

# CHANAKYA

A Public Relations Council of India House Journal

  
Gandhi@150  
FATHER OF COMMUNICATION



**PR BEYOND 20:20**

14th GLOBAL COMMUNICATION CONCLAVE  
MARCH 6 & 7, 2020, BENGALURU, INDIA

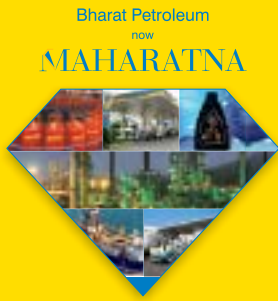
Under the aegis of World Communicators Council  
in Association with Bangalore University  
Venue: Jnana Jyothi Auditorium, No 11, Palace Road, Near Mysore  
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# BEYOND PERFECTION

ALSO: POLICE=PEOPLE=POLICE





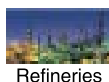
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# Perfection, a moving target!

*Perfection is not attainable, but if we chase perfection we can catch excellence.* -Vince Lombardi

*In our journalism classes, we were told that there is nothing like a perfect headline or a perfect copy. There is always room for improvement. Same principle applies for PR strategy, we are told.*

*Looking beyond the gymnast's Perfect 10, we are shown 20:20 as the symbol of perfection. As we at PRCI deliberated on the theme for the 14th Global Communication Conclave, we asked ourselves -how about going beyond perfection. Initially, it sounded hypothetical. But as the idea sank in, we settled down with the theme PR Beyond 2020. It is not mere coincidence that the Conclave is taking place in the year 2020.*

*We are happy that PR fraternity across has responded with zeal to the theme and shared its thoughts to contribute to this special CHANAKYA issue. As you will flip through, you will find thought provoking articles, analysis and photographs specially selected by our editorial teams.*

*For those who missed the highly successful 13th Global Conclave held at Manipal University Jaipur in last February, we have a special feature and photo gallery.*

*The year 2019 marked Mahatma Gandhi's 150th birth anniversary. PRCI celebrated with dedicated features in its e-mag PRapport. We reproduce here some of the Gandhi@150 features to remind ourselves about the world's greatest communicator who changed the nation's history with just two words: Quit India. As we delve on Perfection and Beyond, Bapu's thoughts definitely guide us.*

*Moving ahead with MSR (My Social Responsibility), our Chief Mentor and Chairman Emeritus M B Jayaram has penned (sorry, keyed-in) his thoughts on Police-People relations as PR applies to all. And communication is two-way traffic.*

*PRCI will shortly launch social media campaigns to strengthen the police-people bond - to communicate for a better world, as our motto says.*

*Meanwhile, YCC is also going miles by launching chapters in new campuses across. Inspired by the success of the Jaipur conclave, YCC has not only done events at Symbiosis Centre for Mass Communication, Pune, and Parul University, Vadodara, but tied up with them for running Communication Resource Centres. This concept will be spread to other campuses too. This, we believe, will enhance PRCI-YCC endeavour to empower the upcoming communicators with practical knowledge and make them industry ready.*

*Our focus will remain on responsible use of social media by the youth in particular. As I keep saying anyone with a smart phone in hand is a potential broadcaster. PRCI-YCC will now hold short film competitions and post select clips on our platforms to nurture young talent.*



*B N Kumar*  
**B N KUMAR,**  
Editor-in-Chief



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# LEADING THE WAY IN



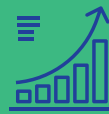
## The unprecedented growth story of IT in Telangana



### IT Exports

2018-19  
1,09,219 Cr

2017-18 93,442 Cr	2016-17 85,470 Cr
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### Growth in IT Exports in 2018-19

All India 8-10%	Telangana 16.89%
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### Employment

2018-19  
5,43,033

2017-18 4,75,308	2016-17 4,31,891
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## Integrated Ecosystem to Achieve Digital Telangana



The Department of Information Technology, Electronics and Communications

[www.it.telangana.gov.in](http://www.it.telangana.gov.in) MinisterKTR



## OFFBEAT

# Police=People=Police

■ M B JAYARAM



**D**o we ever invite a police officer or constable home for Diwali or Dussera? No, never! We remember the police only when we have trouble. Either when we have burglary, car lifting or some other crisis.

Have you ever given a thought to this? Does an ordinary policeman ever get to celebrate any festival – from Diwali, Idd to New Year? Do we at least wish him? Doesn't he have a families of his own like you and me? Come to think of it, you will find the police making you secure during all festivals, apart from any crisis or violence.

Some of us do maintain relationship or communication with only top officers and that is again need-based. But the ordinary policeman, even the beat constable in our street or the local police station, is never remembered. Perhaps, the only time that we ever visit a police station is when we apply for a

passport or need a character/good conduct certificate.

Communication is a two-way traffic. And this applies to police as well. We hardly find the police trying to establish contact with the ordinary people like you and me. This is not to say that they do not maintain any contacts. They do. Police hold muhalla meetings only at times of crisis, that too with select few such as the local corporator or a religious leader. Of course, they do keep in touch with history-sheeters and informers!

Do police need to maintain contact with all citizens? Or for that matter do we ordinary citizens have to be in touch with the police for no reason at all?

My friend BNK tells me about a writing-on-the-wall (pun-intended!) at Vashi police station in Navi Mumbai that he noticed some years ago: Every policeman is a citizen in uniform; Every citizen is a policeman without uniform! How true.

There is also a case study of COP (Citizens On Patrol) keeping night vigil when burglaries rise and the police need help to catch hold of specialised gangs.

All these bring us to a discussion point – police public relations which should read: Police-Public-Relations.

Unlike the one-way street, communication is two-way traffic. Yes, PR or Police Relations is our responsibility, too. One may ask as to why we should maintain contacts with the police at all. Just give it a thought and you will agree with me. Let us be selfish: this PR contact comes handy when you need a policeman's help.

We can call the police station in-charge during weddings, national festivals or celebrations such as Independence Day or Republic Day for flag hoisting in our housing societies or gated communities. A small gesture that will go a long way.





## OFFBEAT



Now getting back to two-way traffic, I am of firm opinion that the police also must maintain close contacts with the police. It is important for them to beat the negative perception among the people in general about the police. Police housing is always in short supply that forces many policemen and officers stay in rented accommodation. Do they keep in touch with their neighbours? This gap naturally results in suspicion when a friend in uniform visits you.

Police officers need to walk that extra mile and get themselves involved with the people in general. Make your face familiar. This does not require door-to-door contact. At least the top officers could make themselves available for events such as social clubs or NGO, security awareness drives, housing society level sports, competitions and flag hoisting ceremonies.

The police department could do well by drawing a flow-chart of public contacts, authorising and training their officers at a particular senior level such as an ACP. Even those

in-charge of police stations could go for housing society events.

Nothing unites people like sports or festivals. Another great occasion for the police and people to come together.

Police do encounter problems such as traffic jams, violations of rules, parking issues and petty thefts on a daily basis. Police commissioners could plan special contact drives, awareness programmes with the help of social clubs, citizen groups and schools and colleges to pre-empt these issues.

So, when the traffic stops you next, don't take out a Rs 100 note, but just pay the penalty.

In fact, some police commissionerates have been conducting city level competitions during Ganesh Utsav on eco-friendly or noiseless festivities. We also have instances of police officers going out and addressing vigilance week events like the one NTPC conducts. These help in re-instilling confidence among the people. The good word also

spreads fast, thanks to social media.

Cybercrime is the biggest menace today. Apart from hacking and gullible people falling prey to intelligent criminals, police are kept on their tenterhooks due to the wild fire arising out of fake news. This is where, I think, the police ought to work closely with the communities. Remember, anybody and everybody with a smart phone in hand is a potential broadcaster. Plus, you have dime dozen YouTube channels to worry about.

The flow of communication through all possible channels from the head of state to the common man and back, with the police playing a meaningful role (and not mere a catalyst) assumes added significance.

PRCI is always ready to play its role through its 36 chapters, pan-India and even the WCC platforms abroad in line with our motto: Communicating for a Better World! *(The author is Chief Mentor and Chairman Emeritus of PRCI).*





## OFFBEAT

# Yeh Aakash Vaani Hai...

**K.RAVINDRAN** reminisces the power and glory of radio.



**S**ome PR pundits think brands will need to become story makers as much as storytellers. How

can we lead conversations that are meaningful instead of rehashing things that have already been said? How can we truly move our companies forward with thought-provoking content? And how can we provide our readers with something they actually want to read and engage with?

These are some of the questions which we need to ponder over. But being a person who has come to corporate communication with a radio background I still feel radio remains relevant in today's world. It provides programming content meeting the entertainment needs of people according to their demography, geography, etc. It's evident that millennials and Generation Z grew up with other ways of listening to music and only few of them are listening to radio. Yet, radio still remains strong for dissemination of information and entertainment in the face of the print medium remaining on the verge of decline in many areas. In addition to serving as the lifeblood of emergency communication, radio broadcasts can provide real-time information, 24x7. To cite an example during the monsoon fury that lashed Mumbai city in July 26, 2005 I and my colleagues were stranded at Bandra the whole night and the only channel of communication for us was the radio.

Radio is a medium with a personal

touch. This fact makes radio an absolute favourite and loyal friend. In the past, people would meet in their housing colonies or chat over a cup of tea at a friend's place, that kept the social bond alive. Social networking is not a new tool to radio it has been its strength for long. Radio's fundamental strength continues to be the power of words and sound. With its human voice to persuade, it is a powerful branding medium.

The wars of 1962, 1965 and 1971 united millions of voices and opinions and AIR played a crucial role in stimulating patriotic fervour through News and commearies. Commentators like Jasdev Singh and Melville de Mellow instilled national pride through their live commentaries, while the sports commentaries of Pearson Surita, Suresh Saraiya, AFS Talyarkhan, Ravi Chaturvedi, and Berry Sarbadhikari created waves into generations of listeners. Then, there were legends like Surajit Sen, Lotika Ratnam, as well as Devaki Nandan Pandey and Vinod Kashyap who enlivened news and gripped the nation.

Looking back at my generation, long before YouTube, etc there was always a race to the drawing room,



**■ The author interviewing Priya Tendulkar**

as a little device, mostly a transistor set, spluttered into life with the voice of veteran broadcaster Ameen Sayani, with his Bhaiyon aur Behano booming across the room. Those were the days, of the evergreen 'Binaca Geetmala' countdown, when Radio Ceylon and Vividh Bharathi were the places we 'browsed' for music.

No wonder, the moment we talk about the radio, senior citizens become nostalgic, recollecting programmes such as Spot Light, 'Yuva Vani', 'Chaya Geet', 'Bhaktiranjani' etc. People used to eagerly wait for the specif time and gather around the radio sets to listen to these programmes.

During the hey days of Yuva-Vani, radio was truly exciting. I can vouch for it as I compered myself. It was fun being on AIR. It gave us a celebrity status then. Those were the times when AIR or 'Akash Vani', played a vital role.

Despite the widespread popularity of television and digital media, AIR has held its own as a reliable source of information and has carved a place for itself as an affordable medium of communication. According to Nielsen's "360 Report Highlights", radio is still the #1 for music discovery and still leads in at work and in car listening.

Despite the challenge from private FM operators, the old warhorse still gallops on as the voice of India.

AIR still remains the strongest medium that binds the diversity in our nation together. *(Writer started his career with All India Radio & presently Additional General Manager (Corporate Communication) at NTPC Ltd.)* ■



## OFFBEAT



# Journey of a 1000 miles begins with a single step

**SARKARNAMA is making waves**

**NISHTA KOCHAR**



Someone smart once quoted, "Conversations are happening whether you are there or not."

Ladies and gentlemen, we are living in an age that is surrounded by the cacophony of conversations whether we are paying attention or not. It's happening over water-cooler breaks, in your kitchen, across the cubicle of your office, on your smartphones, coffee shops and the very clichéd social media. So how do you grab attention in a whirlwind of clashing opinions, real and fake news, garbage and meaningful content? Welcome SARKARNAMA!

What started as the brainchild of a seasoned and illustrious corporate professional, Abhijit Sarkar, SARKARNAMA has now flourished into an engaging full time social media and web series of meaningful infotainment; the narrative spun through clutter breaking packaging and content, cultural and historical anecdotes and trivia, humour and satire, poetry and rap, original compositions and cover versions; SARKARNAMA has become a staple for those who seek creative, path-breaking, intellectually stimulating subjects that enriches as well as entertains. Reaching out to its followers and fans, SARKARNAMA has managed to reach a cross section of people from all walks of life through video streaming websites, social media portals and messaging apps. Abhijit Sarkar, the man, the face, the voice behind

SARKARNAMA, explains, "The idea behind SARKARNAMA was simple and basic – I wanted to create genuine and meaningful themes and subject matter for people to enjoy – something that is both entertaining and informative. We started on a very small scale and have, over the years, graduated to a huge fan following and recognition from media and public."

SARKARNAMA spins its narratives on Indian culture, history, poetry, contemporary and socially relevant topics. Episodes on friendship, movement, sexual harassment, women empowerment and several other socially relevant and trending themes and festivals have earmarked the success of this web and social media driven series. It's like watching an informative audio-book neatly wrapped a clutter-breaking package of audio-visual documentation, laced with engaging entertainment and subtle social messaging. The medium generously employs the usage of poetry, shayari, music, songs ranging from rap, ghazals, devotional songs to Indian classical, innovative sound effects and most importantly a power packed narrative of Abhijit Sarkar, himself. Created with a universal audience in mind, SARKARNAMA could just be 3 minute song capsule to a 15 minute long, engaging, contemporary socially and culturally relevant storyline. Bold, inventive, genuine and entertaining, all at the same time is a rare mix to find in world of social media that has become racially and politically charged where every

feed just cannot be taken at face value anymore.

Abhijit Sarkar, elaborates, "We are living in volatile times, right now where every post and content, especially on social, digital media and online chatting apps, has a hidden agenda. It is unfortunate and an opportunity at the same time, for someone like me, who was just worn out by the depressing and misinformed opinions circling us. I thought, being a responsible media professional and with a performing arts background, it was time to do something about it and I took it upon myself, personally, to tackle it. Luckily, with the support, love and recognition that SARKARNAMA has received over the years, our content and its marketing is continuously evolving."

It comes as no surprise then that SARKARNAMA has already managed to grab some major accolades in its journey and the support of a lean team that is dedicated to the cause of churning substantial and significant and evocative themes and content for its viewers, which is gradually but steadily increasing with every passing day. SARKARNAMA is streamed regularly through Youtube, Whats App and dedicated social media platforms which has in turn created a cross-section of individuals who are inspired and informed, something that is the need of the hour. Through SARKARNAMA we are committed to providing positive, meaningful content for social media. "Journey of a 1000 miles begins with a single step," as the man behind the show quips. ■



## COVER STORY



# Unlocking PR value, Beyond Perfection

■ B N KUMAR



**P**R has come a long way since Adam-and-Eve. The profession has begun to assert itself. As we wrote in previous issues, we have grown much beyond the pink-shirt, party happy culture to emerge as effective bridges of communication. Whether we are corpcom professionals or agency practitioners, we have begun to play a meaningful role in building and maintaining relationships through our messaging internally as well as externally, with the senior management and with the TGs.

PR has evolved – from being treated as courier boys, travel assistants or glorified protocol managers. Yet, one hears murmurs about PR among corporates as well as media. One the one hand, questions arise about the effectiveness and

meeting expectations, while on the other many PR professionals themselves grumble about their daily rigmarole and machine-like life. I keep hearing protest tones from certain practitioners about their routine role of press release ATMs.

Some corporates, in their hunt for value-for-money propositions, tend to overlook the difference between the paid medium advertising and unpaid PR. Do we need to educate them? PR professionals do not command the price as advertising professionals do. Even the low fee that is paid to consultants does not flow regularly in some cases.

This calls for serious introspection among PR practitioners. Do we need to reinvent the wheel and

look for solutions beyond, what we seen as, perfection

Times are changing. All professionals are redefining themselves or adapting to newer challenges. Isn't it time PR too underwent a metamorphosis and emerge in a brand new Avatar?

The Advertising profession takes pride in calling itself the Brand Custodian.

Can PR not be the custodian of reputation? Why not? At the end of the day, do we not take care of the reputation of our companies or clients?

Does a PR professional command the same respect or value as the other consultants such as a Lawyer or a Doctor or for that matter a Creative Professional? There are other professionals as well, for instance management, who command respect or value.

A PR practitioner is also a consultant like a doctor or a lawyer. He gives the right prescription (read solution) to a communication problem. He too spends time, energy on what he does. He does not charge appearance fee. What he asks for is respectable fee.

Isn't it time that we as PR professionals evolve ourselves, redefine our roles and meet the challenges of ever changing times and emerge stronger than before?

Now, we strongly feel that it's time to look beyond all these and see where we fit in and command value that we PR or communication professionals deserve.



## COVER STORY



Yes, command the key word. We cannot demand respect. It should come automatically for which we need to appear like a specialist like a medical or legal practitioner.

Acquiring skillsets is one thing and executing them is another.

We need to develop the art of storytelling and improve on it depending on the audience. You can sing a lullaby to your infant, but not to a ten-year old child.

The audience's tastes are changing as they change. Is PR doing enough PR for itself on its changing techniques? For instance, a mid-level manager working on an IPO client has to develop the art of selling or telling the big picture about the company going public. If you have the capability, do demonstrate it and showcase it to the world. Can we not command an extra price for that extra effort?

Media needs stories and new ones all the time. City page media, which hesitated from naming companies, is happy mentioning the companies in crime or scam related stories. Are we doing enough to sell good, positive stories making impact on the society to them?

I have just come across a brilliant story of Western Coalfields Limited



supplying water discharged from its mines for irrigation. The company is indirectly responsible for saving Nagpur from periodic drinking water crisis as the Pench dam water that used to be supplied for irrigation is now saved for the Vidarbha city. WCL meets the needs of irrigation. What is more, WCL has begun to supply packaged water to villages at negligible cost. It has also come out with its own brand Coal Neer.

I am sure such stories do sell well among business and general

media. It is a treat for TV news channels as excellent visual story.

Business media too looks for good positive contributions by corporates.

A company putting up warning signs at traffic junctions and highways for the police could be seen as another PR effort that does not merit media attention. But imagine that the same company actually working with the police in a creative manner, running campaigns that lead to good perceivable results like disciplining two-wheeler riders. This story should sell and be not seen as a PR feed. It can even be attempted as a soft story, backed with data about falling accident and penalties paid.

PR people used to be jokingly referred to as 'plant managers' in one of the companies that I was associated with some years ago.

Jokes apart, we need to look at practical solutions, work closely with media friends and grab headlines that do not appear like blatant PR plants. *(The author is a communication veteran with 45 years of experience)*





## COVER STORY



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MARCH 6 & 7, 2020, BENGALURU, INDIA  
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Bare Centre, Gandhi Nagar, Bengaluru, Karnataka - 560026



# Dog is Top Dog

■ S NARENDRA



According to the American Kennel Club, the best guard dogs are brave, and know when to fight off an intruder-but that does not mean

they are always vicious. Give them the training they need when they are young, and these pets will do everything they can to protect you. Among the best guard dogs, the choice is limited. Rottweiler breed is top ranked.

This is from the web. You may be wondering why did I choose to explore the canine world, while writing for a magazine focused on PR? That is because I have been a top dog in PR by playing the role of a guard dog long before my pay and position put me at the top. The latter is a biological progression in some ways. But the former is an earned role through an intellectual inclination and hard work.

I joined the profession at the odd age of 23. And, when I was 28 and bald, a federal government cabinet minister wanted to reject me as his spokesperson as I did not have grey hair. The senior minister had both the assets. He could not exercise his choice because my assertive boss told him that he could have me or none. Soon into my job as the spokesperson, the ministry I was working was threatened by a massive nationwide strike. In the meanwhile, the minister was planning an official trip abroad. I advised the minister not to send his trip request to the then prime minister. He ignored. And the minister received a stern admonition from the PM, that

got splashed in the media. He blamed me for not killing such bad publicity!

