



PUBLIC RELATIONS SOCIETY OF INDIA

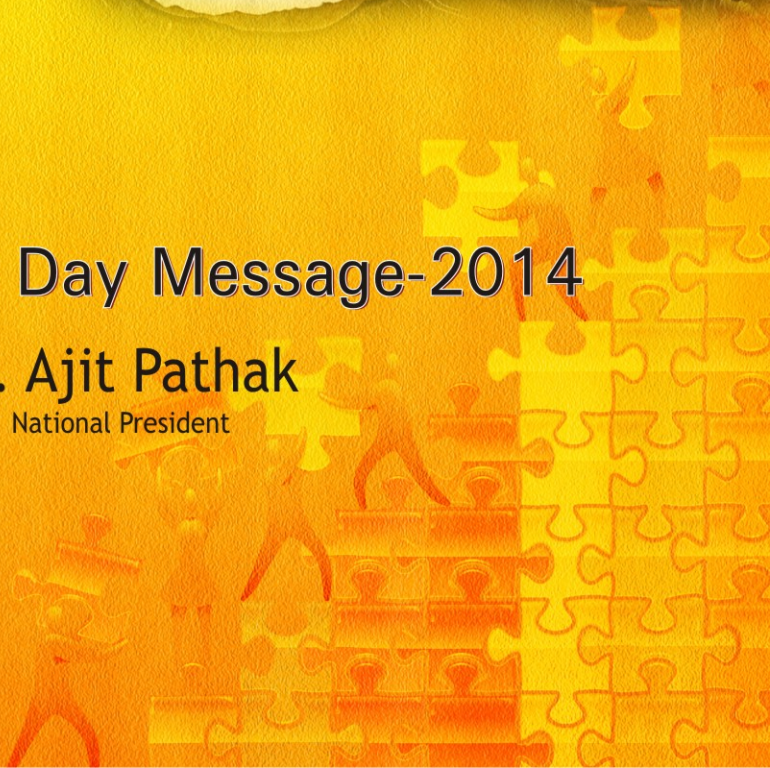
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National PR Day Message-2014

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National President



National Public Relations Day

21st April, 2014

“ Preservation of Indian values, traditions and culture
for tomorrow's India : Role of Public Relations. ”



Dear Friends,

National Public Relations Day
Greetings!

Every year Public Relations practitioners across the country , under the umbrella of Public Relations Society of India observe April 21st as National PR Day. The Public Relations Society of India (PRSI) was established in 1958 to formulate and interpret the objectives and potentialities of Public Relations

as a profession and also to undertake professional development programmes. A decade later, the PR professionals from all over the country 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. To commemorate this landmark event which marked the beginning of professional public relations in India, April 21 was declared as National PR Day in 1986 and since then we re-dedicate ourselves to the cause of Public Relations and to scale-up professionalism in our efforts every year.

"Sa Prathama Sanskrati Vishvavara !"

India is proud to have the world's one of the oldest culture , reaching back about 5,000 years. India is a very diverse country having their own distinct cultures.

The culture of India is unique having amazing cultural diversity throughout the

country. There is hardly any culture in the world that is as varied and unique as India. India is home to some of the most ancient civilizations, including four major world religions, Hinduism, Buddhism, Jainism and Sikhism.

“India is the cradle of the human race, the birthplace of human speech, the mother of history, grandmother of legend, and great grandmother of tradition. Our most valuable and most instructive materials in the history of man are treasured up in India only.”Mark Twain.

India is a land rich in myths, legends and folklore centred on revered deities, valiant heroes and fierce demons --- an awe-inspiring legacy of tradition, vivacity and synthesis. Our country has led the world showing the light ahead and in modern times of industrialisation, technological revolution and globalisation of economy, riding on our IT strength, economic potential and the youth power, the country is on the fast track of growth.

In this back drop it is important that we realise the role and potential of Indian values, culture and traditions. We need to recognise the urgency to balance our progress and our values. Our values have been the life-blood of our society. Accordingly, Theme of this year’s National PR Day has been decided to be **"Preservation of Indian values, traditions and culture for tomorrow's India : Role of Public Relations."** I take this opportunity to request all my PR and communication colleagues who are also the social scientists, to chalk out an effective plan to build future India on the foundation of our rich cultural heritage.

Once again , I wish you all a very-very meaningful National PR Day.



(Dr. Ajit Pathak)