

National Public Relations Day -2022

**Building Trust :
Shaping -up the
new world with
Public Relations!**



Public Relations Society of India
www.prsi.org.in

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Dear Friends,

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

The world is passing through a difficult phase of darkness of mistrust at all levels. International relations are facing trying times ; one gets the feel that the Third World War is knocking the door. Political parties are finding themselves losing the vision of nationalistic perspective and aim at achieving political mileage at whatever cost to the nation. Covid forced us all to put masks for saving our lives but what about the masks people are wearing on their faces to show-case what they are not. Internet which came as a blessing to the human lives is being misused for fraudulent motives. Transparency in governance, business , media and even Public Relations is far away from the Public aspirations and expectations. Social media has come as blessing to those who enjoy in concocting stories to create confusions and mistrust.

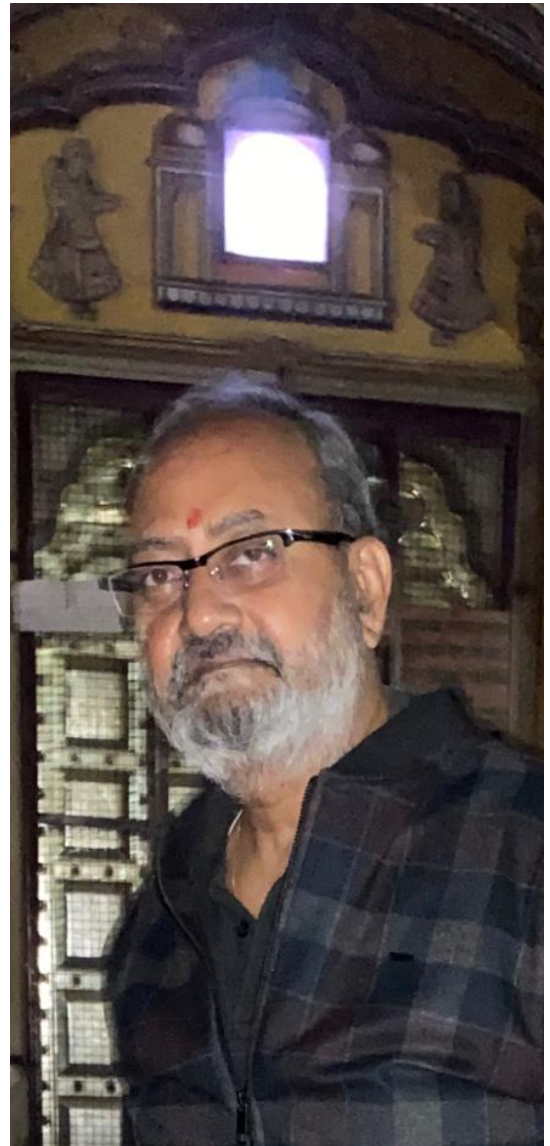
Over the years , we at Public Relations Society of India have committed ourselves to work for :

One Nation. One Agenda. One Voice

एक राष्ट्र . एक प्राण . एक स्वर

This is aimed at achieving harmony in our efforts to be together in nation's security, unity and progress , ignoring our political philosophies, vested interests and immediate gains.

Now is the time to work together to create an environment of trust which is need of the nations , societies , organisations , professionals and the



individuals. All human actions are based on trust. Trust is a measure of belief in the honesty, fairness or benevolence of the another party.

We, the PR and Communication professionals are blessed with the knowledge of art and science of building trust. Let us join hands and celebrate the National PR Day 2022 to build bridges of trust. Let us celebrate the occasion this year on 21st April,2022 on the following theme :

Building Trust :

Shaping -up the new world with Public Relations!

विश्वास का बढ़ाएँ हाथ :

एक नए युग की स्थापना,जन सम्पर्क के साथ !

Public Relations Society of India celebrates April 21st as the National Public Relations Day to re-dedicate ourselves for the profession Public Relations and communication ; there is always a need and the motivation to upgrade the quality of public relations in the country. 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.

This year while we organise programmes on “Building Trust : Shaping -up the new world with Public Relations ! “ we can focus on involving International organisations, spiritual and thought leaders , army officials, academicians , students and public at large.Organise seminars, conferences, workshops, competitions , cultural presentations, road-shows and awareness drives. Let there be special focus on making presentations to PR and mass-communication students on the role of PR in building trust among all the stake-holders.

Once again my best wishes for a purposeful and impactful ‘National PR Day - 2022 ‘.