A similar incident happened when I was working with the PM. His official entourage had departed in advance to board the plane to Germany. And the PM was about to follow. I met the PM and advised him to cancel the trip, as I had gathered the information that his government could be destabilised in his absence. He did not go to the airport. This time the foreign ministry was upset that I had interfered with their diplomacy!

In the profession of PR, one comes across top bosses who want a lap dog, not a guard dog. Owing mainly to my training and on-the-job mentoring, my backbone had gained strength, making me professionally walk erect. Tutored in both communication theory and practice, I moved jobs which cut across broadcast and print journalism, PR, advertising, book publishing and grass-roots level interpersonal communication.

Rank and pay did not matter when playing the role of the guard dog. The recognition that the PR person could play such a role helped me to bypass the organisation's rigid hierarchy. Moreover, it gained for me a seat at the high table not warranted by my pay.

The privileges that come with the seat at the high table extract a price in the form of heavy work required for understanding the work happening at many levels of the organisation, and connecting them. PR and communication, thus, becomes a cross-cutting thread. More often than not only the people

at the topmost echelons would have such an overview. When a PR person acquires such capability, he is listened to irrespective of the rank in the organisation he holds. When we say PR is a management function, we are referring to this aspect. The doors to top management positions in the organisation outside PR could also open up for the person who works to acquire such capability and demonstrates it consistently as the guard dog.

PRCI Conclave at Bengaluru this March is focusing on PR as the guardian of brand reputation. In the present digital era where information moves globally at lightning speed, organisation and their brands have enormous opportunities for brand reputation building and connecting with their customers directly. The big data analytics assisted by Ai enables PR practitioners as never before to know their stakeholders and bring them into the brand conversations. Properly harnessed such technology also tells the PR about unusual patterns in the conversations which could adversely impact the brand reputation. The PR's guard dog role is enhanced when the PR practitioners spot the reputation risks before they assume mass and alert the brand owner and contribute to developing strategies for taking pre-emptive measures. While crisis management and reputation damage control functions of PR are well studied, the advance warning and pre-emption of crisis or damage deserve more focus. *(The author is a former Government of India spokesperson and ex-advisor to PMs)*







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## COVER STORY



# Reinvent to be relevant

**BISH MUKHERJEE**



**C**rystal gazing and looking forward in this new decade, communication professionals should prepare themselves to be

1. Tech savvy
2. Embrace the intricate world of social media in all its variants and excel in their use
3. Make optimum use of avant-garde audio and video techniques
4. Reinvent writing skills to be direct, concise and simple

The skills and behaviour that communicators can leave behind are

1. The full suit and tie to start with
2. Designer skills other than top of the range digital graphics
3. Presentation skills that rely heavily on PowerPoint notes and traditional charts and statements

Communicators need to get up to speed. We need to leave back the obsolete products, the outdated expressions and the prosaic style of writing. Let's take a look at what's gone, gone forever ....

- ✓ Fountain pen
- ✓ The pen and paper
- ✓ Telegram
- ✓ Telex
- ✓ Telephone booths
- ✓ Landline telephone with manual dialing
- ✓ Blackboard and chalk

- ✓ Teleprinter
- ✓ The dot matrix printer
- ✓ Typewriter
- ✓ Fax
- ✓ Post Card
- ✓ Inland Letter
- ✓ Letter box
- ✓ Easy chair
- ✓ Tape Recorder
- ✓ Cassette
- ✓ CDs
- ✓ Keds shoes
- ✓ Road signs like – No Infiltration Left
- ✓ Hand signals while driving a vehicle
- ✓ Coke oven for cooking
- ✓ Ice cream soda
- ✓ Goli soda
- ✓ Campa Cola
- ✓ Lemon and orange drops
- ✓ Hand held phone

With so much emphasis on doing business and communicating through social media, how important is it then to have face-to-face meetings? Are Zoom and Skype meetings enough to get results? Results yes. But targeted results?

One of the largest organisations in Canada with 7,700 employees serving a customer base of 6 million appointed a CEO recently. He kept himself busy learning and understanding the company, intermittently issuing circulars and letters to staff. After two years he realized that the company's

profits had plummeted by 10 per cent since the time he took over. Surveys showed that customers complained of poor service and unilateral closures to disputes without trying to resolve them to the satisfaction of the customers.

The CEO decided to organise a Summit where he will meet his 96 Senior staff members at the levels of Senior VPs, VPs and Assistant VPs. So, after 24 months of his assuming charge, the CEO finally got to meet his senior most people in his own organization. Once this Summit was over, his senior staff were told to take appointments with the CEO and meet him on a one on one basis. All this helped the CEO to understand what the issues were at the ground level and the problems the staff faced in resolving them. Once these were taken on board, the solutions were worked out. New communication was sent down the line offering fresh thinking on the problem issues. Things started to improve. Staff found motivation and support from management. Customers started sharing their happy stories. The company's bottom-line started to improve.

One of the key takeaways from this story is that it is not enough to just meet face-to-face but to meet meaningfully. Meetings should be structured and solution providing.

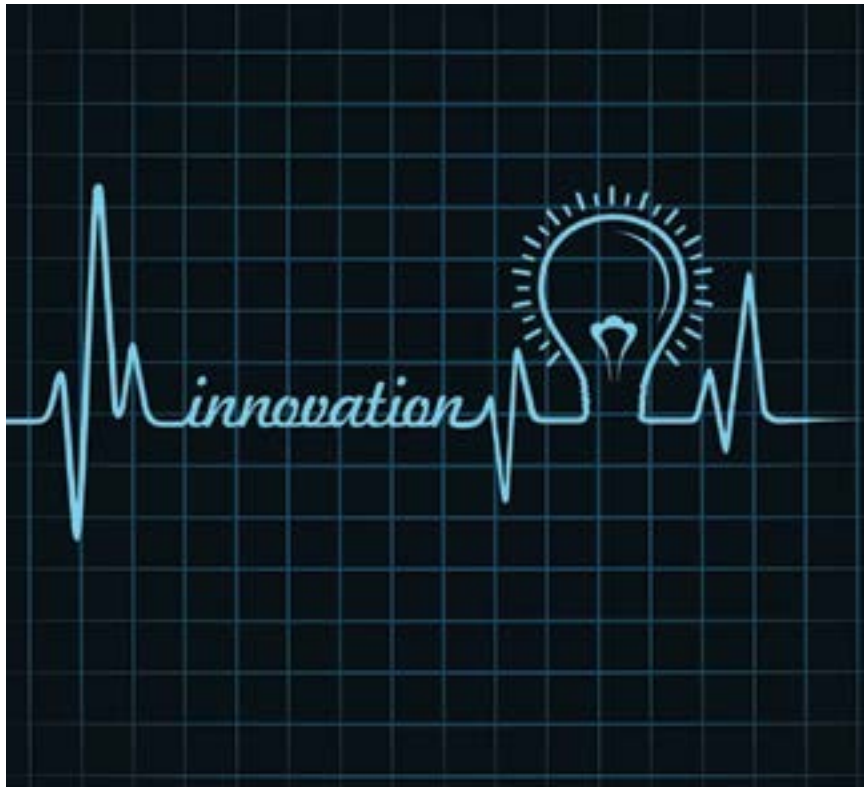
What about leadership then? It takes a strong leader to figure out a challenging situation and navigate deftly through the labyrinth of possible answers. It is for him to decide whether to find the answers within the organization or to appoint an external consultant to think out of the box and suggest innovative solutions.



## COVER STORY



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Then again, if the company decides to appoint an external consultant, the brief should be compact and specific. A Council in New Zealand appointed an external consultant recently to organise a corporate event and expected long-term improvement in its bottom-line. They blamed the agency for not meeting their expectations. How naïve!

We need to think about leaders who lead from the front. Leaders who are charismatic and powerful. Leaders who are caring and endearing. Leaders who can deliver against difficulties and challenges. Leaders who can carry their staff with them in ensuring success for the organization and better career growth for their employees. *(The author is an ABC, IABC Fellow. Feedback: [bmiabc@hotmail.com](mailto:bmiabc@hotmail.com))*



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## COVER STORY



# PR World Changing Beyond imagination

■ DR T VINAY KUMAR



**T**he world is at the crossroads now. The year 2020 started with lots of opportunities and threats.

Communication can be challenging at these times. As per the 2019 report by the Public Relations Consultant Association of India (PRCAI), the Indian Public Relations industry has grown manifold over the last decade. From Rs 490 crore with a growth rate of seven percent in FY2008, it touched Rs 1,600 crore in FY2019, with a 12% growth rate. These numbers underline the growing importance of PR in the Indian landscape.

Every person on Earth has now two worlds. One is the physical world and the other is a digital or virtual world. In reality, the latter is much bigger than the actual one. At this juncture, we have to unlearn the PR that we practised. It is a must to learn new techniques to cater to the needs of the 'new world', which is much more complicated. The trends in PR beyond 2020 will be the emergence of social communication, usage of artificial intelligence, intelligent automation etc. Newer concepts like Development Communication, MSR (My Social Responsibility) instead of CSR are also gaining significance. My friend Shiv Harsh Suhalka has started a Digital Press Club in Bhopal, Madhya Pradesh.

This gives the feel that Digital PR is the new norm now. With Social media gaining significance, the newsrooms have gone to your gadgets.

Social Media and PR are like twin brothers now. Earlier, the brand creation happened from the print, Out of Home (OOH) and TV. Take the case of an Indian startup now. The fonder may have connections with the media. So, he/she approaches it. If the startup grows and gets funding, it will try to penetrate OOH and TV. The role of PR was more in that scenario. Now, there is a twist. The founder looks at social media initially. He/she may be an expert in that. He creates his brand without any outside help. Remember, many YouTubers in India who are

making decent money. For teams without a dedicated social media manager on staff, tools like Buffer and Sprout Social offer excellent resources for scheduling posts ahead of time, collecting social analytics to optimize content, and simultaneously engaging with multiple platforms.

Nowadays, organisations are using Artificial Intelligence (AI) and machine learning to transform the customer experience and to make data-driven decisions. We all know, data is the 'new age' oil now. Let me tell you about a marketing story. In the US, some people have found out that on Saturdays the sales of baby napkins and beers are high. There is no visible connection between these two commodities.





## COVER STORY



But, when they delved deep into this data it came into notice that usually Pappas do the babysitting on Saturdays, hence the beer sales move northwards. An intelligent marketer can give discounts and combo offers on these two items. This simple story tells much about the strength of data.

### AR AND VR

In your opinion what are the top-selling products in the world? In recent times, apart from mobile phones, Augmented Reality (AR) and Virtual Reality (VR) gears are among the fast-moving goods across the world. The reason is simple. People (consumers) want excitement. Naturally, companies will strive to provide this. If PR firms want to get some business out of this, they have to be up-to-date. We have to seek creative ways to use emerging technologies to better deliver corporate and brand messages to consumers. VR presents 360-degree, three-dimensional videos that fully involve viewers in an immersive experience. For example, using VR, a prospective home buyer can experience how his future home will look like.

AR superimposes images onto smartphone cameras or other screens to combine physical and digital worlds. Users can shape their experiences, unlike VR, which is entirely digital.

Consumers generally turn to VR for excitement and entertainment but tend to use AR for practical applications, such as showing what furniture looks like in their home or what clothing or makeup looks like on them.

### VIDEO CONTENT

Printed matter, image and video. Which will you choose first? You may have personal opinions. But the trend now is towards video. Long or short videos hosted on YouTube, a 6-second Instagram



Story, or a LinkedIn Live broadcast, these things justify the importance and significance of videos in the digital world. Videos can tell a story effectively in a few seconds. Since it can safely stay in your smartphones for quite long the shelf-life is more. Videos create an engaging, low-commitment, access point for the audience. The challenge is creating video content efficiently. Producing videos from scratch requires a level of time, talent, and equipment that most organizations don't readily have. Platforms like Lumen 5 or Animoto streamline the creation process for any communication professional looking to branch into video content.

### MY SOCIAL RESPONSIBILITY

"You say you love your children above all else, and yet you are

stealing their future in front of their very eyes," says Greta Thunberg, 16-year old climate activist. Actions to prevent or stop climate change will be much stronger strong in 2020 and beyond. Fortune 500 companies have already started sustainability practices to join the bandwagon. So, My Social Responsibility will be the 'new-gen' CSR. It will be the duty of PR firms and professionals to help organisations to set and implement these goals. Interestingly, this will emerge as a new business segment as well. So be alert and prepared. *(The author is a veteran Advertising, Branding & PR professional and Chairman of the PRCI Global Communication Conclave 2020 & Director, World Communicator's Council)*





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# Change, thy name Is Communication

■ DR ASHOK KUMAR PANDA



**S**ocial beings like us always have the urge to communicate with others. In the process they not only look for the right medium but

also the right language. People always have an emotional bonding with their own language and if they are communicated in their language the effect is indeed positive. Over the years, mankind learned to master the art of writing. He learnt to evolve this art from an uncertain beginning into a complete alphabet that conveyed meaning. It took him centuries to perfect this art of communication.

All cultures hold the art of writing in high esteem and consider writing, the symbol of language. In fact, language is a vital tool for communication. Creatures living on earth developed their own way of imparting their thoughts and emotions to other creatures. However, only human beings enjoy the ability to utilize language and words to provide particular meanings. This is what separates humans from animals.

In India, Brahma, the Creator of the Universe, was considered to be the Creator of the script and the name "Brahmi" was given to the ancient Indian script. In the early Middle East civilizations, the God of Wisdom was also the God of Writing. The ancient Sumerians called him 'Nebo' and the Egyptians 'Thoth' or 'Scribe' of the gods. Arabic tradition also reveal

that Allah created letters with his divine pen and gave them to man. The Chinese mythology is still more interesting and tells us that writing was gifted to man by the four eyed dragon -faced wizard, Cangjie, who invented it depicting the movement of the sun and stars.

The first letter of the Siddham script of Tibet was considered to have magical powers, and was also worshiped. Even the Tibetan monks chant - that the letter 'A' destroys evil thoughts. Ancient tribes viewed the written word as the gospel truth and the word of mouth was often received with doubt and suspicion.

Today, the observation seems to be somewhat different and felt that the art of writing was not created through divine intervention but evolved gradually over the ages.

Man tried to perfect this unique invention, aided by a variety of writing tools that he made for himself.

Even traditional art forms have survived for centuries as they are in tune with the changing cultural environment and flexibility. It has played a pivotal role as a medium for social change particularly in rural India. Folk arts being interpersonal and contextual -they have been able to carry forward the message of change and development. Folk arts serve as a communication channel for transmission of knowledge and beliefs. The stories of Ramayana and Mahabharata pertaining to multitude of folk art forms is definitely an effective source of social, moral and historical knowledge. It amply lays stress on maximum information, education and excellent entertainment.



■ **Konark - The language of the stone**



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### ■ Changing trends of folk art

Folk songs and plays on political and social happenings provide a perspective and help to guide the behavioral pattern of the masses. It has been rightly said that the folk art forms in India are dynamic, responsive and relevant. Here the role of the speaker or facilitator has been described as a change agent who also develops a commitment to change. After commitment he generally becomes a spokesman for his cause and assumes responsibility for bringing about change.

There is another version to this viewpoint where the medium itself acts as the language. In the context of the Konark Sun Temple, Rabindranath Tagore had very succinctly averred – "Here the language of man is defeated by the language of stone".

Even music in itself is healing. It is an explosive expression of humanity. It's something we are all touched by. No matter what culture we are from, everyone loves music. Researchers across the globe have observed that music has therapeutic potential and to a large measure it affects our lifestyle, spirituality, and thinking process.

A recent study reveals that after operation a small group of persons along with regular medicines were also subjected to light music while another operated group were only given regular medicines and not provided with any music. It was observed that the group who were in the influence of light music, the recovery rate was at a faster pace than the group who were not under the influence of music. This

amply demonstrates the positive impact and healing touch of music in our lives.

Music, primarily harmonies and always communicates emotion. It powerfully impacts our thoughts and decisions. It ultimately helps us to determine the choices we make and also the way we act.

It is indeed vital for all of us to examine the different facets of growth in communication and also how language has been instrumental to this change as this has to no less measure contributed to harmony and peaceful coexistence in the society we live in. *(The author is Chairman, Public Relations Council of India, Bhubaneswar Chapter)*





## COVER STORY



# My Experiments with PR

**Young PR Professional Shubham Saurav Singh, Asst Manager (PR), Power Finance Corporation made a presentation on Managing Effective PR highlighting the issues pertaining to Skilful Communication' in the Company. Excerpts:**



The two letter word PR is grossly misunderstood across and is perhaps one of the professions with the widest variety of definitions. The purpose of this article is to sum up all the key learnings I have acquired from workshops/conclaves conducted by forums such as PRSI, PRCI and SCOPE in the recent past.

I would like to begin with how The Public Relations Society of America defines Public Relations: "As a strategic communication process that build mutually beneficial relationships between an organisation and its publics". Another way of putting it is "as a sustained planned, deliberate and professional management of the reputation of an organisation or an individual. In lay man terms of course, "PR is a two way communication process" where both the sender and receiver of the message are involved.

Media is shaping the perceptions and attitudes of people. Likewise, society too has its own share of influence/impact on the media. The media is in an area of Public Affairs, it is a definition of social reality. Media *HAWA NAHI HAI*. It is very much a part of the society; it is very much a part of the social intuition. Today, people are looking for good narratives/pieces and that's why channels have a good story in the end. A House Journal should have futuristic thinking. Therefore, being just good in your field is not enough. You got to talk about it. And thus communication becomes critical.

Today there are so many loud noises around. Political Parties are using social media to leverage political gains. Brands and corporations are always on the lookout for saying something new and innovative. What is the voice being heard? The Prime Minister of India has been able to garner the complete database of the country through a small missed call.

Brand Guru Ramesh Tahiliani of IIMC, Delhi talked of Points of Parity and Points of Differentiation in his class on Brand Identity. What is one unique thing that a brand is trying to sell about itself? You see something and it comes to your mind (Unaided Recall). Own a word: Consumers think in words. Luxury of a car and thrill of an SUV: Mahindra Scorpio. If Friday Dressing is Allen Solly, then Power dressing is Van Huesen. It is not uncommon to see that people today like to wear Casual Formals on Fridays to offices.

## PR POLICY:

At Power Finance Corporation, the PR policy is like our Bible. Not many of them (organisations) have one. It is a set of policy guidelines (framework) which governs all the activities and works we undertake round the year and the modalities attached with them such as advertisements, sponsorships, Annual Rate Negotiation with publications, Empanelment of agencies, Publication of Audited, Unaudited Financial Results, Chairman's Speech, Annual Report, CSR film, Participation in Exhibitions, Ministry related works.



## COVER STORY



### CHANGE IN TRENDS:

First, Growing importance of regional media. Secondly, the Concept of Marcomm has emerged (PR guys are working closely with marketing guys: it's become all integrated communication). Third, Print is here to stay but TV will gradually wash way(advent of Netflix and Amazon Prime). Fourth, Sensationalisation has emerged. At a point it obscures so much, that you just want to switch off the TV. Then there is Fake News and dip in honest reporting. Look at the language of the newspapers today: they don't even write correct English. Corporate Rivalry has emerged. There is a hierarchy within journalists too. Moreover, PR is not just media oriented. Pressure groups and activists have also emerged. Today more than 80% of the journalists get up in the morning and surf the net. Even before we shoot our press releases, we get to know that they have taken the bytes from our Facebook and Twitter handles.

### CHALLENGES:

Good Media relations depend on your synergy within the organisation. PR cannot work in



isolation. It definitely requires management support to function. PR is no substitute for bad work (can't do bad work and tell someone to do good PR about it) implying PR is about packaging of the good work done by the company but it does not imply fake presentation or stating the wrong information.

