

## **National Public Relations Day 2019**

### **Report on the Event Organized by Shimla Chapter of PRSI**

Public Relations Society of India, Shimla Chapter celebrates National Public Relations Day every year on 21 April by organizing different programmes such as symposiums, seminars, conferences, colloquiums etc. This year also, it was celebrated by holding a lecture on *“One Nation – One Agenda – One Voice”* at the historic Gaiety Theatre in Shimla. The event was organized in association with the Department of Journalism and Mass Communication, Himachal Pradesh University, Shimla. The lecture was attended by the dignitaries from the Shimla town, Members of PRSI Shimla Chapter from across the State, Media personnel, and Students of Journalism and Mass Communication.

Welcoming the participants, Chairman PRSI Shimla Chapter, Shri Ashok Sharma said that every year Public Relations Society of India through its about 30 Chapters across the country celebrate 21 April as National Public Relations Day and organizes public awareness events on some themes of national and social importance. He added that the theme for this important day is decided by the National Council of the Public Relations Society of India. In the year 2017 the theme for the PR Day was “Salutations to the India Armed Forces”, in 2018 it was on “Indian Democracy: Mantra for Effective Elections” and this year the theme for the event is “One Nation – One Agenda – One Voice”. He said that we have invited Dr. Ashutosh Bhardwaj a senior journalist and currently a Fellow at the Indian Institute of Advanced Study, Shimla to deliver the lecture on “One Nation – One Agenda – One Voice”. As a journalist, Dr. Bhardwaj has traveled across Central India and documented the conditions of tribes caught in the conflict between the Maoist insurgents and the police. He has investigated encounter killings, cases of political corruption and electoral malpractices. He is the only journalist in India to have won the prestigious Ramnath Goenka Award for Excellence in Journalism for four consecutive years.

Dr. Ashtosh Bhardwaj, in his lecture, highlighted the National values and called upon to carry on these values for one Nation, one agenda and one voice. He said that

the unity of the country lies in the faith and trust. Wherein, every human being in a civilized society worship a tree, a stone assuming the God and who in return guide the humans as torch bearer to act for their welfare and wellbeing.

Dr. Bhardwaj said that our country has named National Bird, National Animal, National Flower and even National Tree, why can't we have one agenda of unity and integrity of the country. He advocated for community introspection on United Country and learn from the teachings and meetings of the elders and ancestors on the nation and one voice. He said that Indian mythology is purely based on truth and *karma* which highlights the importance of *moksha*. He said that Rama and Rawana both are worshipped in the same and equal spirit in the Indian Society.

Dr. Bhardwaj also talked about the importance of 'Deodar Tree' in Himachal Pradesh and traditional faith of the inhabitant in the tree from the time immemorial. He said that the equality and unity work together but may differ in separate reasons with the spirit of unity and integrity to the society and Nation.

After the presentation by Dr. Bhardwaj, a session was held for open discussion in which several participants and students of the Journalism and Mass Communication, Himachal Pradesh University participated.

Former Director Information and Public Relations Himachal Pradesh, Shri B.D. Sharma and founder Chairman of PRSI Shimla Chapter in his presidential address said that India's rich culture is the one and real India which has broader role for unity and integrity. He said that the younger generation need to learn from the rich socio-culture of the country.

Dr. Ranvir Verma, General Secretary of the Shimla Chapter proposed the vote of thanks. He said that National unity and integrity is the need of the hour for one Nation. He said that the National Council of the PRSI has given balanced topics for the National Public Relations Day.