

Himachal Pradesh University, Shimla-5  
Public Relations office

**Press Note**

21.04.2016

**P.R. Professionals must exert to Publicise Government Policies & Programmes; Prof.ADN Bajpai.**

HP University Vice-Chancellor Prof. A.D.N.Bajpai has called upon the P.R.professionals to work hard for publicity of government policies and programmes meant for the welfare of the general public. He was delivering a special lecture on role of traditional and modern education in the skill development during a programme on the occasion of National Public Relations Day jointly organized by Journalism and Mass Communication Department of the University and PRSI Shimla chapter heretoday.

The Vice-Chancellor said that we have to work hard for the welfare of the people through effective public relationing leaving aside individuality and self-interest. He said that any institution's quick and fast progress depend most reliant Public Relations activities and publicity.

Prof. Bajpai said that the skill development needs not to have modern inputs and technology rather than traditional and modern education can do wonder for training the younger generation for their skill development. He said that the blend of traditional & modern knowledge has a pivotal role to play in the fast development and rapid growth of the country.

The Vice-Chancellor said that a good advertisement leads to larger sale in the market if proper public relationing is done at the grass root level keeping in view the moral and ethical values in the content of the advertisement. Making a scathing attack on the exploitation of younger models, the Vice-Chancellor said that the human, social and cultural values need to be protected in this field.

Prof. Bajpai said that more emphasise is given to the engineering and technology sphere whereas the traditional skills of the State are being ignored largely. He suggested to carry on the traditional making of ChambaRumal, Pahari Painting, KinnouriShawl , Cap and adopt the technology of these handicrafts industries by the youths.

Present among others were Pro-Vice-Chancellor Prof.Rajinder Singh Chauhan, Dean of Studies, Dean Students Welfare, Dean College Development Council, Chief Warden, Prof.VikasDogra, Prof.Yashwant Gupta, PRSI Shimla Chapter President Sh.Ashok Sharma, students of Journalism and Mass Communication and MBA.

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