It's the quality and not the quantum that matters (PR unit issues Press

Releases on several occasions and I create a media dossier of all the published clippings to be submitted to the top brass). Many a times, ideally the question they ask is "How many newspapers have covered it?" But don't you think, it's equally important to see the kind of story the journalist has tried to picture.

### SOCIAL MEDIA (NEW MODELS FOR NEW MEDIA):

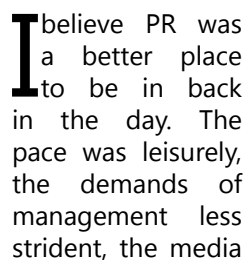
The internet is a democratic platform and technology is the game changer. Social media is about humanising the story and not statistics. More than 1 billion pages are added on Facebook every day. There is conflict of interest on Facebook and Twitter. Somebody is supporting one idea, the other person is not. Don't forget how random people or in some cases aggrieved consumers might just tag us and hashtag brands (if they are not happy with something). At the same time, Accidental opinion makers such as brokers, analysts, lawyers and brand activists have emerged. Organisations are commissioning expert agencies to track their image on the internet. ■





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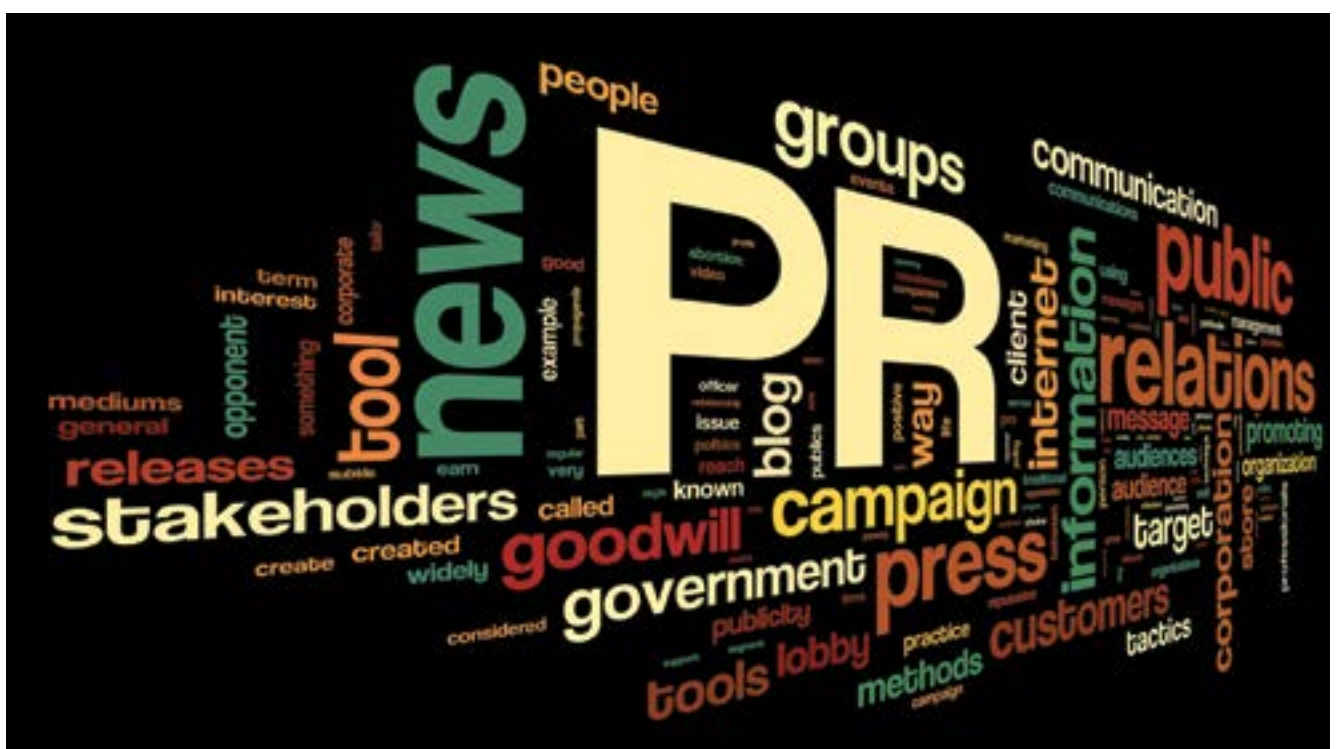
**JAIAM N. MENON**

What happened? Well, the world became wise. Realization dawned on the management that there really was no need to pamper us too much. And once they cottoned on to the way we work, they began to get greedy. 'A single column story

The media has played a part in the change too. They have proliferated in number, extended their reach deep into organisations and they are wall to wall, 24 x 7.

So what do PR professionals do? Alas, many have stuck their necks in the sand, firmly believing that what they don't see, does not happen. Those who want to learn the new rules of the game, have a lot of changing to do.

It's not going to be easy, guys – but there doesn't seem to be an Option B. *(The author is a veteran Communications Consultant. [Jairam.menon@gmail.com](mailto:Jairam.menon@gmail.com))*





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## COVER STORY



# Dip-in for long haul

■ SUKANYA DAS



**T**he core value of PR revolves around the utilization of news and content to spread a message about anything be it an item, a business, an association, or an undertaking by utilizing pretty much any compelling vehicle of communication. As the years progressed, Public Relations has taken a great deal of expressions relying upon what mechanism of correspondence was best at a given point.

Public Relations isn't about just publicizing. PR is tied in with narrating. PR is a picture shaper. In any case, with the industry moving forward to its next phase i.e. Industry 5.0, reshaping pretty much every part of collaboration and contact, leaving nothing unscathed, the world of PR has also started to soar to newer unexplored areas.

It's a given that PR is even today a continuous impact that has strongly been able to withstand the trial of time. From a broader viewpoint, the law of economics has highly helped in maintaining the stability of PR, as organizations are focusing on increasingly eager intricacies in connecting with their clients with a progressively explicit focal point of building and increasing their audience and clientele. There is constantly another beat, another editor, another magazine, another PR establishment, and so on, which makes PR an exceptionally energizing and crafty scene for brand building. So as to keep up to date, it is essential to continually



peruse and look into stories and articles inside your target market so as to take note of any new editors, authors, sections, and so forth, and afterwards make an insightful pitch from the knowledge gained.

## SO, WHAT IS THE FUTURE?

The activity of composing a press release just won't make it any longer. Notably, writing is a certain something, making it useful and commendable is entirely something else. Content currently starts to put more concentration on the returns, and thus we see two significant verticals beginning to form: PR and Branding. In straightforward terms, it's never again about simply promoting but rather about "content marketing" - and today, it implies a significant improvement.

With innovation and technology coming into the forefront, making changes has become progressively unpredictable. In any case, with current patterns, it is safe to trust that PR will stay relentless in the numerous years to come. Definitely, there will be a solid spotlight on online content and less on print media. With respect to the fate of PR, we are taking a glimpse at a developing number of individuals turning towards online media as a medium of relatable stories and natural, personal reactions. There is, and will be, a significant move from written/print-media based public relations to a client centred methodology.

PR has certainly been moving to a more client driven structure as of late, with the clients assuming an a lot bigger job in how offices approach pitching their customers to the media. Today, it is a significant factor to consider, and procedures ought to be changed these days to hit your customer's objective that will eventually make a fast and useful turnaround for them, regardless of whether that be through media or through coordinated impressions. It's significant presently to concentrate not just on what the author needs to compose but also on what the client is wanting to peruse.

Given those realities, we include the statistics that that greatest clientele is comprised of individuals ages 18-49, a larger part of which are recent college grads. They do not wish to read long articles or view lengthy advertisements. To understand their perspectives, the use of analytics in PR will be the next future. We must be alert of what is present and possibly popular to engage crowds.

The business of PR is digging in for the long haul and isn't giving any indications of halting. It is the way and means that might need adaptation. The medium may change; however the essence of PR will remain. *(The author is with Corporate Communications & Event Management, Tata Steel Utilities & Infrastructure Services Limited).* ■



## COVER STORY



# Digit, can't leave it!

■ ABHA TRIPATHI PANDEY



**D**igital PR is an online marketing strategy and a tactic used by brands and business houses to increase their online presence. It is focused on building relationships with key content writers, online journalists to gain press hits and high quality links.

In many ways it is similar to traditional PR, but it offers the opportunity to reach a much broader audience that cannot be reached by offline methods. By connecting and sharing with the target audience it is possible to start a dialogue that clarifies the focus.

With the growth of the Internet, many possible avenues have arisen such as being interviewed by online publications, using interactive power of social media

for further growth and recognition.

Digital PR involves a wide variety of tactics to improve web presence through preparing online press releases, building relationship with online journalists and bloggers, online press coverage, arranging business profiling, organizing online reviews and interviews, publishing online content to give a wider reputation etc.

Few tools are more powerful in a Digital PR campaign as it connects and continues to promote the quality content offer value and information that is worth sharing and discussing. The platform gives the opportunity to earn the attention of the target audience and to influence them.

It also gives the opportunity to listen to the clients' needs, to learn about product or services they have not been able to find up.

Digital PR aims to get the word out about what a brand stands for, what makes it unique. The basic principle behind Digital PR is to promote something in order to increase brand awareness. Ideally Digital PR and marketing should work together, with each strategy complimenting and enriching each other.

There are some ways by which Digital PR can benefit the brand such as by boosting website traffic, improving search engine optimization, publishing high quality articles on authority sites, generating leads and sales, improving leads and sales, brand image and increase trust by increased number of positive reviews. *(The author is DGM (Corporate Communications), NTPC Ltd, Nabinagar Super Thermal Power Project)*





## COVER STORY



# Move with disruption

■ G S BAWA



Creative thinking of the digital era is putting the knowledge directly to practical use through Apps and other such enablers. The advent of social media has put the importance of communication skills on the forefront. Directly or indirectly, it has given the journalist's powers into the hands of common man. Social media is gaining momentum and power because it has become a tool for ease of life be it for individuals or corporates; it has given a life style to people which they can flaunt. I remember how in our childhood used to write letters to the editors and then used to wait for his acceptance and publication and used to study likes and dislikes of the editor a lot to impress him through our content so that he includes in the list of to be published; and once printed the virtuous cycle of collecting the clippings and cuttings used to start. Today's youth is able to directly address the society at large without any middleman and he not bothered about any one likes or dislikes as he is maintaining his own Blog ! This has given rise to cellphone addictiveness, cyber bullying, e-commerce and Fake News, etc.

The need of the hour is to ensure that this fourth and important pillar of our society is retained sustainable as it is critical for our survival as world's biggest democracy. For that, media professionals, communicators, students, teachers and all those who are connected with them have equal responsibility and role

as per their respective domain. On the technology front, Artificial Intelligence (AI) is going to be the key transformer in re-shaping the global production and service system and the supply chain too. This disruption has already crated an impact on the job market, media production, media literacy as well as content production and its dissemination. The mainstream media are no more the sole creators of content for news and entertainment; regular people (Aam Admi) are able to contribute and share the same to general media environment through social media and fortunately they have the same potential to reach to wide audience. The new term "Going Viral" is a measure for their shared content.

Millennials are the driving force in the digital era. Digitization is not merely a buzzword rather it is a life style. Millennials form a big group of digital natives. Their engagement in social media, online business is impacting the offline activities too. Synergy needs to be derived through understanding their behavior and digital-experience. On the Behaviour front; it is said when they are waiting for the bus at the bus stand they don't look in the direction of the bus rather monitor it on their screens! Their average attention span is not in minutes; it is in seconds that too on multiple screens or activities at a time! They have spent enough time in the field, on the shop floor now they are ready to move into Board Rooms. This will open new opportunities and challenges for all and Communication and public Relations are no exception. They have brought in concepts that will



take all of us into the future where optimizing the resources with a holistic approach will be essential.

Bodies such as PRCI (Public Relations Council of India) in association with the industry and trade will have to host programs on how PR and Communication professions can be used to impact the decisions on the overall experiences of the individuals towards data-driven resource allocation. Online PR vs. Traditional PR differ in medium and speed rest is the same. The Internet has already become the blood line of the society paving way for the Online PR. All the attention is on the 'Online' as such brands and corporates are slowly taking sides to shift their loyalty with the mainstream media though gradually. To be successful in inline PR it is imperative to keep a tab on Social Media Networks, Search Engines, Aggregators and Syndicators, Brands, Content Developers & Publishers and Customer Service Providers.

Moving away from technologies, the need for more sustainable procedures and eco-centric developments will also dominate in the society as the threat of climate change is more clearly visible both as an individual as well as the industry. *(The author is former General Manager - Public Relations - Airports Authority of India.*





## COVER STORY



# PR or perish!

■ DR. T VINAY KUMAR



Whether you are an individual, team or a full-fledged organization, there is no doing without communication in the 21st century, and the manner in which one manages public relations can spell the difference between success and disaster.

In other words, public relations has hardly been more important than now, in this era of social media where images are made or broken virtually every minute in a universally-networked world.

Irrespective of whether the organization concerned is a hospital, hotel or a trading outfit or doing any other activity, irrespective of whether it is for-profit or not-for-profit, without the public relations to match, it will be mission-difficult if not mission-impossible.

At a time when social media turns the arc lights on every organization, it is imperative to have public relations as one of every organization's key management activities. There is no doubt that a dent in an organization's image as seen by the public can cause long-lasting negativity to its future existence. On the contrary, a smart move that aligns with the public sentiment can win laurels with precious little cost.

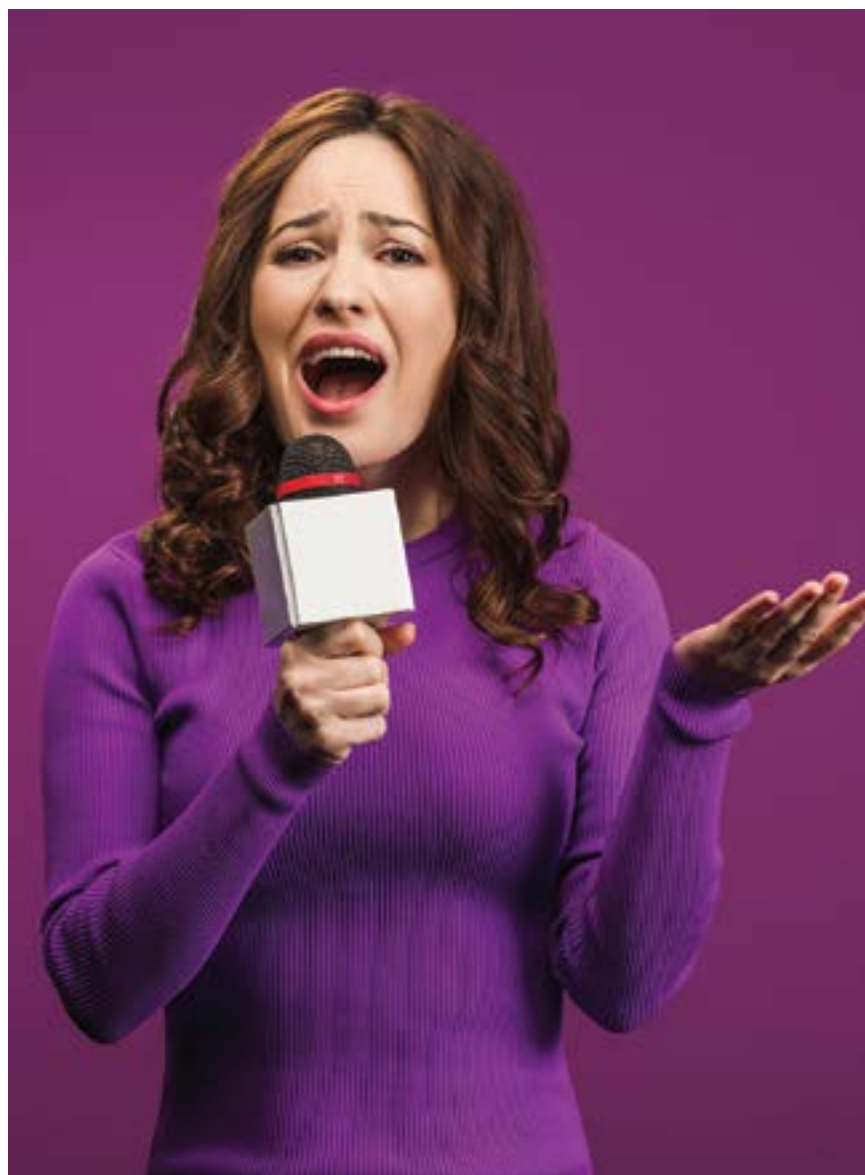
The recent case of Kochi Metro halting its services briefly because a kitten was stranded under one of its girders is a case in point. For several hours during the day, almost every television channel in Kerala devoted live coverage to

the fire brigade and animal lovers attempting to rescue the hapless kitten.

All through the coverage, the Kochi Metro won applause for its decision to lose some revenue in order to save a kitten's life, and in the process coming through as a corporate entity responsible towards public sentiment. Through

that canny move, a railway corporation that normally has virtually nothing to do with cats, won brand appreciation that will last a long time.

The rules of the game are clear – PR or perish! (The author is National President Elect & Chairman, PRCI Global Communication Conclave 2020). ■





## COVER STORY



**PR BEYOND 20:20**  
14th GLOBAL COMMUNICATION CONCLAVE  
MARCH 6 & 7, 2020, BENGALURU, INDIA

Under the aegis of World Communications Council  
in Association with Bangalore University

Venue: Jyoti Auditorium, No 11, Palace Road, Near Mysore  
Bare Circle, Gandhi Nagar, Bengaluru, Karnataka - 560005




## BE PREPARED FOR THE WORST SHOCKS...

# You can't hide crisis



**NOORANA**



In the world of communication explosion be it be in the form of print or audio visual a new phrase has evolved and that is - Crisis in Communication. Today there are no boundaries in communication as the world has moved in so close that it is just few seconds for any communication to reach any part of the world.

In the given scenario the word filtered or selected communication has no meaning for simple reason if you don't communicate others will do. Then whether it is right or wrong communication is another factor giving another dimension. In some countries it is referred as issue management.

It is often seen that in large functions and events all goes well as planned but in case of

even small incidents things run out of control. The first being the right communication People often complain and blame each other and give various reasons that they are unable to get the right information. It is but natural that most of the times people are themselves to be blamed for simple reason that instead of being cooperative and maintain their nerves each one loves to create more chaos. This leads to further confusion resulting in delay both in providing help and guidance.

The boom of Radio and Television channels and innovative methods of print have virtually made our planet the communication cradle. No stopping there but it is the Facebook, Twitter, beyond community radio, social media and the list is endless. While we are aware that running magazines and newspapers is indeed an uphill task but Running Television channels is no bed of roses.

As a communicator you must remember that the basic fundamental concept is to provide right information at the right occasion and the right time. You might have observed on certain occasions, many of the new channels or newspapers carry one-sided story for simple reason that in spite of their best efforts they do not get proper version or opportunity for balancing the story. Adding to this many refuse to comment or even come on line when they are approached. It is only when the news hits the headlines things change.

Accidents don not inform before they come nor they have address of their strike. Almost every hazardous industry faces this threat around the clock. Near miss incidents are only the barometers to correct and avoid accidents as much as possible. But still they happen due to human error of even a small system failure. Every industry has





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a disaster management manual, wherein it is mentioned who is to do what at the times of such incidents. .

To avoid crisis in communication Organizations across the globe have well designed flow of information. A wrong communication or wrongly placed communication can lead into a fiasco.

In case of large industries the success of communicating with the media depends upon your response time. The first begins with never to desert phones or calls on Mobile. In crisis situations, while the journalist has a prime responsibility to inform the public at any cost through any source, it is your responsibility to respond to his needs. Every journalist has no choice but to report and never be under the impression that he or she will never inform.

