global pandemic like Corona is not appropriate. Therefore, it is essential that each and every Indian remains alert and cautious. Today we have 12289 Active Cases, 2014 Cured / Discharged and 488 Deaths in India.

The only answer to the present scenario is staying away from crowds and gatherings and staying at homes. This is called ‘Social Distancing’ nowadays, and is critical in these times of the global corona pandemic.

Our determination and patience will play a crucial role in containing the impact of this global pandemic.

To prevent the spread of COVID-19 we need to remember:

- Stay home.
- Clean your hands often. Use soap and water, or an alcohol-based hand rub.
- Maintain a safe distance from anyone who is coughing or sneezing.
- Don't touch your eyes, nose or mouth.
- Cover your nose and mouth with your bent elbow or a tissue when you cough or sneeze.
- If you have a fever, cough and difficulty in breathing, seek medical attention.
- Follow the directions of your local health authority.

In the past two months, the 130 crore citizens of India have ably dealt with the global Corona pandemic under the able leadership of Prime Minister Shri Narendra Modi. Our doctors , para-medical staff, administrative and civil services authorities/ workers , Police, bank employees and those who are maintaining essential services deserve our salutations and we need to collectively express our gratitude and respect to them.

In my message last month, I called for a one month awareness drive for National Public Relations Day-2020 to create a positive wave to eliminate Corona from India. Out-of-box efforts were required to do this Public Relations activity without the physical involvement of Public. Our chapters have been engaged in creating awareness posters,

campaigns through social media, distribution of supporting aids to the medical staff and police , organising webinars , competitions and even humble efforts of collecting funds to support the government.

Friends ! Our fight still is on and we need to further emphasise urgency to respect lock-out decisions and mobilise public opinion and actions to avert spread of Corona. We shall continue our efforts for one more month. At an appropriate time, we should also find opportunities to appropriately felicitate those who are serving us by risking their own lives.

All India Corona Awareness Competition ‘ Bharat Jagenga : Corona Bhagega’

I take this opportunity to announce an All India Corona Awareness Competition ‘ Bharat Jagenga : Corona Bhagega’’. Paper Presentation Competition for the mass communication/ Public Relations teachers on ‘ Role of Media in Covid- 19 Awareness ‘, ‘ Challenges in Corona Awareness in India’ or ‘ Management of Public Perception : Covid -19’ and ‘ Public Participation in Corona Fight ‘. Participants can choose any of the subject. Every participant will be given participation certificates and first, second and third prizes of Rs 11,000/-, Rs 7,000/- and Rs 5,000/- respectively will be awarded. Papers will be the property of PRSI and can be used for publication.

Film Competition for the mass communication/ Public Relations / journalism students on ' Covid-19 Awareness 'is also being organised. Every participant will be given participation certificates and first, second and third prizes of Rs 5,000/-, Rs 3,000/- and Rs 2,000/- respectively will be awarded. Film duration will be 30-60 seconds.

Entries will be received till 15th May,2020.

I pray to the almighty that we overcome this crisis and bring back life to its beautiful phase . We have been distancing from each other to save this life and once again we shall be together and celebrate togetherness. Public Relations has always something to offer in solving a problem and yet again we have to prove that we exist.

Let us defeat Corona !

Om Sai Ram !

Yours truly,

A handwritten signature in black ink, appearing to read 'Ajit Kumar', written over a light blue horizontal line.

Noida.18th April,2020.

“Public Relations is a decision-making management practice tasked with building relationships and interests between organisations and their publics based on the delivery of information through trusted and ethical communication methods.”