

## Public Relations Society of India, Shimla Chapter

### REPORT ON THE NATIONAL PUBLIC RELATIONS DAY-2023 CELEBRATIONS

The Shimla Chapter of Public Relations Society of India (PRSI) organized an impressive function in association with the School of Media and Mass Communication APG Shimla University to celebrate the National Public Relations Day-2023 which was attended by the Vice Chancellor, faculty members and students of the School of Journalism and Mass Communication, APG Shimla University, members of PRSI Shimla Chapter including 92 years veteran Shri S.S. Chauhan who came to attend the PR Day all the way from about 100 kms.; students of journalism and mass communication Himachal Pradesh University and MS Panwar Institute of Journalism and Management, Solan. The function started with the lightening of the lamp by the dignitaries present. The students of the School of Media and Mass Communication, APG University presented *Saraswati Vandana* and staged an interesting and entertaining small play highlighting the role and impact of the present day media in our life. Theme song of PRSI was also screened on the occasion.

In his welcome address, Shri Pradeep Kunwar, Chairman, PRSI, Shimla Chapter, elaborated upon the importance of the National Public Relations Day and its relevance for the Public Relations professionals and students of Journalism and Mass Communication. He also highlighted the activities of the Shimla Chapter.

On this occasion, a seminar on ***G-20 and Indian Values : Public Relations Perspectives*** was held. The main speakers of the seminar were Dr. Ashwini Sharma, Senior Journalist and Visiting Faculty, School of Media and Mass Communication, APG Shimla University, Professor Pramod Sharma, Department of Management, HP University, Shimla and Dr. B.S. Panwar, Director, M.S. Panwar Institute of Communication and Management, Solan.

Dr. Ashwini Sharma spoke about the important role played by Public Relations professionals in providing relevant and timely information to the journalists on the day-to-day basis. He highlighted the contribution of knowledge sharing of Indian values and ethos and its impact on the world community. He appealed to

the students to observe and practice journalistic ethics in their professional life by informing and educating the masses with integrity and commitment. He said that twin occasion of National Public Relations Day and G-20 Summit at Dharamshala in Himachal Pradesh (which is also going on these days) will go a long way in promoting tourism in the state and will help in boosting the economy of the state.

Speaking on the occasion, Dr. B.S. Panwar, Director, M.S. Panwar Institute of Communication and Management, Solan said that India has taken over the Presidency of G-20 in challenging times when the world is confronting with two global challenges -- the fallout of COVID-19 pandemic and the Ukraine Conflict and it coincides with two other prestigious Presidencies of the Shanghai Cooperation Organization (SCO) and the United Nations Security Council (UNSC), respectively. Deliberating upon the theme of the seminar, he said that from the Public Relations perspectives, the G-20 is important for India because it coincides with celebration of the *Azadi ka Amrit Mahotsav*, the 75th anniversary of its independence. The spirit of India's G-20 Chairmanship is manifested in the theme of 'One Earth, One Family, One Future' enshrined in the ancient Sanskrit ethos as '*Vasudahaiva Kutumbakam*'. He further said that hope, harmony, peace and stability are significant ideas that outline India's Presidency of the G-20 grouping of the world's most advanced and emerging economies. G-20 provides India an excellent opportunity to form world opinion when there is widespread polarization and escalation of geopolitical rigidities. It give India an opportunity to work tirelessly to advance peace, stability and shared prosperity in a fragmented world affected by 3 Cs- COVID-19, Conflict and Climate Change.

Elaborating upon the activities to be organized during the G-20 Presidency, Dr. Panwar said that India will organize over 200 G-20 meetings across 56 locations in the country -- from Srinagar in the North to Thiruvananthapuram in the South and from Rann of Kutch in the West to Kohima in the East. All 28 states and eight Union Territories have been roped in to organize these meetings. Dr. Panwar said that in order to give the taste and experience of Indian values and ethos to the visiting dignitaries, a visit to places and events have been planned which will provide unique experience which will be spiritually elevating, culturally enriching, mentally rejuvenating and physically invigorating. They will be attending the

major festivals of India -- kite festival in Ahmedabad, the sand art festival in Konark, the crafts mela in Surajkund, the Hornbill music festival in Kohima and the dance festival in Khajuraho. There will also be a beach cleaning drives as part of India's Lifestyle for Environment mission to solve the global climate crisis. The kits to be provided to delegates will project the arts and crafts of various states whether it is Bihar's Madhubani art on coffee mugs, Kashmir's Kani work on bottles or Kanjivaram and Gond designs on the bags for the delegates.

Dr Pramod Sharma, Professor of Management, Himachal Pradesh University, emphasized upon the practice of building trust through communication. He said that the Public Relations professional play a significant role in providing useful and relevant information to the masses. He highlighted the role of Human Resource Management to build strong India in the times to come in which food, education and health will play a major role.

Dr. Ramesh Chauhan, Pro-Chancellor, APG Shimla University presided over the function. He congratulates the Public Relations Society of India for celebrating the National Public Relations Day-2023 by holding seminars, symposia, workshops across the country on a most important and relevant theme of 'G-20 and Indian Values: Public Relations Perspectives'. Speaking on the occasion Dr. Chauhan said that India has Presidency of G-20 from December 2022 till November 2023 which is a powerful global body. He said that the countries of the G-20 are contributing 85 per cent to the GDP of world economy. He said that every Indian should be proud of the fact that India is emerging as fast developing country and the world leader. Dr. Chauhan said that the Indian moral values are very significant and important in the present scenario when the world is facing crises on the peace and harmony front. He elaborated that the teachings of Adi Shankracharya are another milestone in peace keeping and creating congenial atmosphere among the countries in the neighborhood.

Dr. Ranvir Verma, General Secretary of the Shimla Chapter proposed the vote of thanks. He informed that the National Public Relations Day is being celebrated in two places in the state one in Shimla and other at Palampur.