It is a normal practice in many organizations to get clearances before communicating or informing the media. In such circumstances get

a small brief about the incident and immediately inform the media indicating that details will follow. In case if it is of particular unit or areas affected give the description clearly and not just abbreviations. Clearly indicate the head of the unit and not the names of all the technocrats this will confuse the readers. Remember your communication should be clear concise, crisp to the point as it is



viewed by anybody and everybody not just one but everyone.

In case the management decides to wait for clearance you have to take the lead stating clearly that in delay in communication will give room to rumours, panic and above false stories. If you do not give the official version in time, journalists have their own sources and then at the site of incident one will never miss to find easy source of information which include labourers, vendors, dhabawallas, petty shops etc.

There is a perception about journalists that any communication in crisis is bound to go haywire and it is better to go slow so the issue dies a slow death rather than raking the issue. Agreed there are many such stories that need not be taken up to that level. But when it comes to accidents and major disaster you must ensure that two way communication to all those affected and the media. Treat print and audiovisual equally, there are people watching your actions and any delay in communication the pointer will never miss to point your mishandling the situation. Give the details of the including the background of the event to the journalist. This is necessary only in extreme situations wherein you have to drive home a point or make the journalist the importance and the risk factors involved. Believe

it or not no journalist will ever print that information you have shared in confidence. Indeed they too have equal responsibility and have more concern when it comes to the nation's safety and security or for the matter any threat to the country. (The author is Dy. General Manager -Corporate Communications &HR-CSR-IndianOil. The Views expressed here are purely his personal and not otherwise. noorana007@gmail.com)





## COVER STORY



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# Listening is the Art of Teaching

■ PROF. MATTHEW HIBBERD



When students or friends ask me what the key important requirement for teaching is, my reply often surprises them. "Listening", I say, as well as "learning the art of silence" in the lecture hall. Listening requires professors and teachers to hear the various arguments around teaching philosophy and practical realities of students and workplace. Knowing when to be silent during lectures can impact beneficially on the communication process.

Listening also increases awareness of key issues. Take the knotted set of relationships a professor maintains. For example, understanding employment and education issues and the relationship between companies, organisations and universities can be a minefield of complexity. Employers often cite, for example, many areas for improvement in the delivery of college and university education, including for journalism and PR students. As one former UK newspaper editor argued to me: "The university sector has exploded in numbers. You have thousands of people with qualifications. The most obvious things universities can do is make sure they have the right vehicles for students to be able to demonstrate what they do". How do we best demonstrate this in everyday teaching is an everyday challenge. For their part, as one senior academic says, "curriculum development in conjunction with employers is difficult given that the

employment market changes all the time".

In fact, few would have fully predicted the precise nature of the digital revolution ten years ago. And predicting what the employment market will look like in 2030 present real challenges.

One of my key strategies has been to encourage internationalisation and the need to develop global workers of students. Employers, I believe, have broadly accepted the value of hiring individuals with international experience and who can work effectively in multi-cultural, globalised environments. As one senior executive of a UK media production house says: "International experience is something that is very valuable."

But the reality of most media and communication businesses, like PR, is that employment decisions, who gets a job and who doesn't, can boil down to personal issues. "The television business is all about relationships because it is a team game", one executive says. "Employment practices are more casual in the sense that positions are not necessarily advertised. Candidates are identified through networking." But these candidates still need to learn.

Increasingly, therefore, we find professionals holding down important posts but in vital need of continuing education in the form of short courses or evening classes. This is what the CPD revolution is all about. Lifelong education. Residential schools have also increased markedly in

recent decades as students seek to increase skillsets in one or two-week focused or intense courses. In summer 2020, I am introducing a new summer school for my students examining the issues of climate change and filmmaking. Matching the exacting practical but abstract pedagogic requirements of filmmaking with an issue that now holds the attention of all companies and organisations, climate change, is one area where I feel teaching we can push the educational boundaries.

My experience, through the years, has indicated enormous pressures to increase the one-to-one contact with students. And expect this shift to continue. As one student recruiter says: "Contact hours and student ratios are part of key information sets, the published data. This has an impact on student recruitment and where you sit within league tables, and league tables are becoming increasingly important." Education is increasingly a business even if it sources its funds from students and government.

The student experience, however defined, has become a key selling point for potential students and serves also acts as a hook to keep alumni reminiscing – and contributing funds – to their alma mater. To understand the students experience requires professors like me to listen. And, for once, be silent. (Professor Hibberd PhD, FRSA, FCollT, ACP, BA (Hons) is Vice-Dean in the Faculty of Communications Sciences, USI, Lugano, Switzerland. [matthew.hibberd@usi.ch](mailto:matthew.hibberd@usi.ch); skype: [matthew.hibberd1](#)) ■



# Mahatma Gandhi is Forever! Salute to the Greatest Communicator

**As the nation and mankind celebrated the 150th Birth Anniversary of one of the greatest human beings, Mahatma Gandhi, PRapport, the PR digital mag, and CHANAKYA pay tributes to the Father of The Nation. Here is a selection of the contributions from across the Communication professionals.**

**B N KUMAR**



**M**ahatma Gandhi was the greatest communicator that the mankind ever had. No one in history or in current times would ever match Gandhi's communication skills. Nor will there be anyone in times to come.

One word from him – Satyagraha – would make the nation stand still. Remember, those were the times when social media did not exist. The Internet of mobile telephony wasn't even thought of. Even the telephone was rare. Yet, Gandhi's message would spread faster than a forest fire and set the British rulers' machinery on fire!

He would go on a hunger strike for a cause. He would observe Maun Vrat which no leader would

question. His silence used to speak millions of words. If you recall the scene from Richard Attenborough's Gandhi on hunger strike during Kolkata riots, you will recall the power of his silence. I still keep watching the movie whenever it is telecast on any channel. I have a DVD in my library.

Two words – Quit India – made the Raj shiver and they were forced by the nation to leave within three years.

Patience was his key word or the mantra. He must have under terrific pressure to decide on mass action to force the Brits leave. With the likes of Subhash Chandra Bose trying to force him to support Japan during the World War-II to kick Britishers out, one can understand the youth pressure that he had to face. Yet he would not budge.

Our generation and the generations to come have a lot to learn from the great man – Mahatma. I have a strong feeling that those who criticise his style of leadership or his philosophies would not equal even his small toe nail!

I have been personally witnessing many leaders trying to advocate us to be worthy of Gandhi. In fact, right since Gandhi's Centenary in 1969 my generation has been witnessing all deliver big talks about the Father of The Nation with little or no dedication.

Unfortunately, we have forgotten the Mahatma. We remember him and pay token respects only during Gandhi Jayanti. Isn't it really sad that certain people remember him for the 'dry days' which used to be for an entire Saptaah, now reduced to October 2 and 8.

Corrupt politicians refer to Bapu for the Rs 500 currency note.

In such a shameful scenario, we at PRCI have decided to remind ourselves and the society at large about the greatest man, the master communicator.

Any number of words would not suffice to describe the greatest communicator.

He was simple. Straight forward. Gentle. Compassionate. In fact, he had more than all the virtues that a thesaurus can list.

Let's read what various communication professionals think of him as they pay their respect to him. Enjoy reading and keep remembering the Mahatma!



**President Ram Nath Kovind at Mahatma's Samadhi - PIB**



# Flat on a Railway Station to Father of The Nation

Gandhi's life has many lessons for communicators, strategists

DAVID FRANKLIN



Who would have thought that pushing a frail Indian out of a train at Pietermaritzburg station could lead to the British

Empire being sent packing from the world's second most populous nation, some years later?

Yes, we all know that the incident at Pietermaritzburg was the defining moment in turning Mohandas into Mahatma.

The apostle of non-violence gave the world a most potent weapon; one that put fear in the hearts of regimes unafraid of facing bombs and bullets. That weapon was Satyagraha (Devotion to truth). It simply meant that the adversaries were invited for talks and through non-violence, resisted. To date it has proved to be the most devastating of all weapons of mass destruction, as there is no defense against non-violent opposition.

Mahatma, in his childhood, was an average child with sedate ambitions of becoming a Barrister. In fact, he messed up his very first appearance in a court.

We will not recount his life here, but as communicators see, what lessons we can draw to become better in our field.

The three lessons we can draw from his life to become better communicators are:

- You are the message- We spend a lot of time being a messenger of a message. We make swanky presentations, have apt positioning statements et al, forgetting a vital truth that world is not changed by messages, but by the messengers, who live them. All of us have experienced failure, where we thought the presentation was great but somehow the client did not buy it.

What was missing? Let's look at Gandhiji's life and see if we can find an answer. When he took up Satyagraha, he shed more than his clothes. To him, truth was the most important thing. He purposed that things like fame, fortune, desires, etc will not sway him. In fact, there was no difference between him and his message of non-violence.

He became the message. It's not surprising that British Scholar, Gilbert Murray called him "... a dangerous and an uncomfortable enemy?"

Clients are looking beyond commitment; they are looking for partners with skin in the game, standing shoulder to shoulder, as they reach out to their TG. Partners who are willing to stake their reputations along with clients. In fact, most of the time clients put money where our mouth is. But are we sure where our mouth is?

- Don't just reach, preach- Once

the message is decided, we spend time and money to carry out research to find the best target audience. Then we use various channels to reach them with our message. Do you think, it is the most effective way?

Imagine you are an NGO working for the downtrodden. What is the point, then, of having a roundtable or a seminar in a five-star hotel, whose vicinity your target audience cannot even imagine approaching?

Gandhiji, left everything and lived among the people, he hoped to set free. He reached them and preached among them. They saw the messenger become the message and the most powerful empire of that time was brought to its knees.

We must spend time in connection with our TG at their home grounds. They must see a commitment in our message to them.

In today's connected world, it means reaching communities and becoming a part of them. More than being a part of the digital influencers. This is more than just influencer marketing or digital marketing. It is the digital equivalent of Satyagraha.

Once this happens, there will be a quantum shift in the way the TG sees us and our clients.

- Give it time- Allow your strategy and message time



**GANDHI@150**

**■ Mahatma Gandhi in Train**

to unfold. Don't go for short term fixes. These result in great output and hardly any outcome. Once clients see us become their message and evangelists, they will not complain.

Though Satyagraha started in late 1890s, it was only in 1947 that India became independent.

This was the Communication Trident that Gandhiji used effectively to become one of the most influential persons of all times. In 2011, he was among TIME magazine's Top 25 Political icons of all times. *(The author is a vegean Communication professional and Consultant at Concept PR).* ■

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# From food writer to thoughtful editor

■ DR MRINAL CHATTERJEE & SAMBIT PAL



DR MRINAL  
CHATTERJEE



SAMBIT PAL

Mahatma Gandhi's engagement with journalism had been long, intimate and life changing. Gandhi the Journalist predates Gandhi the Mahatma by several decades. In fact, Mohandas Karamchand Gandhi as a journalist and editor carried the ideological moorings of Gandhiji, the Social Crusader and Freedom Fighter – which finally shaped him as the Mahatma.

Mahatma Gandhi has not only been an effective communicator, perhaps the most important quality of any mass leader, he has been a practicing journalist all through his life. Delving into his works as a journalist, one can find a strong correlation between his journalistic writings and shaping up of his political and philosophical self which drove him to lead the freedom movement in a unique way- till then unseen in the modern civilization.

Gandhi's first foray into writing for periodicals was as a 'food-writer'. He wrote about vegetarianism in a periodical titled Vegetarian. It was not much to talk about. But it started his engagement with the act of writing for an audience.

His engagement with journalism matured in South Africa. The Boer War was an opportunity for him to hone his skills to see with a journalist's eye. He was quick to realise the power of the press to reach the audience and mobilise public opinion. In *Indian Opinion* he experimented with the idea of using newspaper as a tool of protest. It was also in a way the laboratory of his political philosophy, which he attempted to put into operation in India.

In 1913, Gandhi left South Africa to return to India. He then extensively toured the nook and corner of the country. He tried to understand the problems of the common people, especially the downtrodden. His Champaran Diary is one of the finest example of a genre of journalism now known as developmental journalism.

Soon he got himself engaged in the Indian freedom struggle and took up a political role. Still the journalist in him remained intact. Since his arrival in India, Gandhi went on to edit and publish newspapers along with the freedom movement that he led.

After the success of Satyagraha in South Africa, Gandhi wanted to replicate the same model in India. On the one hand he gave a call for civil disobedience, while on the other defying the Indian Press Act he brought out a newspaper *Satyagraha* (or *Satyagrahi* as was mentioned in the first issue) which remained unregistered. The first

issue which was published on April 7, 1917, clearly charted out Gandhi's plan for Satyagraha. It was written in no uncertain terms what people joining Satyagraha should do in order to force the British government to withdraw Rowlatt Act. The Satyagrahis were asked to court arrest by committing a civil break of certain law.

*Young India* was an extension of Gandhi's plan of action to take forward the principle of Satyagraha. He also took up the editorship of *Navjivan* and simultaneously from October 1919, both *Young India* and *Navjivan* kept on publishing under the aegis of Gandhi. He had significantly changed his stance on the British Empire. Through the declaration of objectives of *Indian Opinion*, Gandhi wanted his paper to "promote harmony and goodwill between the different sections of the one mighty Empire". But while publishing *Young India*, his tone had changed. On realising the true nature of the British colonialism, his objective was to turn the consistent resistance into a duty to remove injustice that was being inflicted on the Indians. From a "staunch loyalist and cooperator" or British Empire he turned out to be "an uncompromising disaffectionist non-cooperator" (Gandhi 1922).

If *Young India* was to help Gandhi to continue with his ideas of Satyagraha or Civil Disobedience movement, his next objective was to bring a social order and launch a mission to remove the social





### **With Journalists in Rome Dec 1931**

stigmas. Here after a few turbulent years, Gandhi was looking for a mouthpiece to address the social issues. In his conquest to fight the problem of untouchability, on February 11, 1933, he launched *Harijan* weekly under the trusteeship of The Servants of Untouchables Society. In the first issue itself Gandhi made it ample clear that the newspaper would work towards the betterment of the Harijans and removal of untouchability. It also propagated ideas for development of village industries. As Gandhi has realised the people should work towards achieving social and economic emancipation along with political victory. Gandhi separated *Harijan* from politics. It became integral to his parallel social movement across

the country. In the September 24, 1938, issue of the *Harijan*, Gandhi almost made a confession about his newly found genre of journalism, "*Harijan* is not a newspaper, it is a viewpaper representing those of one man. Even Mahadev and Pyarelal may not write anything whilst I am alive." To him *Harijan* was a weekly dose of instructions about the conduct of daily life for a common man under the principles of nonviolence.

Gandhi's life as a journalist was in full conformity to his life as a political philosopher. If the *Vegetarian* taught him to ventilate his opinion in a mild manner, *Indian Opinion* provided him a space to develop his idea of *Satyagraha* and later *Young India*, *Navjivan* and *Harijan*

turned out to be his mouthpiece to teach the nation political, social and economic lessons based on his ideology of truth and nonviolence.

(Journalist turned media academician Dr. Mrinal Chatterjee mrinalchatterjeeiimc@gmail.com presently works as Professor and Regional Director of the Eastern India Campus of IIMC located at Dhenkanal, Odisha. He has recently co-edited (with Snehasis Sur) a book titled *Mahatma Gandhi: A Journalist and Editor*.

Sambit Pal, an alumnus of IIMC, Dhenkanal has recently joined his alma matter as Assistant Professor after working 15 years in different mainstream media houses both in print, television and digital media. monksambit1@gmail.com) ■



# PR & Mahatma Gandhi

■ **SURESH GAUR**



In year 2011 Public Relations Society of America (PRSA) led an international effort to modernize the definition of Public Relations. Under the 'Public Relations Defined' banner, PRSA initiated a crowd sourcing campaign and public vote that produced the following definition:

"PR is a strategic communication process that builds mutually beneficial relationships between organizations and their publics".

This definition focuses on the basic concept of public relations - as a communication process, one that is strategic in nature and emphasizing mutually beneficial relationships. Process is preferable to management function which can evoke ideas of control and top-down, one-way communications. Relationships relates to role of PR in helping to bring together organizations and individuals with their key stakeholders. And Public is preferable to stakeholders, as the former relates to the very public nature of public relations, whereas stakeholders has connotations of publicly-traded companies.

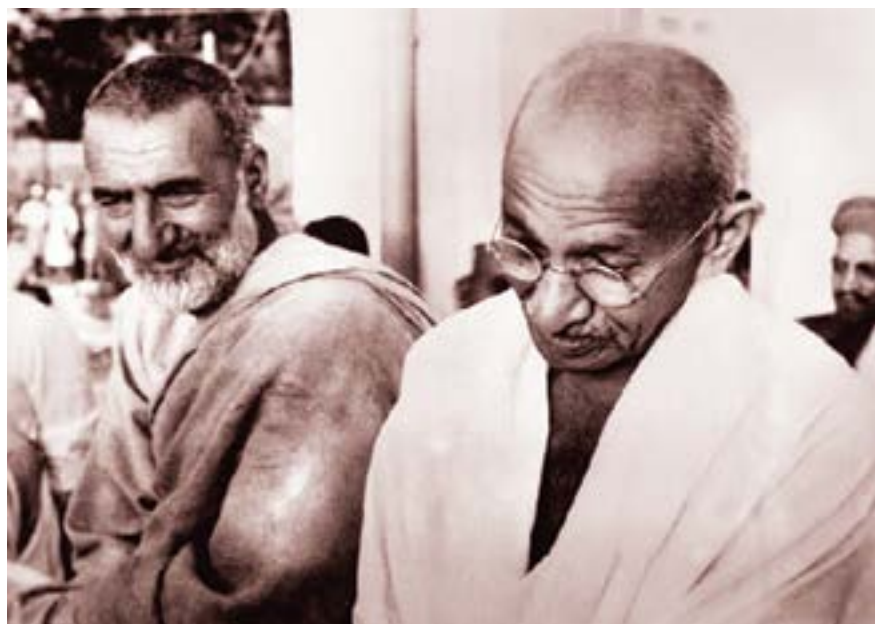
The Father of The Nation Mahatma Gandhi had recognized the importance of communication as an effective tool to shape public opinion and to mobilize support. He was successful because of his latent skill in communication that surfaced in South Africa where he used his communication skills by conveying his heart to millions of

his followers and admirers across the globe through "The Indian Opinion" newspaper which became an important tool for political movement led by him and the Indian National Congress to fight racial discrimination and win civil rights for the Indian immigrant community of South Africa. Gandhi ji made best use of the nationalist press and his own journals: Young India, Navjeevan, Harijan and other periodicals to reach the masses in every nook and corner of the country. He also knew that the secret of reaching out to the hearts of people living in the rural areas was through the age-old oral traditions as also public lectures, prayers meetings and padayatras. He used all the available means of communication channels to give a new direction to the freedom

movement and won the freedom through the unique technique of satyagraha, non-violence, and truthfulness.

Gandhi ji, through his effective communication, reached out to millions of people, convinced them of his cause and mobilized the public opinion for attainment of freedom. He made optimal use of channels of communication very efficiently and effectively as he had a rare knack of "inventing apt news events" to get the best coverage by the media.

The introduction of new causes and the symbols associated with the freedom movement, e.g. introduction of the Spinning Wheel (Charkha) and Hand woven cloth 'Khadi' that became an enduring symbol of independence and



■ **Mahatma with Frontier Gandhi**



**GANDHI@150**

ingenuity. It was the first step towards the conversion of masses into ardent freedom fighters. Gandhi ji effectively used three C's of communication i.e. Credibility, Consistency, and Connection. He knew that without credibility, his messages will not influence anybody. When he said: "Be the change you want to see in the world," he was living his message of peaceful resistance daily. Gandhi ji's consistent message was the importance of gaining India's liberty through peaceful means. The consistency in his messages eventually helped India to gain her liberty. Being an effective communicator, Gandhi ji had the ability to instantly connect with his audience through his speeches which were clear, direct

and heart to heart. He made an authentic emotional connection with the people of India. Once that connection was made, he was able to paint a picture of an independent India and eventually India got freedom on 15<sup>th</sup> August 1947.

