



## Public Relations Society of India

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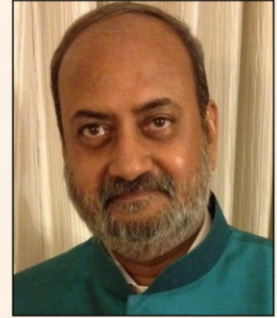
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## National PR Day Message-2016

My dear Public Relations & Communication professionals!

Greetings for the National Public Relations Day !

Every year Public Relations practitioners across the country observe April 21st as National PR Day, under the umbrella of Public Relations Society of India . The Public Relations Society of India (PRSI) was established in 1958 to formulate and interpret the objectives and potentialities of Public Relations as a profession and also to undertake professional development programmes. A decade later, the PR professionals from all over the country met for the first time in New Delhi at the 1st All India Public Relations Conference on April 21, 1968. Code of Ethics for PR profession was also adopted on this occasion. To commemorate this landmark event which marked the beginning of professional public relations in India , April 21 was declared as National PR Day in 1986 and since then we , the public relations and communication professionals of India re-dedicate ourselves to the cause of Public Relations and to take professionalism in our efforts to the next level of excellence, on this golden day of PR profession.

*Theme for this year's National PR Day is :*

**One Nation .One Voice**

**... Building bridges of trust through PR !**



We Indians are proud to be part of the world's oldest culture , having diverse religions ,distinct languages, vivid religions, food and the arts , but there is one single thread that unites us is the feeling of being Indian.

*"India is the cradle of the human race, the birthplace of human speech, the mother of history, grandmother of legend, and great grandmother of tradition. Our most valuable and most instructive materials in the history of man are treasured up in India only." Mark Twain.*

This quote is perfect description of India. There is hardly any culture in the world that is as varied and unique as India. Ours is a vast country, having variety of geographical features and climatic conditions and is home to some of the most ancient civilizations and major world religions - Hinduism, Buddhism, Jainism and Sikhism.

Time and again , there have been threats to the unity and integrity of the country from foreign as well as domestic factors. Recent developments at JNU are alarming. Our young generation has to appreciate the sacrifices our freedom fighters made to get independence for Mother India. Whole India came under one umbrella with United voice - " Bharat Mata ki Jai " to fight against the British rule. Even when our jawans were fighting with enemies on boarders they drew tremendous strength raising their call, " Bharat Mata Ki Jai".

Public Relations professionals , as social scientists have a great responsibility to strengthen bridges of trust between the various publics and interest groups by interpreting each other effectively. There are certain basics on which we all need to be united and one voice ; and topmost of them is pride for the nation, which cannot be compromised at any cost.

India is the emerging world power and we are being watched with curiosity by the other countries as we have the country leadership with a Prime Minister like Shri Narendra Modi, India's IT knowledge, youth power and huge market potential Let us join hands to unite and strengthen the nation.

Let all our PRSI chapters and institutions organise programmes on the theme of **One Nation .One Voice** and showcase the need of trust, faith and national unity across the country.

Once again , I wish you all a very-very meaningful National PR Day..



(Dr Ajit Pathak)