

Report on the National Public Relations Day 2020

The National Public Relations Day is celebrated by the Shimla Chapter of the Public Relations Society of India every year. Unlike the earlier years the celebrations were different this year because of the restrictions due to COVID-19.

As per the directions of the National Council, efforts were made by the Shimla Chapter on Corona Awareness drive evolving on the theme "*Bharat Jagega : Corona Bhagega*" during the period from 21 April to 25 May 2020. The Chapter organizes some events online due to the restrictions which were imposed in this tiny Hill State and dealt with stringently. The Chapter organized online discussions and spreading the messages for preventive measures from Corona Pandemic. The members of the Chapter also helped the needy with food, ration and medicines.

As a part of Corona Awareness drive, seven posters were released – these were also circulated to the NC Group – in regular intervals. Similarly, the posters, poems and other material received from the other Chapter leaders through NC Group were forwarded to all the members of the Chapter with the request to circulate them widely and make the awareness *drive* "*Bharat Jagega : Corona Bhagega*" as a mission. The most viewed "Corona Web *Kavya Goshti*" hosted by Shri S. P. Singh ji was a treat. Some of the members of the chapter also participated in the '*Goshti*'.