Public Relations methods used by The Father of The Nation Mahatma Gandhi were truly effective and paid great results in;

1. Communicating with the masses,
2. Winning public support despite the problems of cultural and linguistic diversity,
3. Overcoming the serious obstacles laid by the ruling British Govt.

Many of the methods adopted by Mahatma Gandhi to communicate with the masses are now part of the standard practice of Public Relations all over the world.

Mahatma Gandhi did not neglect the conventional means of communications either besides holding meetings, giving speeches, he regularly published newspaper and journals. Indeed he made use of all possible media and devised imaginative forms of communications to circumvent restrictions placed by the govt. on the official media. We can learn a lot from the Gandhi ji's art of effective communications. *(The author is a visiting professor at IMSIT-YMCA - New Delhi)* ■

# The Story, so far

Here is a glimpse of the PRCI Global Conclaves held so far.

Conclave	Venue	Theme	Dates
1st	Bangalore	Beyond Word	March 26-27, 2007
2nd	Bangalore	Metamorphosis	March 2-3, 2008
3rd	Bangalore	Proactive Communication	April 3-5, 2009
4th	New Delhi	Emerging Avenues in Specialised Communication	April 03, 2010
5th	Chandigarh	PR in the Challenging Times of Today	March 17-18, 2011
6th	Mumbai	PR – Interface or Interference	Feb 13, 2012
7th	Hyderabad	Communication – Fourth Generation	Feb 22-23, 2013
8th	Mumbai	Responsible Communication	February 14-15, 2014
9th	New Delhi	Communication to Connect	March 13-14, 2015
10th	Kolkata	Digital Now What Next?	Jan 22-23, 2016
11th	Bengaluru	Disruption?	March 3-4-5, 2017
12th	Pune	Transform or Perish	March 9-10, 2018
13th	Jaipur	What's The Big Idea!	Feb 15-16, 2019



# The Maha Communicator

**He gave us the ITM Theory!**

■ S K KAUL



Sankaracharya and Mahatma Gandhi.

Gandhi's developmental practice of communication made him Mahatma, as well as father of communications. His major contribution in communication has been development of ITM theory of Gandhian Public Communication with the combination of three types of media - Interpersonal media Traditional folk media and Modern mass media to reach both urban and rural masses with the message of freedom struggle.

Let explain ITM. 'I' stands for Intra and personal communication based on spirituality, meditation, prayer meetings, public meetings, and word of mouth, 'T' represents traditional folk art media (songs, dance, drama, Bhavani, street plays) and M relates to mass media (newspapers, radio, films). He developed ideas for Satyagraha, non-violence, truth and education. Gandhi ji used his novel method of non-violence and Satyagraha, as communication against the greatest imperialist power on earth. He was one of the most profound and original thinkers that modern age has produced.

More than anyone else, Mahatma Gandhi recognized communication skills are the most effective tools to shape public opinion and mobilize it for popular support. He was successful because he had a latent skill in communication that surfaced in South Africa where he started during 1903 "The Indian Opinion". Gandhi's journalism / communication belonged to an era where there were no modern mass communication gadgets. He did make use of his mighty pen to convey his heart to millions of his followers and admirers across the globe.

Gandhiji did make the best use of the nationalist press and his own journals. Young India, Navjeevan and other periodicals to reach the masses in every nook and corner of the country. He also knew that the secret of reaching out to the hearts of people living in the rural areas was through the age-old oral traditions as also public lectures, prayers meetings and padayatras (walks). He used all the available means of communication channels of the time to give a new direction to the national struggle and assumed the inspiring leadership on the national scenario and won the freedom through the unique technique of non-violence, Satyagraha, Dandi March, truthfulness. The pledge of Poorna Swaraj taken by Indians on 26 January 1930 and Dandi March of 200 miles in a period of 24 days from March 12-April 6, 1930 were

“

*One man cannot do right in one department of life whilst he is occupied in doing wrong in any other department. Life is one indivisible whole.*

-Mahatma Gandhi

”

shining examples of Gandhiji's communication exercise to unite crores of people. He used internal personal communication of sending or receiving of a message between or several individuals whether verbal, handwritten notes to touch the hearts of millions. The Gandhian techniques of communication in the freedom struggle had great impact on the Nehru Government in informing and educating the public on democratic values.

Gandhiji made his personality felt through the columns of Young India and other periodicals. The impending change was visible from the very beginning. He turned those into his "views papers"





### ■ **Gandhi with Nehru**

ventilating his point of view. The Young India sold more copies than the combined total circulation of several other newspapers in the country. There were not only new thoughts, simple but stylish language and a fresh air of fine quality of journalistic writing.

Gandhiji never underestimated the important role of newspapers, media (then radio was under British Government control and the television channels were non-existent- not to think of Mobiles / Internet or Social Media) He would scan through all the newspapers and reply suitably to

any misrepresentation or distortion of facts.

Gandhiji was an effective communicator, he was fearless and eloquent with his words. He used all the available means of communication channels of the time to give a new direction to the national struggle and assumed the inspiring leadership on the national scenario and won the freedom through the unique technique of non-violence. *(The author is Consultant, Management Strategies, e-commerce, Public Relations and Secretary General of PRCI)*

“

*The difference between what we are doing and what we're capable of doing would solve most of the World's problems.*

-Mahatma Gandhi

”



# Blast From The Past

Glimpses of 13th Global Communication Conclave









# Fair Fearless Content... Not the Fake

■ **GS BAWA**



**H**ow is that whatever we look far, we find in Gandhi? To me, it is only due to the fact that Gandhi was a complete person Sampuran

Vyakti who lived his life fully; he played every ball as thrown to him with full vigour and joy and left it to the commentators to judge him rather than self drum beating. Gandhi believed in adopting thing into his day to life rather than learning for the sake of learning, and this was true to Journalism and Communication too. It was Gandhi only who even converted Silence into Mode of Communication.

His movements had not only attracted thousands and lakhs of people from the motherland rather from across the globe that made him a global leader. This came through deployment of all the communication tools of that era, that we can think of. And we know there were not many tools at that time and 'Social Media' was certainly not there. At times, we are forced to confer that he enjoyed better communication response from masses than Anna even when there was no Social Media ! Mahatma Gandhi used Print and Mass Communication very extensively; his mass communication was through large public meetings that he used to address. Thus, he deployed his Speeches as mode of communication with masses. But his silent and hidden mode of communication was influencing his

nears and dear and the right the left through demonstration of his principles by self adoption. Any one who will come in his contact once will be sold to him for ever. There are numerous examples that persons came to meet him for a purpose and stayed with him for ever. There are several instances where he resisted his reaction until he experienced himself; that is setting a personal example on whatever he preached or believed. This was a very big tool of Convincing Communication; probably known to him only. May be, this only was later on adopted by management schools as Management By Demonstration. Gandhi's mighty pen was also equally powerful tool in his armoury of communication tools of that era. Gandhi diligently deployed his pen to any kind of misrepresentation of facts that came to his knowledge. Gandhi believed in, that communication shall not be made for the purpose of communication rather it shall be other way around; that means every communication shall have a purpose and the same shall be pursued irrespective of fear or danger. Gandhi's writing style was also unique and trendsetting at every stage. Thus its learning from his work; that be on your own, don't copy others' style, create your own style.

Gandhi's communications were built upon his understanding about the feelings of the masses which he used to gather through his daily encounters with the masses; he used to articulate

public feelings in his own expressions and sentiments that kindled hope and desire among the masses when he spoke about them. Gandhi had fearlessness in his communication as he was sure that whatever he is communicating is in the heart of masses and he is communicating on their behalf.

Gandhi was a persona who even adopted letter writing as an effective mode of communication. He wrote letters to numerous personalities on every subject that matters in nation building; on social front too he wrote letters addressing masses on subjects that matter in character building. Gandhi knew the importance of Media very well. While he was in prison between 1942 to 1944, the 'Harijan Press' was completely destroyed and on his release the first thing he did was to revive it; and it took him nearly two years to revive it.

Thus, Gandhi was a complete personality who carried the aura of Truth & Honesty, Keep it Cool, Simplicity and shunning Violence and Materialism. Above all he demonstrated all these high morals through self adoption rather than just preaching.

Thus it's a learning from Gandhi; Communicate Fair Content Fearlessly - Not the Fake Content. *(The author is Former General Manager, Public Relations, and Head of the Department, Airports Authority of India)*





# Life Lesson apart from Liberty

■ JAIRAM N MENON



Saints are supposed to be solemn people. Political leaders are supposed to be so caught up with the earnestness of nation-building that they would never have time to step back and jest. Our school textbooks seem to have gone along with this trope and built a uni-dimensional image of the architect of our freedom struggle. The encomiums have become trite over time – father of the nation, apostle of ahimsa, crusader of the downtrodden.... What remains hidden in this numbing avalanche is another Gandhiji – the Gandhiji who knew when, how and why to tell a joke.

American writer Pearl S. Buck said: "Gandhi was not only a saint, he was a humorist. The two are not often in combination but when they are, the creature is invincible." The fact is, apart from freeing from India from colonial rule, the smiling saint also told us – long before happiness gurus and quick fix philosophers got into the act – that we should free ourselves from the anxieties that burden our everyday lives.

Gandhiji fulfilled the least stated but the most important requirement of a good communicator – he struck a rapport with those whom he addressed. He joked with almost all his visitors. For instance, when American photographer Candice Bergman complimented the

residents of Sabarmati Ashram for being able to spin their own clothes, Gandhiji chuckled and said: "In my case, it's not much of an accomplishment." Self-deprecation is almost non-existent in political circles today but Gandhiji could joke against himself because he didn't share with other world leaders the desire to impress and overawe. Louis Fischer has elaborated on this difference. When he sat in the room with Gandhiji, he was not nervous, intimidated or overawed by a powerful personality. Instead Fischer said he felt he was "in the presence of a very sweet, gentle, informal, relaxed, happy man."

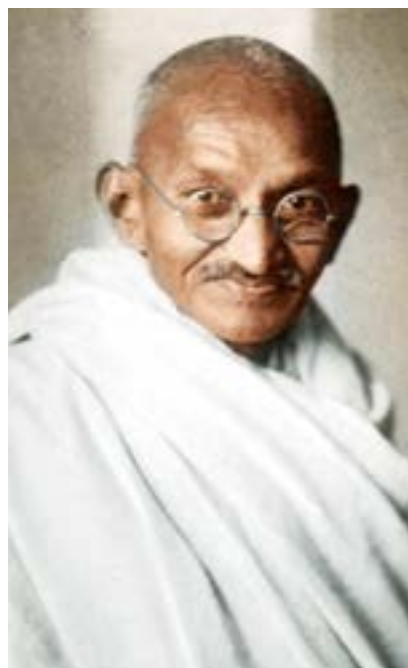
The Mahatma must have gone through life without really hating a soul. Of course, he had opponents by the score but he was too

essentially good spirited to bring himself to harbour any malice to those who would not agree with him. 'It is hateful to hate', said Tagore, and Gandhiji crystallised that belief. The absence of malice is a great balm for the soul.

Gandhiji also had a wonderful sense of balance. He proved to the world the significance of the things in life that we consider trifles, and the limited importance of the all those things we consider momentous. A story, probably apocryphal, goes that at a critical point in the discussions between our national leaders when the deliberations seemed to have reached an impasse and everyone was weighed down, Gandhiji held up his hand. "Now it's time," he said, "for me to milk my goat."

And so the all-important arguments of the day had to be suspended for a little chore. One can imagine the temperature coming down, everyone involved re-setting their approach to each other and equilibrium restored. It was the Mahatma's gentle reminder to his followers to balance the little things in life with the large.

Gandhiji's life is full of the messages we have heard a million times – to be truthful, to abstain from violence and to stand up for your rights. But amid all these important messages, we shouldn't forget that our smiling, tireless Bapu also taught us how to take it easy, and yes, take time off for a chuckle. *(Jairam Menon is a Mumbai-based Communications Consultant)* ■





## BOOK

# The NaMo Mantra

## Lessons in political communication

(Excerpt from *When India Votes: The Dynamics of Successful Election Campaigning* by Jaishri Jethwaney & Samir Kapur with due permission from Rupa Publications India Pvt. Ltd).

There are always some inherent characteristics in a human being but a lot can be acquired. In times when politics is reckoned to a market activity and politicians as brands, it is not uncommon to see brand managers and savvy advertising specialists employed to position politicians in a manner that would find favor with a disparate set of audience.

*Tried. Tested. Proven. [Jancha. Parkha. khara.], BJP's tagline for Atal Bihari Vajpayee during the 1999 election to the year 2004 Congress election slogan "Sonia nahin yeh andhi hai, yeh toh doosri Indira*

*Gandhi hai"* ( *She is not Sonia , but a whirlwind; she is another Indira Gandhi*) are just a couple of cases in point of apt positioning. Brand management experts feel that the value provided at a point of time is not perennial, so a deliberate effort is required not only to retain the value consistently but upgrade it to match the user's (voter's) expectations. Modi's emergence on the national electoral scene in the year 2013-14 changed the whole grammar of political campaigning.

Let's us look at the branding of Narendra Modi, which some analysts feel was born out of

compulsion. Prior to Modi's emergence, the BJP was solely responsible for handing out the "positioning" strategy to its opponents, who had successfully branded the party as communal and intolerant.

The BJP needed to redefine itself in the competitive Indian politics; the dimensions of good governance and development suited it the most. From the market research perspective, the party should be credited as the first one to recognize and adapt to the fundamental shift in the composition and aspirations of voters. It presented

an existing product in new packaging and hence seized the opportunity to project a new face to address target audience, viz., an average voter's aspirations. This led to the birth of the **brand Modi**.

A person who literally had a few takers as a Prime-Ministerial candidate in October 2013, including his own party, suddenly catapulted as the only choice for the top job in a matter of few months. It can't just be ascribed to a smart campaign but the inherent resilience or the inner strength of 'do or die' attitude (*Aabhi nahin toh kbhi*





## BOOK

*nahin attitude*) that made the mark.

### MODI THE PRODUCT

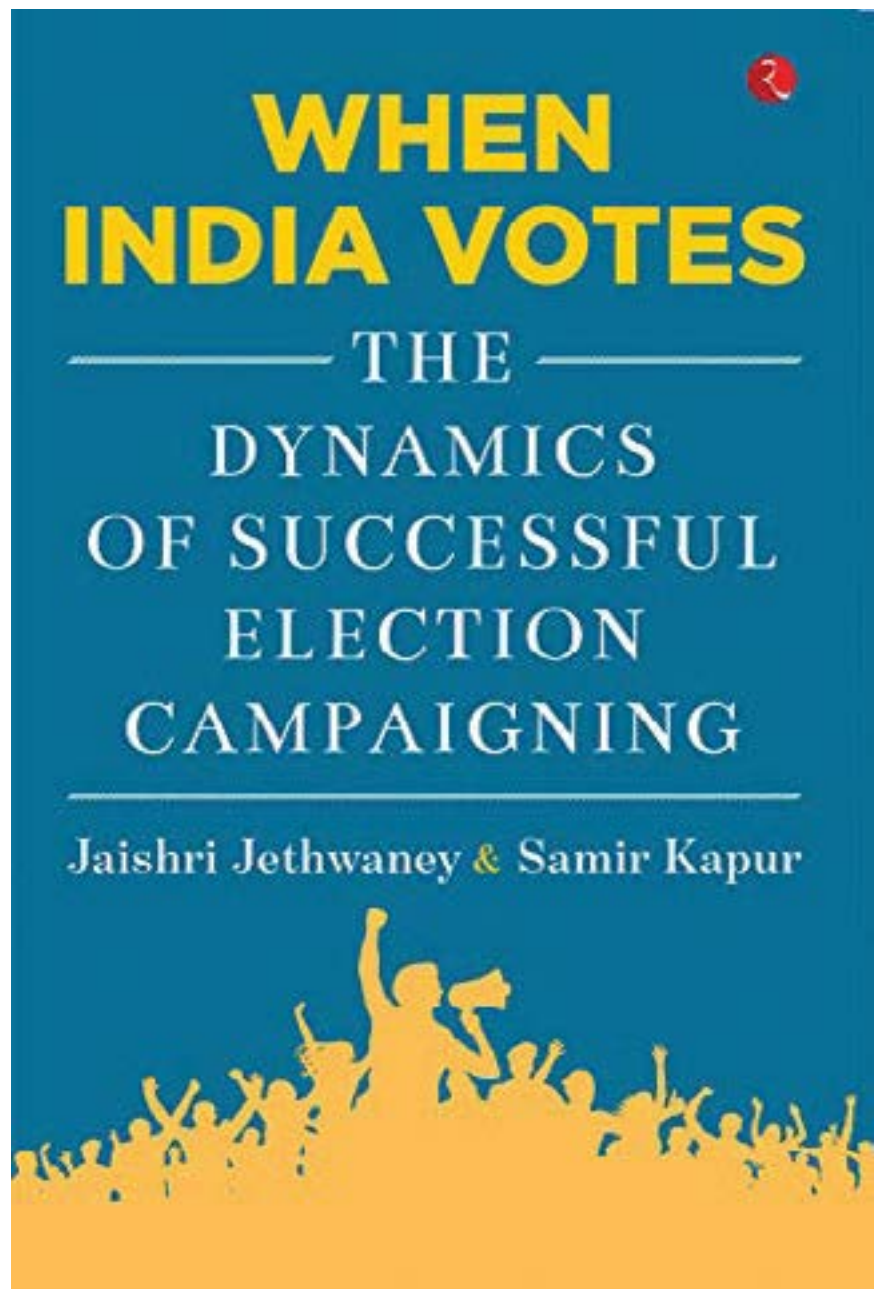
A humble origin, a disciplined life, an ascetic kind of background, diligence, a corruption-free image made Modi a pertinent mascot to challenge the parties in the opposition. The branding of Modi and the Presidential-style campaign ('*Aab ki baar Modi Sarkar*' meaning This time it is going to Modi Government) were brilliant attempts to redefine Indian politics – a space where everyone was competing. The branding of Modi was a well-crafted strategy of the RSS and the BJP. What came to the biggest advantage for the BJP was the person pitted against Modi from the Congress, an inept, reluctant and inexperienced Rahul Gandhi, who had a long way to reach the stature of Modi, the politician.

### THE PROMISE OF BRAND MODI

Good governance and economic development via the Gujarat model was served on the platter. Not many understood, what it was, but the menu was offered which an average voter deconstructed as a viable alternative against the corruption and scam ridden incumbent, namely the UPA government. At the same time this strategy was also aimed at allaying the fear of many voters who were uncomfortable with the past – the allegation of his complicity in Godhra riots in 2002.

Modi's endeavor was to create a narrative around secularism versus pseudo-secularism. The entire brand promise was posited towards the aspiration of good governance i.e. 'minimum government-maximum governance' which was supposed to change Indian politics forever and make the BJP, the natural party to govern the country.

Modi's ability to become larger than the party that nurtured him lay in his ability to listen to the murmurs and



whispers, making advantage of the simmering anger and hopelessness and helplessness of the common man thereby taking him back to the basic rule of marketing-listening to your customers and empathizing with them. His traits like being organised, proactive, and confident, in command of things, subtly connected with the created persona of ruler archetype which has not been uncommon in the world of marketing for a brand to become not only bigger

than its creator but which also has the capability to revitalize and rejuvenate itself. Some cases in point, Maggi became bigger than Nestle, Lifebuoy bigger than HUL in terms of recall and resonance. To cite yet another example the analogy of what iMac and iPod did to Apple Inc is what Narendra Modi ended up doing to the BJP.

