

Report of Shimla Chapter on the occasion of National PR Day on 21st April 2022

The Shimla Chapter of Public Relations Society of India (PRSI) and the Information and Public Relations, Himachal Pradesh jointly organized a conference to mark the National Public Relations Day. The theme of the conference was "Building trust: shaping-up the world with Public Relations".

The PR song was sung on the occasion. The cunction started at 2:15 PM in the Committee room of I&PR Department near HP Govt. Secretariat. In the beginning Shri Harbans Brascon IAS, Director I&PR Department Govt of HP was honoured by Shri Pradeep Kunwar, Chairman Shimla Chapter with graceful "Himachali cap and Muffler. After that Shri Yadewender Singh Chauhan felicitated Prof. Shashikant, member H.P Private Educational Institutions Regulatory Commission HP-PERC As key note Speaker.

The global protocol for PR Professionals was read out by Smt. Mamta Negi, Information Officer. She also conducted the proceeding of the entire function very impressively and gracefully.

After this, Chairman of Shimla Chapter of PRSI Shri Pardeep Kunwar welcomed the participants including students of department of Journalism and Mass communication, H.P University Shimla-5 and said that every year, Public Relations and communication professionals across the country celebrate April 21st as National PR Day under the umbrella of Public Relations Society of India to re-dedicate themselves for professional Public Relations.. He not only highlighted the role of PR Professionals but also promised the student members for more PR related activities in the Colleges in near future.

He said Public Relations is an important medium to express one's views and ideas and connect with people by making use of different mediums of communication. He said in the present times, the role of Public Relations has gone up immensely and therefore it is necessary that PR professionals work with more dedication and responsibility to deliver the goods.

He also read out the message of PRSI National President Dr. Ajit Pathak. He discussed about the challenges being faced by present day media and talked about the folk culture in the villages in

comparison with the present day media. Shri Kunwar also discussed about the role of PR in the present situation and exhorted for sustained efforts to strengthen the PR activities.

Key note speaker Prof. Shashi Kant in his candid speech discussed about the blended mode of religion, media and philosophy. He highlighted the period of COVID and vividly presented the scenario during COVID period when the entire nation stood with the voice of Prime Minister of India. He also talked about the National Integration in various aspects and presented a broader view of unified India before 1857. He also talked about the Nation building by Professional builders including carpenter, masons and unskilled labour.

Presiding over the conference, Director, Information and Public Relations Harbans Singh Brascon said that trust is the most vital ingredient of human life in which dialogue and communication play decisive roles. He said that PR professionals should strive hard to win the trust of the people to achieve the desired targets by adopting various tools of the media.

Shri Brascon asked the PR Professionals to be very soft spoken and having good gestures to make them a perfect PR Professional in the functioning of any department. He insisted upon proper feedback from the society and makes technological changes from time to time for better results.

In a very comprehensive interactive session the students interacted with the senior PR Professionals about the functioning of their respective departments and gained the Knowledge and experience required in their respective fields from time to time.

He said that PR professionals should work in a planned manner to publicize the welfare policies and programmes of the government so that the maximum people could benefit out of them. They should work with a difference with convincing approach, good ideals and decent conduct so that masses could trust them.

Sh. Brascon said that with the technical advancement, besides traditional media, today we have access to social media which has emerged as a powerful tool to reach out to the public in an effective manner. The PR professionals should equip themselves with

the latest tools to publicise government policies and programmes up to the grass-root level.

He said it is a matter of pride that Himachal Pradesh has emerged as a role model for other states of the country and the state is the best performer in various parameters. This has been possible due to the consistent efforts of the government and active support of the people of the state.

In his keynote address, Prof. Shashikant, Member, HP Private Educational Institution Regulatory Commission emphasized that PR and Media professionals should work with an objective to bring forth the truth without any fear or pressure. He said it is most imperative that trust is maintained to take the society further on the path of prosperity and development.

Citing the example of the Corona pandemic, Prof. Shashikant said that it was due to the trust built up by Prime Minister Narendra Modi that the people of the country successfully fought the battle against the pandemic. He said that India not only launched the biggest vaccination drive but also supplied the vaccine to other countries as well. Similarly, it is due to trust earned by him that the people of the country are convinced with various policies and programmes of the Government of India and today we are poised to become 'Vishwa Guru'.

He urged the PR and Media professionals to create mass awareness about various major social issues besides policies and programmes of the government to benefit the society as a whole.

Secretary, Shimla Chapter of PRSI Sh. Ranveer Verma proposed the vote of thanks. He said that the PRSI was established in 1958 to promote and strengthen Public Relations as a profession by taking-up professional development programmes. He said that more activities would be planned this year for the Media and PR professionals during this year.

Head of the Department of Journalism and Mass Communication Prof. Vikas Dogra, Prof. Ajay Kumar, other members and senior officers of the Information and Public Relations department also attended the conference.