

National Public Relations Day -2023

G 20 and Indian Values :
Public Relations Perspectives



Public Relations Society of India

www.prsi.org.in

Public Relations Society of India

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National President

Dear Friends,

Happy Navaratri !

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

Let us gear-up for the next National Public Relations Day. We, the Public Relations and communication professionals of India celebrate April 21st as the National Public Relations Day , to commit ourselves to give our best to the profession and upgrade the quality of our services to build new India in times of 'Amrit - kaal'.

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 First 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.



In recent years, we have chosen themes like Covid Awareness, Cancer Awareness, Salutations to Indian Armed Forces, Elect the Best ,One Nation-One Agenda-One Voice and Building Trust. This time the theme touches every heart in the country and gives every Indian, a sense of pride." G 20 and Indian Values : Public Relations Perspectives " will be the theme for us for the National PR Day 2023.

The G20 was founded in 1999 after the Asian financial crisis as a forum for the Finance Ministers and Central Bank Governors to discuss global economic and financial issues; this was later upgraded to the level of Heads of State/Government in the wake of the global economic and financial crisis of 2007, and, in 2009, was designated the "premier forum for international economic cooperation". The G20 initially focused largely on broad macroeconomic issues, but as an evolving platform it has expanded its agenda to include trade, sustainable development, health, agriculture, energy, environment, climate change, and anti-corruption. The G20 Summit is held annually, under the leadership of a rotating Presidency. From December 1 ,2022 onwards, India is holding the G-20 Presidency. This is a historic occasion for India and we have selected the theme of 'One Earth, One Family, One Future' for India's G20 Presidency under the leadership of our vibrant Prime Minister, Shri Narendra Modi.

G20 Presidency underlines the need for unity of purpose and collective actions and is based on our values of universal brotherhood:

वसुधैव कुटुम्बकम् !

India's G20 presidency is coming at a time of chaotic international scenario and uncertainties in the world. The world is going through the after-effects of a disruptive pandemic, international conflicts and an environment of economic uncertainties. The symbol of the lotus in the G20 logo is a representation of hope in these times and we, the Public Relations practitioners of India have to take this positivity to public at large and show-case India in its right perspective as a prelude to make India a developed country by 2047.

The G-20 is a group of countries whose economic potential represents 85 percent of the world's GDP and represents 75 per cent of the world's trade. The G-20 is the voice of two-third of the world's population. Chairing this G-20 group is a big opportunity for India in the 'Amrit kaal' of independence. It is a matter of pride for every Indian ; Let us join hands to take mission of G20 to every heart and every part of the largest democracy of the world.

This mega event represents aspirations of 130 crore Indians who take pride in the history, values, culture, knowledge of thousands of years and the promising youth power of the country. India is blessed with thousands of years of opulence and splendour of knowledge, traditions and values. We have to move forward with this spirit today with a new energy.

Today, India is a live example of the success of the democracy and the values it brings along for the people. The world is looking at India to find solutions to all its challenges as we assure the world that both progress and nature can go hand in hand respecting the traditions and values imbibed in Indian culture.

As our Prime Minister says "India's G20 agenda will be inclusive, ambitious, action-oriented and decisive. Let us work together to shape a new paradigm of human-centric globalisation" ; we have to use 360 degree communication tools to create a positive wave connecting Indian Values with the Mission G20.

Let us organise meaningful events, campaigns and programmes on the theme of "G 20 and Indian Values : Public Relations Perspectives" involving the PR and media professionals, mass communication students and the national and international communities.

My Greetings and best wishes,

Jai Bharat !



(Dr Ajit Pathak)



G 20

India Arrives !