Prior to Modi, the BJP brand according to analysts was on the brink of irrelevance for what it stood for. Its Hindutva identity



## BOOK

resonated deeply with the partition generation but its effect had weakened for the successive generations.

Demographically, India is one of the youngest nations with more than 65 per cent of people below the age of 35 years. Catching up with the youth, on February 6, 2013, more than six months before he was named as the BJP's choice for the Prime Minister's post, Modi addressed students at Delhi's prestigious Shri Ram College of Commerce (SRCC). He talked about Gujarat's model of development. He spoke passionately about the need for speed in government decision-making and about the need to improve skills of the youth to accelerate economic growth. That speech won him many young admirers. His choice of SRCC was apt, as students were expected to be business-oriented who would understand development and economics better than others.

Modi's efforts to connect with the youth and urban voters was helped in no small measure by his pro-business persona. Business leaders from the industry such as Ratan Tata to billionaire brothers Mukesh and Anil Ambani all came out in the open to praise Modi and his administration in Gujarat. This allowed Modi to build his brand as a progressive leader who had the ability to deliver economic results - the single biggest leitmotif of this campaign that has allowed it to cut through caste bias among other things.

Modi created an identity that resonated with far more people and deeper than that of the BJP. Like the brands make sense at surface and deeper levels, for a rational consumer - Modi's discourse on economic development and prosperity intersected at the surface level of consciousness. The Gujarat model threw in words like governance, roads, electricity,

women's safety, peace, industry and education, supported by statistics. His story telling style narrative at rallies would often touch an emotional chord and provide the necessary visual imagery. Once while talking of women safety, he related the Gujarat scenario where young girls returned home alone at night without fear after Navratra festival, that too, often laden with ornaments was expected to satisfy the questioning mind that could hanker for a reason. For emotional consumer, he tapped into despair, hopelessness and sinking feelings, and arrived on the scene taking on the symbolism of the outlaw and the ruler combined. He was perceived as an icon of disruption and rebellion against the way things were done. It was this counter-cultural streak that appealed to the youth who desired change. Surprisingly, an average youngster did not relate to Rahul Gandhi despite he, being much younger than Modi, because he had nothing substantive to offer.

With his gift of the gab, Modi, the excellent orator delivered scores of similar speeches in his untiring and overzealous campaigning binge from one state to another. He highlighted issues such as the slowing down of economic growth, high inflation, the paucity of new jobs - issues which immediately resonated with the young and urban voters - while blaming the Congress-led United Progressive Alliance government for all the problems. Media only added to the created narrative of 'policy paralyses' against the incumbent UPA government.

As soon as the elections were announced, his marketing team had unleashed print, television and radio advertisements with the same themes. It reached voters through text messages and Modi's recorded voice seeking votes for him. It also tapped into social media platforms such as Facebook,

YouTube and Twitter - Modi with about four million Twitter followers was able to magnify the impact of his branding exercise.

The impact of this relentless campaigning was felt across different age groups, geographies and section of society. 'NaMo', the sobriquet for Narendra Modi gave him the persona of someone revered. The Sanskrit expression '*Namo-nama*' literally means bowing before the person one is addressing to. In contrast Rahul Gandhi was given the nickname of *RaGa*, which he did not make effective use of. Against the coined expression 'Pappu' for Rahul Gandhi, Modi got the nickname of 'Fenku' from the Congress party's spin team. When deconstructed Pappu is said for someone childish, which did more harm to Rahul than what Fenku did to Modi. Fenku means someone who throws or exaggerates, which is not really taken adversely in campaigning, but seen as a leader's trait.

There is no denying of the fact that no marketing or advertising campaign can sell a sub-standard product. The product must have an aspirational value or fulfill a promise it makes, which unfortunately at that time the Congress candidate did not have. The Congress did not lack in spending power or its ability to get some great marketing genius to make a befitting campaign. Somehow, the party seemed to have given up even before putting up a fight. There was reticence on the part of the party to name the Prime-Ministerial candidate. Whenever cornered by the media, the spokespersons would evade the question or at best say that the leader was always chosen after the election as per party's tradition.

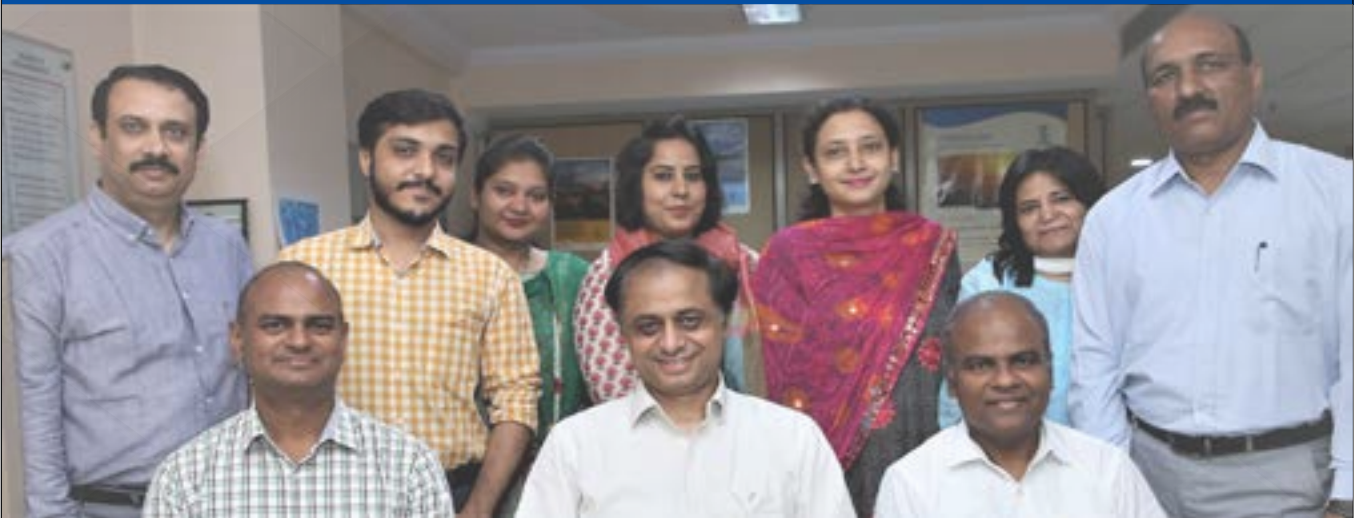
In view of all the above, the biggest push for Modi according to analysts came from the overt support and advocacy of various corporate leaders. ■



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## COLUMN

# 6Ps, one R...

■ RAJESH JOSHI



Corporate messaging is both deceptively simple and frustratingly complex. Once prepared, everyone wonders what the fuss was all about, but when the message preparation is in progress, few are able to pin down the nub of their thoughts and articulate them. Despite regular 'newsy' developments in every business, most business heads (and sometimes even CEOs) are unable to give a proper 'talking points' brief for stakeholder interactions to their communications team.

Years ago, Dr Philip Kotler's Four Ps of Marketing — Products, Price, Place and Promotion — gave marketing professionals a structure and form on which to develop their programmes; while corporate communications continued to fly by the seat of their pants.

While working on messaging strategies across the organisations that I have served, I have learnt how to make Corporate Communications or PR message development a truly logical and cogent process. It's up to us to ask the right questions to draw out the core messages.

The core messages can be found in the 6Ps and an R that together build that all-important R — Reputation.

## PRODUCTS

- a. Talk about existing products and their features, USPs and differentiators
- b. Introduce new products or the ideas behind those on the anvil; explain their benefits to customers

## PERFORMANCE

- a. Highlight Financial performance
- b. Spotlight positive market response to offerings
- c. Present business achievements
- d. Showcase awards and accolades
- e. Demonstrate commitment to CSR as well as impact

## PROCESSES

- c. Emphasise superiority of processes, systems, operations
- d. Promote benefits to customers and company in terms of cost, efficiency, reduction in errors, etc.
- e. Talk about improved standards
- f. Offer insights into process standardisation and consistency

## PEOPLE

- g. Introduce the people running the businesses, key management and leadership talent
- h. Point out people talent, thought-leadership, global expertise and experience
- i. Identify good HR practices and highlight work-place culture
- j. Profile CSR volunteers and their efforts



## COLUMN

### PLACES

- k. Play up the corporate network including number of offices/ locations, globally or in-country
- l. Publicise new offices being opened or relocations
- m. Use a pan-network strategy to talk about all products, performance, people, plans

### PLANS

- n. Share plans and priorities for the immediate future, as well as long-term commitment to the community, country and the market
- o. Customise messaging to local requirements and interests

### RELATIONSHIPS

- a. Leverage existing relationships with all internal and external stakeholders
- b. Forge new bonds with internal and external stakeholders
- c. Engage more actively with the good friends and supporters, and convert those who are not

It is important to bear in mind that all messages are not appropriate for all stakeholders. For instance, a '**people**' related message from the CEO about increasing automation and reducing headcount will go down well with investors, but will play poorly with employees. Take the time to adjust the message to the medium and the audience.

Draw out the core messages and cherry-pick from among them to highlight the best of the company, provide clarity about its corporate activities, create a positive perception for it and build its reputation.

Used well, the 6Ps+R model can help communicators formulate strategy, create dashboards, craft messages, gauge impact and reach that holy grail, coverage. *(The author is Consultant at The Good Edge)* ■





## SPECIAL FEATURE



CEC SUNIL ARORA @JAIPUR CONCLAVE

# EVMs are here to stay, Back to paper, no way!

■ VIJAY SHEKHAR



Asserting that the EVMs are here to stay, Chief Election Commissioner (CEC) of India Sunil Arora has ruled out the possibility of

going back to paper ballot in the country's elections.

Kick-starting the 13th Global Communication Conclave organized by Public Relations

Council of India (PRCI) at Manipal University Jaipur (MUJ), Arora referred to come complaints regarding malfunctioning of EVMs and said there were very few. There was not a single case of any criminal intent.

He likened the complaints against EVMs to the grouse expressed in a section in the 1960s about the Bhakra Nangal dam water that the flow was not good for agriculture was power was taken away from it

due to the hydro project.

Referring to a social media campaign launched by PRCI - #StepOut2Vote – to create awareness about voting, Arora said the EC would also focus on mobilizing voters in low-turnout areas to go to the polling booths.

The election process has been flawless right from the days of the first general election and it has improved over the years, he pointed out.



■ Harshakumari Singh of NDTV receiving the Mediaperson of The Year Award.



## SPECIAL FEATURE



### ■ EVMs here to stay CEC Sunil Arora

The Conclave drew huge response with close to 500 delegates from across the country participating.

Various speakers dealt with the theme PR- What is the Big Idea and the unanimous conclusion was PR is a Big Idea!

Presiding over the inaugural, MUJ Chairman and Chancellor Dr K Ramnarayan said he was happy to such a major congregation at MUJ which always stood for sharing knowledge.

In his opening remarks, PRCI Chief Mentor and Chairman Emeritus M B Jayaram said the Council has come a long way from the day eminent journalist and fearless editor of Outlook magazine late Vinod Mehta had inaugurated it on March 3, 2004 at Bangalore with his truly inspiring thoughts on the importance of PR, particularly in difficult times for corporate and even politicians.

Apart from conducting global communication conclaves, felicitating achievers with the prestigious Chanakya awards and

recognizing talent through PRCI Excellence awards, PRCI also hold knowledge forums and media seminars on issues of current interest, he said.

"Our PR Hall Fame is the only feature of its type in the profession where we induct senior professionals with excellent track record," Jayaram added.

Making a presentation on a host of novel projects launched by PRCI, its governing council chairman B N Kumar said the organisation has gone well beyond the pink-shirt, party-happy culture to emerge as a true communication exchange.

The unique social communication idea has caught the imagination of the media and it resulted in positive impact, be it the #SaveParsikHills or #IamMamngroveIamDying campaign which have won international awards.

Explaining the theme, Conclave Chairperson Vijay Lakshmi said: "An idea can not only can change but make a big impact on the society as such. Moreover, Communication

or PR is all about ideas – ideas that work, impact our lives

Asking whether communication professionals also need ideas to survive With globalization and ever rising competition, she said hackneyed or template solutions may not always work and one needs to think out of box and act on one's toes.

Explaining the concept of PRCI Young Communicators Club, its Chairperson Geetha Shankar said YCC has established its presence in ten cities covering various mass communication institutions and universities.

"Only serious studies could be boring for the students. Hence, we consciously avoid much serious talk and have interesting contests





## SPECIAL FEATURE



**Dr Pragnya Ram addressing the 13th Conclave**

and anecdote-based sessions sharing our experiences. Plus, the assignments and projects that we give keep them engaged. Thus we supplement and compliment the academic training that the students get in their classes," she added.

Participating in a fireside chat with Kumar, Dr Pragnya Ram, Executive President – Corporate Communication and CSR, Aditya Birla Group, said ideas do matter in PR and one has to keep coming out with them to appeal to media.

Dr Ram said communication professionals ought to be assertive in telling their bosses as to what makes news and what not and keep reasonable expectations.

She pointed out that the mass communication institutions which are dime a dozen just churn out graduates without any substance. Some of the young communicators and journalists write appalling English and the reports get printed without any check.

Team Kerala led by T Vinay Kumar explained the initiative taken by them in meeting the crisis arising out of the Kerala flood fury. It was rather rare that PR professionals physically joined the rescue and rehabilitation, said session anchor Sanjay Rammoorthy, who is also the chairman of PRCI Mumbai chapter.

Talking about the growth of regional media, Bhuwanesh Jain, Deputy Editor of Rajasthan Patrika said Indian language newspapers have emerged as formidable platforms for communication. "That is a big idea to deal with," he said.

NDTV special correspondent Harsha Kumari Singh said "in competitive TV journalism, we have to come out with innovative ways of reporting to remain ahead."

A panel discussion anchored by PRCI Governing Council director R T Kumar, saw interesting

exchange of thoughts on "Is Social Media Humbug" by speakers Rashi Bammi, Founder and CEO, Renaissance PR, Anindita Singh, Corpcom Head, L&T Metro, S P Paliwal, multi-faceted personality and Dr Saadullah Khan, MUJ.

Bakul Gala, vice-president of Corpcom at Wadia group, anchored a unique panel discussion on communication for agriculture. Kamlesh Daga –Plasti Surge Industries, Sunitha Subramaniyan – TAFE and S.Narendra – ex PIO, stressed that communicators had a major role in improving the agriculture output as well as improving the lot of farmers. Media also should not neglect the sector on which over 60% of the nation depends and that contributes majorly to the GDP.

Dr Saadullah Khan of MUJ, C J Singh of Core PR Chandigarh, Dharan of PRCI Chennai took part in a session on communication education that was conducted by Geetha Shankar, YCC Chairperson. Their conclusion was that PRCI could form the channel to make education future relevant as well as industry focused.

Jitender Bhargava, Ex-Executive Director, Air India, Suman Das Sharma, Senior Partner, Ketchum Sampark, Vaishali Desai, Godrej Properties PIB official, Sandeep Agrawal, CEO, Think Energy, participated in a panel discussion on Ideas and PR. Shweta Rajpal Kohli, ex-NDTV news anchor, conducted the discussion and the panelists concluded that ideas do make PR relevant to changing social needs.

Veteran journalist H K Dua, MP, said in his special address said communication plays a major role in democracy, while Cyber Security expert Dr C B Sharma, IPS, said cyber criminals cannot go scot free as they can be caught even after decades. The technology that the cyber criminals use will help track them, he added. ■





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## CHAPTER CHARCHA - NAGPUR

# PRCI flag hoisted in Orange City

In order to offer better communication exchange opportunities among professionals and young communicators, Public Relations Council of India has launched its 37th chapter at Dhanwate National College, Nagpur recently.

Chairman cum Managing Director Western Coalfields Limited Rajiv Ranjan Mishra was the chief guest, while the keynote address was delivered by B. N. Kumar, Chairman - Governing Council, PRCI.

Mishra emphasized on taking new initiatives and thinking out of box with innovative ideas. He quoted the example of WCL where the made a huge difference to the society by supplying potable water using the discharged water from its coal mines at a very nominal cost. Mine Tourism, the first of its kind in the country, was another WCL initiative. The communicators should take note of such initiatives, he said.

Kumar said that in today's scenario everyone who is holding a mobile in hand is potential broadcaster. But this weapon has to be used rightly. He advised the young communicators to start with broadcast through mobile and to grab the opportunities to write and communicate as matter of practice.

Avinash Gawai, National Secretary, PRCI-YCC and guest of honor spoke about the young communicators club which has been launched in association with the Mass Communication Department at Dhanwate National College.

Principal Dhanwate National College Surendra Jichkar said there are enough growth opportunities in the communication profession for the youth.

D. M. Gokahle, Area General Manager of WCL, Rajesh Bobade, Coordinator PRCI, Vidarbha Region were the guests of honour.

*The office bearers of Nagpur chapter of PRCI are: Chairman - Asheesh Tayal, Manager (Public Relations), WCL (Coal India Ltd); Vice Chairman - Praveen Mudholkar, Bureau Chief, BBC, Nagpur; Secretary- Abhishek Mohgaonkar, Director - Law & PR, Hardev Group, Nagpur; Joint Secretary - Kundan Hate, PR Professional, Ex Zee TV; Treasurer- Nikhilesh Sawarkar, Director, ICT Media Pvt. Ltd; YCC Coordinator - Amar Aney, PR Professional; Publicity Coordinator - Shashin Rai, Assistant Director, PIB;*

*Members: Vijay Rajput, Programmer, Aaksahwani, Nagpur; Baban Nakhle, Former HoD Mass Comm Dept, Dhanwate National College, Nagpur.*





## CHAPTER CHARCHA - DEHRADUN

# PRCI blooms in Doon

**P**ublic Relations Council of India (PRCI), a premier non-political and not-for-profit organization of professionals in the fields of public relations, communication, advertising and many other allied services launched its 32nd Chapter in Dehradun at a ceremony in Doon University Campus in April last.

The event was graced by Dr. C.S. Nautiyal, Vice Chancellor, Doon University, CJ Singh, Senior VP PRCI,

Mr. Jayaprakash Rao, South Zonal Head, PRCI; Dr. Rajesh Kumar, Chairman, PRCI Dehradun Chapter; Shishir Prashant, Vice Chairman, PRCI Dehradun Chapter, noted authors Dr. Jaskiran Chopra, Ms Roshen Dalal among others besides senior faculty members from leading academic institutions in Uttarakhand, delegates from media and communications industry and students.

PRCI also conferred 1st PRCI Dehradun Award of Excellence during the event on noted authors Dr. Jaskiran Chopra and Ms Roshen Dalal for their outstanding work in the field of literature. The event was supported by Aadhar Housing Finance, Muscles Factory Strength and Fitness Consultants, Global PR and Events Services, theJhakaas.com for supporting this event. Aadhar Housing Finance Limited (AHFL) is one of the largest affordable housing finance companies in India servicing the home financing needs of the low-income segment. Today, its branches across 20 states and union territories, help to reach more than 90% of the country's low-income population in 2500+ locations and provide credit solutions that make home-ownership accessible to everyone.

The key office bearers of the PRCI Dehradun chapter are Dr. Rajesh Kumar, Chairman -Shishir Prashant, Vice Chairman -Vikash Kumar, Secretary- Hem Prakash, Treasurer- Pankaj Tiwari, National Representative- Karunakar Jha and Zonal Representative and Aastik Thapliyal.

CJ Singh said that public relations is a management discipline and the need for professional communicators is growing and opening of the 32nd chapter of PRCI in Dehradun would not only help students network with professionals and acquire newer insights and skills, but shall help organisations and institutions to take professional guidance in their business growth.



