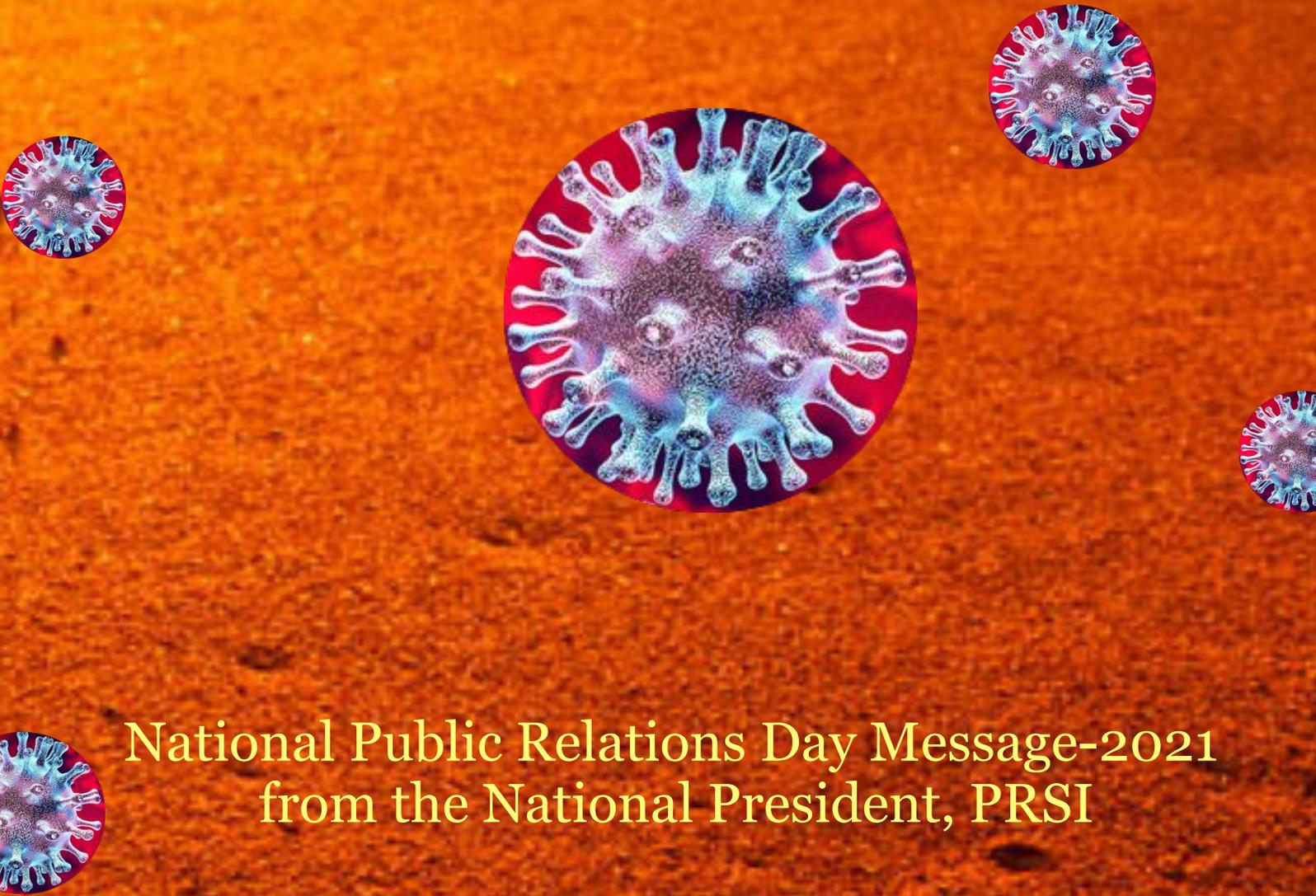


Public Relations for Public Awareness

Let us build a Covid free World !



**National Public Relations Day Message-2021
from the National President, PRSI**



Public Relations Society of India

www.prsi.org.in



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Dear Friends,

National Public Relations Day Greetings!



Public Relations Society of India celebrates April 21st as the National Public Relations Day to re-dedicate ourselves to give our best to the profession and upgrade the quality of Public Relations in India. 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 First All India Public Relations Conference was organised 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 to mark these important milestones and re-dedicate ourselves for the cause of Public Relations.

We have been celebrating National P R Day all these years on the themes relevant to the nation and the profession.

The COVID-19 pandemic has dramatically affected families, communities and the society, and continues to burden our lives, systems and structures. COVID-19 is the most challenging crisis we have ever faced. Pressures created by Covid-19 have changed propositions of relations between the nations, social systems, governance, business , media and even Public Relations. We are on the new path of our life style.

The first case in India was reported from Kerala on 30th January 2020. The ever-changing misconceptions and misinformation around COVID-19 warranted effective communication between communities and the Government, which also had no clue to handle this crisis. Led by the Prime Minister, Shri Narendra Modi Government of India handled the situation with utmost maturity to fight COVID-19 with dedication, commitment, patience and care. Prime Minister's call helped to reduce the stigma around Covid, instilled confidence and built a strong trust towards government's response and the Corona warriors. 'Wash Hands' and 'Doo Gaz ki Doori Mask hai Zaroori' became rule to survive.

Last year, when the epidemic started and when everyone was scared including the healthcare workers, there was an urgent need to make our people aware of the basic precautions to avoid Corona. Appreciating the need for this awareness, Public Relations Society of India celebrated the National P R Day on Corona Awareness. All the chapters collectively and individually made virtual and on the floor efforts to facilitate life and enlighten the citizens to contest the dreaded Corona. I congratulate all our chapters for taking-up this task as the responsibility towards the nation. PRSI meaningfully expressed gratitude towards our doctors , para-medical staff, administrative and civil services authorities/ workers, Police, bank employees and those who helped in maintaining essential services.

The way the people of India have confronted the corona is being appreciated across the world. Today, more than 96 per cent of the cases in India have recovered. India is in the list of countries in the world where the fatality rate is the lowest. World's largest Vaccination drive is also underway in India which is being implemented in a phased manner.

While things started showing improvement signs, there has been a sudden increase in cases in a number of states after the decline ; the positivity rate has also gone up and there is a rise in the number of cases also. New cases are emerging fast as the citizens after the initial discipline started taking liberties and compromised on following the Covid precautions . If we don't check the pandemic now, the situation may lead to a country-wide outbreak. We must immediately stop this emerging "second peak" of the corona. The need for staying away from crowds and gatherings and restricting ourselves at homes is still warranted in these times of the global corona pandemic, besides inspiring eligible citizens to take vaccines.

Accordingly, we take forward our Corona Awareness efforts to the next level and we observe the National PR Day on the theme of “ Public Relations for Public Awareness - Let us build a Covid free World!” We shall organise campaigns , awareness drives, competitions and sharing of best practices to fight corona. While we shall express our gratitude to the Corona Warriors as the communicators we shall help young PR, media and advertising students through virtual platforms to complete their curriculum and up-grade their knowledge.

Friends ! Our fight still is on ; let us join hands to further accelerate actions to avert spread of Corona. Hum Honge Kamyab !



Yours truly,

A handwritten signature in black ink that reads "Ajit Kumar". The signature is written in a cursive style and is underlined with a single horizontal stroke.