**R-L Prof. (Dr.) VC Nautiyal presenting PRCI Charter to Dr. Rajesh Kumar Chairman PRCI Dehradun Chapter, Mr. Jayaprakash Rao, Zonal Chairman PRCI South**



## CHAPTER CHARCHA - DEHRADUN

### PRCI LAUNCHES PUBLIC SERVICE DRIVE

# Fight for Right to Walk



**P**ublic Relations Council of India (PRCI) Dehradun Chapter in association with Global PR

and Event Services has launched a campaign titled 'Right to Walk' to make Dehradun city walkable and safer for pedestrians.

The aim of the campaign is to make people, young generation in particular, aware of the need for safe and walkable streets. All the speakers present at the event acknowledged the severity of the problem and promised support to this cause. They deliberated on ways to make the city of Dehradun

more walkable and unanimously agreed to make it part of the Citizen's Charter.

Citizen's Charter is a document which represents a systematic effort to focus on the commitment of the Organisation towards its Citizens in respects of Standard of Services, Information, Choice and Consultation, Non-discrimination and Accessibility, Grievance Redress, Courtesy and Value for Money. This also includes expectations of the Organisation from the Citizen for fulfilling the commitment of the Organisation. Citizen's Charter initiative not only covers the Central Government Ministries/ Departments/ Organisations but also the Departments/ Agencies of State Governments

and UT Administrations. Various Departments/ Agencies of many State Governments and UT Administrations have brought out their Charters.

HP Uniyal, Advisor, State Planning Commission, Government of Uttarakhand lauded PRCI Dehradun team for the launch 'Right to Walk' campaign. He also spoke about the provisions made in Dehradun Smart City plan for pedestrians.

Rajesh Kumar, President, PRCI Dehradun expressed confidence that with the coming together of industry, academia, people leaders and government agencies the campaign will be a huge success. He emphasized on the need for creating public spaces and public parks in the city of Dehradun for people to walk for good health."

Shishir Prashant, vice president-PRCI Dehradun, said, "Due to maddening traffic in the city which has increased in the past two decades, there is no space left for pedestrians in post of the places. Except some places like EC Road and Rajpur Road (that too in patches), you will not find any pavement."

He added, "My right to walk has been snatched. I want this right back that too with all dignity. I think, the situation has become bad to worse in most of the cities in India. The time has come now to start a campaign for restoring the right to walk. Please support the cause for better future."





## CHAPTER CHARCHA - DEHRADUN

# Maa Tujhe Salaam



### Dehradun - Mothers' Day

**DEHRADUN:** Public Relations Council of India (PRCI) Dehradun Chapter has organised a programme to celebrate Mother's Day in the Doon University Campus.

The programme was chaired by Dr. Rajesh Kumar, Chairman, PRCI Dehradun Chapter. The event was graced by Shishir Prashant, Vice Chairman, PRCI Dehradun Chapter and Mr Karunakar Jha, Zonal Representative, PRCI Dehradun Chapter.

Expressing happiness over the event, Dr. Kumar said: "We can never repay our mother for everything she has done for us. Though we do not need any special occasion or day to pay tribute and show love to our mother who brings us into the world and makes us good human

beings, Mother's Day definitely gives us an opportunity to express our emotions towards her. This is the reason behind celebrating Mother's Day on second Sunday in the month of May and this year Mother's Day is being celebrated on 12th May."

In an emotional touch, Prashant recited a self-created emotional poem titled 'Meri Ma Kitni Sundar Kitni Kitni Pyari Bholi Bholi Ma' while remembering his mother.

Mr Jha said, "Mother's Day was first celebrated by American social activist Julia Ward Howe. Written in 1870, Howe's "Appeal to womanhood throughout the world" (later known as Mother's Day Proclamation) was an appeal for women to unite for peace

in the world. Howe's Appeal to womanhood was a pacifist reaction to the carnage of the American Civil War and the Franco-Prussian War. The appeal was tied to Howe's feminist conviction that women had a responsibility to shape their societies at the political level."

"This day is celebrated in different countries on different days to pay tribute to Mothers but in India and most other countries in the world second Sunday of May is celebrated as Mother's Day. People express their heartfelt emotions towards their mothers in various ways on the occasion of Mother's Day," Jha added. During the programme, PRCI Dehradun Chapter members also deliberated on the future course of action.





## CHAPTER CHARCHA - CHANDIGARH

### PRCI CHANDIGARH HONOURS 8 ACHIEVERS ON DAUGHTERS' DAY

# Salute to Neerja Pan Am Trust



#### Chandigarh -Daughters' Day Awards

**CHANDIGARH:** The Chandigarh Chapter of Public Relations Council of India (PRCI) in association with Panjab University Alumni Association observed the Daughters' Day at the English Auditorium.

Seven women achievers and Neerja Bhanot Pan Am Trust were recognized for their accomplishments and contribution to society.

Speaking on this occasion, Prof Nishtha Jaswal, Vice Chancellor of Himachal Pradesh National Law University, said that women must realize their own potential and that they are already empowered and capable of multi-tasking which thrusts more responsibility on them to inculcate better values amongst their children so that future generation can evolve positively.

The PRCI Daughters' Day awards were given to polio-afflicted paralympic table tennis gold medalist Poonam, and international chess players Arunima and Tarini Goyal, as well as international skater Vidushi Rawat who holds Asian record of skating 15 hours

continuously.

Sharmita Bhinder, who runs an NGO EmPower was recognized for working with special children, and training parents and teachers for working with special children.

Supreet Dhiman is acknowledged leader as a social activist whose campaign against incest has garnered international attention, and was recognized for her advocacy work, rescuing the victims and providing psychological support for their rehabilitation.

Entrepreneur and an army officers' wife, Sartaj Lamba, who is chairman of AJ Group of companies, was awarded for empowering the girls in slums through literacy and vocational training, and being a role model for budding entrepreneurs.

Neerja Bhanot Pan Am Trust was recognized for running the Neerja Bhanot Award since 1986 which had been celebrating the women of substance and values who had become an epitome of rightful action, restoring women's dignity and inspiring others.

Dr. Deepti Gupta, Dean of PU Alumni Relations and chairperson of the English & Cultural Studies Department, remarked that every day is a daughters' day and the Indian values teach us to be respectful to each other which is fundamental to strengthening the social fabric of the society. Women have special task of keeping the good ethical values alive generation after generation, she added.

National Vice President of PRCI C.J. Singh explained that PRCI had been observing first week of July as Daughters Day pan-India since 2006 since birthday of astronaut Kalpana Chawla falls on 1st July, and is run to generate awareness amongst people to value the womanhood and the dignity they deserve in the society.

Northern Regional Chairperson of PRCI, Renuka Salwan, conducted the proceedings and said that PRCI with its 35 chapters across the country are engaged in building self-confidence amongst girls and women through its strong communication campaigns and activities.



## CHAPTER CHARCHA - KERALA

### DAUGHTERS' DAY - KERALA

# Be confident and move ahead

**KOCHI:** The attitude of the society towards girls must change and the myth that a girl cannot do anything just because she is girl also must be removed, said the Deputy Commissioner of Kochi G Poomkuzhali IPS.

"The parents of daughters have a lot of responsibilities. You will only know how to groom a daughter only when the when you become a parent, she said addressing the Daughters Day Celebrations jointly organised by the Ernakulam Press Club, Public Relations Council of India (PRCI) & Young Communicators Club (YCC) -Kerala Chapter. The Daughters Day is celebrated all over India by the PRCI to commemorate the birthday of the first Indian origin astronaut Kalpana Chawla.

"My father supported me completely till I finished my studies. I have failed thrice in the Civil

Services Exams. But on all those occasions the support my father extended to me was really great. The mindset of most of the people prevailing even today is to get their daughter married the moment they become mature. A lot of people advised my parents also that IPS is not suitable to girls. But my parents stood with me. And I dedicate my victory to them," she said.

Even after failing in +2 exams and losing her father, Gini Gopal, our Award winning daughter, with her own efforts, determination and enthusiasm became a successful entrepreneur providing employment to 100s of women and won the title of Miss Fitness 2019 in a recent fashion show. "Self confidence is the only asset I have." She said very proudly.

The second award winner Uthara Geetha, the only Indian to be selected for the coveted European

Union scholarship "Erasmus Mundus". After receiving the award she appreciated the initiatives of PRCI & Press Club in recognising the importance of Daughters." If someone says that a girl can't to anything, I will not agree to it or accept it" She added.

U S Kutty, Chairman of PRCI Kerala Chapter presided over the meeting. Press Club Secretary Sugathan P Balan welcomed the gathering. PRCI National President Elect Dr T Vinay Kumar made the opening remarks. Press Club Joint Secretary Smitha N Krishnn proposed the vote of thanks. Press Club Acting President Arun Chandra Bose, Executive Committee member Satheesh A S, PRCI National Jt Secretary P K Natesh, International Director Sunil Kannath, YCC Kerala Director K Naushad were among those who attended the celebrations.



**A view of Daughters Day event**



## CHAPTER CHARCHA - HYDERABAD

### PRCI HYDERABAD CHAPTER'S JOYRIDE IN BMW, MERCEDES, AUDI

# Girls are Pearls

■ JAIRAM N. MENON

**HYDERABAD:** Public Relations Council of India (PRCI) Hyderabad Chapter along with Cherish Foundation celebrated the Daughters Day with a unique initiative 'Girls are Pearls' to bring smiles on the faces of the less fortunate ones.

Seven Orphan Girls, who despite of odds, studied and secured jobs in prestigious IT companies and schools and are an inspiration to others, were also felicitated on the occasion. The girls who converted poverty to possibility were presented with luxury watches from Just in Vogue and were honoured with shawls. Those honored girl achievers included: Shailaja, Sudha, Radha, Susheela, Ester, Lily Pushpa, Mamatha.

Shailaja, a B.Com Graduate is pursuing PG and is aiming for Civils. She works as a Process Associate at Genpact. Sudha, a graduate pursuing PG is working as a Nursery Teacher at Delhi World

Public School. He aims to clear Civils one day be a Government official. Radha, a B.Com graduate aims to be a Company Secretary one day. Currently she is working as a Teacher at Delhi World Public School. Esther is a graduate pursuing PG and working as a English Teacher at Srujana High School, Uppal. Lily Pushpa, a B.Tech Final Year student is working as a Front Office Executive at St. Paul's High School. Mamata, a graduate is working as a Teacher at Srujana High School. Susheela, a B.Tech who is working as a Teacher at St. Peter's School.

Speaking immediately after receiving the honour, Mamata said that though we are too small to receive a honour, it is a memorable day for me and worth mentioning in my diary. I will remember this in my whole life, she said.

The 'Girls are Pearls' initiative had the 27 orphan girls of Cherish Foundation for day filled with

excitement and surprises. Starting the day with Luxury Joyride, the girls from age 7 to 25 were treated royally and taken on a joyride in five luxury cars such as BMW 5 Series, Mercedes Benz (S-Class), Audi Q7 provided by Dr. Mani Pavitra, Jay Vellanki (a student, he himself drove the girls for the Joy Ride); Kaushik, an architect and interior designer and other cars were hired. They went around the city for two hours. Anjali, one of the inmates of Cherish, said that she used to say to her friends that she will study hard and one day travel in big cars like Mercedes. It is a very special day today, I will remember it all my life. Today my dream has been fulfilled, an elated Anjali said.

PRCI Members TVS Narayana, Aparna, Geeta, Prakash Jain; Freemasons Ashok Kumar, B. Nagaraju, P. Veerabhadradu, Praful Sahgal, Seshu Kumar, PR professionals Devraj Solanki, Ritesh Burla, Kalpana, and others helped organize this unique programme. ■





## CHAPTER CHARCHA - HYDERABAD

### PULITZER WINNER CARO GUZY CHATS WITH HYD PHOTO JOURNALISTS

# Picture Perfect

■ JAIRAM N. MENON

**HYDERABAD:** PRCI Hyderabad in partnership with Hyderabad Press Club and Indian Photography Festival organised a Tete-a-Tete for Hyderabad's media photographers with one of World's top Photo Journalists, Carol Guzy a four time Pulitzer Award Winner

Carol Guzy, from UNA is an American news photographer formerly worked with The Washington Post.

Carol patiently answered questions of photo-journalists for a well over 90 minutes. When asked what would she prefer black white or colour to portray pain through her photographs, she said: "I prefer to work in Balck and White. It is easy to portray pain through colour pics. But, doing the same through black and white is tough. I always prefer doing tough things first in life she shared.

She has seen pain as a Nurse serving patients and also seen pain in people while photographing them during conflict, war and disasters.

Humanity or Professional duty what should be the first priority of the news photographer while covering people in distress, or victims in war zones, conflicts or accidents etc.? Given a serious situation of the accident victim, helping him or her should be the first priority. If you dont, then you are considered as insensitive. A good photo journalist understands where to draw the line. Photo Journalists are good instant thinkers. Whatever deem fit right in that situation it should be



■ Carol Guzy

done. If given an opportunity they must exhibit both humanity and professional duty, she replied.

Replying to another question how to handle unfavourable climatic conditions not so conducive for photography, Carol said that is the beauty of the photography. "You must produce compelling visual stories out of any given scenario."

Asked comment what according to her is a Good news picture, she said the one that can be understood, in spite of language barriers by one and all across the world without reading the caption.

A Nursing Degree holder turned

Carol also shared her knowledge, wisdom and the vast experience she gained working over three decades. She offered her tips, tricks and secret sauce behind her distinction as a motivation to budding professionals. It was win-win for both her and her participants

Well over 100 photo Journalists, News Photographers, Photo Enthusiasts, Media Professionals attended the inateraction.

Carol Guzy was in the city at the invitation of IPF in connection with the South Asia's leading Photography Festival, IPF 2019. ■



## CHAPTER CHARCHA - NAVI MUMBAI

### NTPC, PRCI JOIN HANDS FOR VIGILANCE WEEK

# Civic body goes online

**NAVI MUMBAI:** Navi Mumbai Municipal Corporation has gone online with vigilance services and this has been proved to be of a big help to citizens, said municipal commissioner Annasaheb Misal.

Addressing a Vigilance Week seminar, Misal said the online service, meant to tackle citizens' grievances, has evoked good response and even the redressal system has been quite effective.

He remarked that corruption is not limited to government departments alone. Society as a whole has to pay attention to this aspect so that integrity becomes integral part of our lives.

The civic body would consider setting up a separate vigilance department if required, Misal, who was the chief guest at the seminar organised by NTPC, India's largest energy conglomerate. NGO Navi Mumbai First, national communicators' body Public Relations Council of India (PRCI) and Lions Club of Navi Mumbai NRI supported the event with the theme Integrity – A Way of Life.



■ **NMMC Commissioner addressing Vigilance Week event.**

Misal appreciated NTPC for taking the initiative of holding the outreach programme in Navi Mumbai and said such awareness drives would go a long way in building a corruption free society.

Lions Clubs International district governor (for dist 3231 A-2) Maneshwar Nayak said integrity plays a major role in maintaining reputation. He illustrated as to how certain so-called top business leaders lost reputation built over years when they slipped on integrity.

Former senior audit officer at CAG Geeta Poduval said throughout her 20 plus years of career she refused

to digest injustice.

She lamented that in our day-to-day lives the tendency appeared to compromise. This is clearly seen when motorists do not observe basic traffic decency and just break the signals in a herd mentality. Integrity should be integral part of our lives, she added.

Environmentalist Nandakumar Pawar said vigilance against ecological destruction is a continuous process and just a matter of a week's observance. He cited the example of the ongoing fight against destruction of wetlands and mangroves in MMR and said the people would have to be alert to save environment.

PRCI governing council chairman B N Kumar said media and communication industry play a major role in maintaining vigilance. Integrity should also be part of communication professionals lives, he said.

K Ravindran, additional GM (corporate communication) at NTPC explained the company's outreach across the society during the vigilance awareness week. PRCI west zone chairman Sanjay Rammoorthy proposed a vote of thanks. ■



■ **K Ravindran of NTPC presenting a memento to Mohan Gurnani, Chairman of Navi Mumbai First.**



## CHAPTER CHARCHA - BHUBANESHWAR

# National meet on PR Analytics

**BHUBANESHWAR:** The Public Relations Council of India (PRCI) has organised a national conference on 'PR Analytics: Challenges Ahead', in collaboration with East Coast Railway, Siksha 'O' Aunsandhan University and Birla Global University at Chandrasekharpur, Bhubaneswar.

Vidya Bhushan, General Manager of East Coast Railway who was the Chief Guest said that the conference will generate very relevant parameters and see how PR analytics can be used to advantage. Ishan Patro, vice chancellor of Ravenshaw University

was the guest of honour. PRCI, Bhubaneswar, Chairman Ashok Kumar Panda, working President Dilip Kumar Bisoi and B.K Joshi also spoke.

Jyoti Prakash Mishra, Chief Public Relations Officer of East Coast Railway, Lalatendu Das, Deputy General Manager, Nalco, head of journalism department, Jayanta Swain, Ravenshaw University, Sashanka Patnaik, Rourkela Steel Plant Manager corporate communication, and Nalini Patra, head of journalism department, BJB College presented papers in two sessions which were chaired

by KVR Murthy, former Chairman, Jute Corporation of India. R.N Mohapatra, former CPRO of Eastern Railway, Kolkata and Shri Sanjay Panda, former Union Textile Secretary also spoke.

Baidyanath Mishra, former Manager PR, Rourkela Steel Plant, Aparna Rastogi, Assistant professor, NIFT, Bhubaneswar, Rainy Rose, doctorate scholar, Xavier University, and Shri Gyanaranjan Mishra, Birla Global University were the expert presenters on the topic Future of Public Relations.



**Lalatendu Das, Chief of PR Dept NALCO ,Prof KVR Murthy, Professor,Geetam University, Vishakapatnam, R. N. Mahapatra, Regional Chairman, PRCI-East, J.P. Mishra, CPRO, East Coast Railway, Dr Ashok Kumar Panda, Chairman PRCI Bhubaneswar Chapter and Dr Sanjaya Panda, former Chief Secretary of Tripura & amp; Union Secretary Textiles, Government of India at the National PR Conference.**



## CHAPTER CHARCHA - KOLKATA

# Going Places, across borders

**KOLKATA:** It has been a year of engaging participation of young minds and enthusiastic collaborations with the neighborhood for the Public Relation Council of India (PRCI), Kolkata Chapter. This year, apart from the scheduled events happening for several years, the Kolkata Chapter, PRCI has taken special initiatives under the camps of World Communicators' Council (WCC) and were present in the inception of Bangladesh Chapter & Nepal Chapter.

*"A language is not just words. It's a culture, a tradition, a unification of a community, a whole history that creates what a community is. It's all embodied in a language." - Noam Chomsky*

We claim to be the proud

successors of Chomsky's ideals, and walk a step or two, towards the larger unification that this time desperately requires. We as a communicators fraternity, celebrate the golden thread between two 'Bengal's divided by polity, united by 'Bangla', with mutual dialogues and the same cultural affinity we share.

In the month of March of the following year, the Bangladesh Chapter has been launched and the executive committee is been set up with the presence of Dr. Hasan Mahmud, hon'ble Information Minister of Bangladesh as chief guest. In the launching event in 29<sup>th</sup> March, 2019 Indian delegates were present as special guests, Chairman Emeritus & chief mentor of PRCI Mr. MB Jayaram, Chairman of Governing Council Mr. BN Kumar,

Senior National Vice-president Prof. B.K. Sahu, and Chairperson of the Kolkata Chapter Prof Biswajit Das were invited to chair the event.

Dr. Mahmud said: *"I am delighted to be present here in this event of unity between the two brother-nations and want to convey my special thanks to the Kolkata Chapter of PRCI for participating in this lovely initiative, which I am sure this will bring the two nations even closer with the means of fruitful dialogues and healthy communication."*

In the following Bangladesh tour there were also cultural talks and events organized under the inspiration of Indo-Bangla 'moitree' (friendship) initiative. Such one interactive session was 'Radio-anchoring and program production for Radio workshop' which was mentored by Shri Abdus Sabur Khan Chaudhuri, Shri Abir Shreshtha of Bangladesh, and Shri Biswajit Das from Kolkata Chapter, PRCI.

The Kolkata chapter of PRCI is dedicated towards engaging the youth of the society by organizing various interactive, educational and recreational sessions and workshops. Similarly this year there has been a very special event organized by the Kolkata Port Trust in-collaborations with the PRCI, Kolkata Chapter in middle of the year named *"Management Dynamics of Public Relations"*. This was an important educational session mentored by experts of the field of public relations where majority of the audience-participants were college and university students of Journalism and Mass communication and





## CHAPTER CHARCHA - KOLKATA

trainees, young professionals also. This highly interactive session was quite successful in-claim that the audience raised potential questions regarding the topic, and the discussion revolving the field of professional public relations is supposedly helpful for every audience.

The Kolkata Chapter, PRCI has celebrated "Daughters Day" and this year it was organized at Kolkata Press Club, Maidan auditorium in association with the Press Club. The President of the club Snehasis Sur himself attended the event and spoken boldly in the motion of women empowerment. Secretary of the WCC Abir Shreshtha recited a heart-warming poem in Bengali which added a special tone to the event. The highlight was surely the two highly achieving and respected ladies as chief guest Prof Anju Seth, Director IIM Calcutta and guest of honour said: *"My dear daughters, now is the perfect time to step up and snatch the place you deserve. So just laugh out of joy, be open and boldly handle all kind of challenges, and shine with excellence. Never ever sit back and accept failure."*

In part of the international



collaboration tour in association with the WCC the Nepal Chapter of WCC was inaugurated in-presence of the national chairing members of PRCI and Kolkata Chapter of PRCI as well as in Bangladesh. The Launching ceremony along with the South Asia Media Conference was held in Kathmandu, Nepal.

Hon'ble Mr. Pradeep Kumar Gyawali, Minister for Foreign Affairs, Nepal has attended the ceremony as chief guest. The warmth of resident organizers and participators from various parts of the continent has led the event to a very fruitful note indeed. The fair exchange of opinions, ideas and insightful discussions and also the participation of PRCI delegates not only contribute in the Indo-Nepal collaborations but also it promotes the larger goal of free communication amongst the willing.

The determination Kolkata Chapter of PRCI beholds in the fields of public relations, media and corporate management is what that produced the various events, talks, seminars and workshop arranged throughout the year. The steady leadership and organizational strength promotes a healthy community of young communicators and volunteers that runs the spirit and certainly is highly capable of doing excellent such job in the approaching year also.





## ESSAY

# And we have miles to go...

■ PARESH CHAUDHRY



**"If I were to my last dollar, I would spend it on public relations" said Bill Gates, the founder of Microsoft.**

In fact, public relations (PR) has emerged as a key component of any business in this day of instant communication.

Before we enumerate the future of public relations in the 2020, it is most appropriate to take stock of the state of the art public relations in India. PR played a significant role in the two remarkable achievements of independent India – Emergence of India as the world's largest vibrant democracy and that India has been transformed into global economic player, poised to become world's third biggest economy.

With one lakh PR professionals, over 30 lakh extension communicators including nine lakh ASHAs on the one side and one lakh newspapers; 1000 TV channels; 500 radio stations; 36 lakh internet connections; and about 120 crore cell phones; 1.6 lakh post offices; on the other, constitute the world's biggest communication network.

What is the state-of-the-art public relations in India? It is a mixed bag, containing a few sophisticated and competent PR professionals second to none in the world on the positive side, while a majority of non-professionals without any professional education reflecting the negative aspect of the profession. According to Adfactors, PR Agency that 90% of PR personnel have not read any book on PR. The distinguishing trait of the profession is "Quantity of PR

Personnel", rather than "Quality of the Profession". The need of the hour is professional excellence.

I visualize seven trends of PR in 2020. They are as follows:

### ADAPTION OF PR 2.0 NEW MODEL

As a measure of revamping PR in the decade ahead, the need of the hour is a paradigm shift with PR 2.0 new model as coined by Brian Solis, it is otherwise called convergence of traditional PR with internet and social media.

Dr. Doug Newsom, Professor Emerita, Texas Christian University, USA observed that "convergence of traditional PR with internet is a pragmatic approach to manage stakeholders relationship. However, understanding, how to use and manage social media channels is of great importance".

### ARTIFICIAL INTELLIGENCE (AI)

In 2020, no organisation can escape from AI, to maintain effective relations with the public. Transcriptions, automated translation, speech to text services, printing of publications, relations with customers will be some of the AI driven technologies to reach largest section of masses. The machine driven human intelligence opens new frontiers and opportunities for PR professionals.

### PR EDUCATION AND TRAINING

In the UK PR is offered as a major course both at UG and PG level such as BA (Hons), MA PR, MS PR. The University of Sterling offers MSc (PR), both in regular and distance mode. Four majors are offered in USA at UG level – Journalism, PR, Advertising and Mass Communication.

In contrast, Public Relations Education in the Indian universities is still a nascent stage. Notwithstanding the fact that PR is one of the growing professions, most of the conventional universities in India offer multi-cuisine, all-in-one communication and journalism courses in which, out of eight courses, public relations is one.

When Dr. B. R. Ambedkar Open University submitted proposal to the UGC for recognition of MA Mass Communication and Public Relations, it has rejected the proposal on the plea that this course is not in its approved list. It clearly means that the UGC has not recognised PR as an academic discipline.

The New Education Policy (NEP) Draft 2019 recommended the introduction of a four year bachelor degree especially in liberal arts. It is most appropriate and relevant that in tune with the NEP, the UGC must launch a four year Bachelor's Degree with three majors as Journalism, Public Relations and Advertising. Such a policy, undoubtedly, will produce proficient PR personnel.

Training: In fact, PR is skills oriented profession. One can be successful in this profession when PR personnel are equipped with professional skills – Reading, Writing, Speaking, Listening, etc. A major lacuna in the practice of Indian PR is lack of any induction or in-service PR training. As opposed to developed countries, where the percentage of skilled workforce is between 60 to 90 per cent of the total work force, India has an abysmal 4.69 per cent of workforce with formal vocational skills. It is worse in the PR field. The Indian Institute of Mass



## ESSAY

Communication was established in New Delhi for imparting training and research. Unfortunately, this institute confined to the training of Indian Information Service officers and conducting Diploma courses in Journalism, Advertising and PR, which are nothing but replication of universities courses. Therefore, it is suggested that all State Governments should establish Mass Communication and PR Academy at the State level for the training of communication and PR professionals.

### PR RESEARCH AND INNOVATION

Lack of research and innovation are the two major pitfalls of public relations practice in India. If the US has reached great heights in the fields of science and technology and emerged as the number one in the world's economy, it is because of its priority for research and innovation. A National Research Foundation proposed by the draft NEP is a good step in the direction of research in India. The Government as well as corporates spend crores of rupees both on image building advertising and public relations campaigns, but rarely their impact on the public mind is assessed.

An international PR firm, BBDO in its survey revealed that "PR industry may never be fully respected, unless it can provide measurement of its value of different programmes. Therefore, research is the rocky but sunlit pathway for PR professionals to climb once for all out of the quacks and spin doctors' status, where our work is judged by instinct and intuition. Each PR department must have a research division on par with All India Radio's Audience Research Unit with adequate budget.

Innovation is yet another field of activity to project new theories, new practices that enlighten the stakeholders. Innovation alone can take PR to greater heights.



### CONSOLIDATION OF PR DEPARTMENTS

If the 2019 decade made presence of PR as management function, 2020 envisages consolidation of PR departments with specialised branches such as Media Relations, Internal Communication, External Stakeholders relationship, Advertising, Publications, Social Media, Feedback mechanism, etc.

### PR REPORTING

Lack of measurement of PR programmes is the greatest lacuna of PR profession, like marketing, management demand results from PR in improving the image of the organisation. One of the short comings of Indian PR is lack of management recognition for PR on par with HRD or marketing.

Public relations reporting is a process of keeping the management informed about PR activities and accomplishments. The PR manager has to periodically report progress to the top management. It is a report card of the PR department. PR reporting is a challenge to PR professionals. However, if they do it systematically, management undoubtedly recognise their hard work in projecting the corporate affairs to both internal and external public.

### CEO AS CHIEF OF PR STRATEGIST AT THE BOARD LEVEL

If PR is regarded as strategic top management function, the Director of PR must find a place in the Board which formulates policies for all management disciplines. Unfortunately, the PR by and large is at the middle level under HR or Marketing. Therefore, public relations must be placed at the top management level with a Director or Vice-President (PR) who should be made responsible to the CEO. And CEO, who is accountable to all disciplines, must assume the role of Chief of PR for designing PR strategy.

### A BRIGHT FUTURE-FIVE FACTORS

If challenges are converted into opportunities and if all such opportunities are tackled with a vision, a bright future beckons Indian PR, because of five important factors. These factors include (i) India continues to sustain world's largest democracy; (ii) India is poised to become world's third biggest economy; (iii) India will become world's largest English speaking nation; (iv) India will be the hub of world's largest media network with over one lakh newspapers; and (v) India is likely to have 50 states instead of 29. *(The author is Editor, Public Relations Voice & Former State Director, Information & PR Department, AP)*





## MY WISH

# Conversations with my Crystal Bowl

■ JAIRAM N. MENON



Some people ask questions to Siri and Alexa but I rely on old-fashioned methods. So, for an issue as vital as mapping PR beyond 2020, I turned to my Crystal Bowl.

1. **COME TELL ME, CB (CRYSTAL BOWL, NOT CHETAN BHAGAT), HOW WILL THE WORLD OF PR LOOK LIKE BEYOND 2020.**

CB: Both very similar and very different.

2. **DON'T TALK LIKE A FORTUNE TELLER, CB. CUT TO SPECIFICS.**

Companies will prefer PR over other communication tools.

3. **IS THAT BECAUSE PR WILL BECOME MORE POWERFUL?**

Everything in this world is relative. PR could appear more attractive because Advertising as it is practiced today seems unable to bridge the trust deficit.

4. **DOESN'T PR ALSO SUFFER FROM ISSUES OF TRUST?**

Yes, but for society's sceptics and nay-sayers, advertising is the more visible target.

5. **HOW PROFESSIONALLY EFFECTIVE ARE TOMORROW'S PR GUYS GOING TO BE?**

That depends on their clients.

6. **CLIENTS?**

A PR person's professional standards will rise only as high as the expectations of his or her client.

7. **WHAT ABOUT GENERAL STANDARDS IN THE PROFESSION?**

The good will be better than before, the bad a lot worse.

8. **BUT WON'T THE NEW BREED OF YOUNGSTERS – BRIGHT EYED AND BUSHY TAILED – MAKE A DIFFERENCE?**

My answer is the same.

9. **AH, AND I SUPPOSE WE ARE GOING TO SEE A LOT MORE OF DIGITAL PLAY?**

Obviously.

10. **WILL DIGITAL COMMUNICATIONS THEN MEAN THE END OF PR AS WE KNOW IT NOW?**

Beta, (CB can get patronizing occasionally) digital is a medium. Do not confuse the medium with a technique of messaging.



## MY WISH



**11. PR PUNDITS ARE SAYING THAT THE PR PROFESSIONAL EQUIPPED WITH AI WILL BE MORE THAN JUST A VENDOR –HE WILL BE A STRATEGIC PARTNER TO CLIENTS.**

*Yes, they have been saying it for years. This 'Vendor vis a vis Strategic Partner' analogy is as old as the hills.*

**12. BUT WILL AI TAKE AWAY OUR JOBS? (WRINKLES OF ANXIETY APPEAR ON MY FOREHEAD)**

*That depends on what you see as your job.*

**13. MEANING?**

*If you believe your job is purely relaying press handouts to the media, please look for another career. But if you believe in being sharper in your analysis, more acute in your observation, deeper in your understanding and more evocative in your expression, you will continue to flourish.*

**14. GOOD! (WRINKLES DISAPPEAR). THEN I CAN CONTINUE TO ATTEND CONFERENCES LIKE THIS ONE AT BANGALORE?**

*My Crystal Bowl did not reply. But then, CB never states the obvious.*



**BRAND**

# Growing Your Brand Online

**ANINDITA MOOKERJEE SINHA**



**B**e a brand, to create a brand! It is not a one-time affair, but success can be tasted with continuous and consistent efforts,

over a period.

In today's date, you can shine as an author, rather than just a marketer to sell your brand. Brand strategies have evolved with time, and now companies have started establishing their credibility as a responsible entity, trying to reach the hearts of public at large through emotional connect, rather through one off collaterals. The messages are strong and with societal commitments.

The mediums for dissemination of the messages to sell products or

brands behind them to that matter, is no more restricted to outdoors or TVCs only. Digital spaces have been playing an effective role here. How you utilise and 'manipulate' the space, is the art you need to master!

Right now, this very second as you are rummaging through this article, there are 4.4 billion people using the world wide web for information, entertainment and a whole slew of other reasons.

In this digital reign, where smartphones, tablets, laptops are an extension of who we are, having your brand online is not a choice, but a compulsion.

The digital world is a deep ocean and before you sail into it, you should sharpen your skill & strategy. Here's a quick guide to

taking your brand from zero to one – online!

## **BE OMNIPRESENT**

Facebook, Instagram, LinkedIn, etc are all slices of the social media pie. With 2.38 billion users on Facebook, 1 billion users on Instagram, 500 million users on LinkedIn, you do not want to miss any slice of the piece. Ensure that your brand is present on every major platform to penetrate effectively into your target audience.

After having a basic social media strategy for all major platforms in place, prioritise between platforms based on your brand objective, audience and any other parameters you use to measure your brand's performance.

## **BREAK THE MONOTONY**

Are you still just publishing static





## BRAND



posts on your brand's social media handles? Then you are stopping your brand from having a breakthrough!

A social media amalgam of videos, stories, polls, engagements posts and static posts will make your brand the perfect brew. 2019 has been a year of videos. They have 15% more engagement compared to static posts. Vertical videos, live videos and various other forms of video have taken over our newsfeed and are now also taking over the advertising spectrum.

Stories are a great addition to your brand's social media arsenal and guarantee a great engagement rate. So, break the barricade of monotony to build your brand online.

## BE PREPARED TO EXPERIMENT

Story ads, canvas ads, carousel video ads and a whole lot of novel ad formats are taking over the online space. Experiment with your online spend, emerge with a formula that works for you and enjoy the results.

Go on, experiment and be the

Einstein of the digital world.

## BE CONSISTENT

Spamming or no show are two big no-nos on social media. Be mindful of the number of times and the frequency with which you are posting on your brand's social media handles.

Overdoing might irk your audience and underdoing might reduce your brand's visibility. Experiment and find the balance and stay consistent with your brand.

## BURN THE MIDNIGHT OIL TO MEASURE

The strategy you sketch, the creatives you craft, the audience you select and the money you spend all go in vain, when you don't measure your brand's business results. The minutes you spend to execute your campaign should be equal to the minutes you should spend on studying your campaign results.

Analyse, optimise and see the magic happen!

## BEDECK YOUR WEBSITE

A website for a brand is what a

resume is for an individual. Every user that lands on it, judges the brand based on it.

If you want to make a good first impression with your audience, then bedeck your website! Tell a tale through your content, express an emotion through your images and most importantly make your website get the rank you deserve!

## BEFRIEND RETARGETING

Retargeting is to a marketer, what the hammer is to Thor. It is the sacred weapon that allows you to follow your potential customer, that every marketer should be using. It lets you tell your brand story, knock on a potential customer's door more number of times and increases the chances of driving action.

Spend rigorously on retargeting and reap the benefits.

Take a chance, try and make the most of the business platter, the online world offers your brand. *(The author is Head – Corporate Communication, L&T Metro Rail Hyderabad Ltd.)*



## BRAND

# Relevance is the key

■ PARESH CHAUDHRY



As I sit down to pen this, I read that Virat Kohli has become the first person from India to have 50 million followers on Instagram. Now, I'm certain that I have your attention. The 31-year-old skipper has become a coveted brand. He is one of the best batsmen that the country has to offer, the world even, and is a valuable celebrity. In a study conducted by global advisory firm Duff and Phelps, Kohli sat right at the top of the brand valuation list for the third consecutive year – the study suggests that his value rose by a whopping 39% to \$237.5 million in 2019.

So, how can your brand compete with the likes of brand Virat Kohli? Assuming that you neither play cricket for your country nor can you afford to hire Kohli to endorse your brand. The answer, that I've found, is – by defining a solid brand purpose which will thrive in today's click-bait world. The brand purpose dictates the brand vision, brand strategy and eventually, leads to effective brand management. Sure, constructing a positive relationship with the target market/audience is significant for brand management

but even before that, a brand needs to look inwards.

Looking inwards and finding a meaningful presence in viewers/consumers lives by way of a brand purpose is critical to optimum brand management in the long run. It invites loyalty through positive brand associations and brand awareness. So, here we are, professionals trying to give shape to the vague yet lucrative concept of brand purpose in the world of branding, advertising and marketing – all in a bid to be a brand that is remembered. It is this intangible, meaningful presence which lends itself to the visual, tangible aspects of a brand – be it the logo, fonts, colors, taglines, campaigns and so on.

Such a presence can be achieved through consistent messaging across all marketing channels which ensures that when people think of your brand, their perception is aligned with your efforts of creating a desired brand image. Reports show that consistent and meaningful brand presentation across all platforms has helped increase revenue by up to 23%. Additionally, meaningful brands fare considerably well at the stock market.

In this regard, superficial attempts

to grab eyeballs fail as they create no real impact and, down the line, this dents both the brand image and the moolah in the process. Consumers become suspicious of a brand/business' tall claims and promises.

There isn't a perfect recipe for a brand purpose, but one thing is for sure that the true challenge arrives right at the conception stage. The brand purpose must be related to the problem that the brand is solving, only then is it easily believable. Having a clearly defined, relevant brand purpose brings about trust and loyalty in the long run, and hence, effective brand management. This is important because having a purpose equals to asking uncomfortable questions, for which the brand must have answers.

Creative content and initiatives that offer clear cut solutions are key – as opposed to material created to manipulate feelings or give a semblance of 'taking a stand'. Short term thinking (read going 'viral') and ad hoc adoption of causes can create little or no significance for brands, especially in multinational companies.

A brand purpose needs to be relevant across all the markets and countries that a business has presence in. Once a believable purpose is found, all aspects of brand management begin to fall in place. To top that, if the culture and systems practiced/endorsed by the brand resonate with the said purpose, you have the formula for successful and poignant branding. In principle and in practice, these are sure shot ways for brands to not burn cash in vain and more importantly, stand for something with utter conviction. *(The author is Group President - Corporate Brand Custodian, Adani Group)* ■



■ Pic by NALIN SOLANKI



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- Transforming and globalising ship repair industry through setting up of International Ship Repair Facility (ISRF) with shiplift and transfer systems
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## BRAND

### AN ENTREPRENEUR'S FOOD FOR THOUGHT

# Anna Yogi to Cake Wala

■ RK UPADHYA

If the garden city of Bengaluru is famous for its clean, efficient, tasty and yet affordable eateries, the seeds of such a revolution were sown a few decades ago, by a small, closely-knit community from the coastal region of Udupi and Dakshina Kannada. Among the pioneers of this community has been Gopadi Srinivasa Rao, who hails from Gopadi village in Kundapura taluka.

At the young age of 18, Srinivasa Rao began his journey from the Kadapa district of Andhra Pradesh in 1976 with a restaurant named Vikrama. He won the hearts of Andhriles with delicious south Indian food. Though belonging to a traditional Brahmin family, he soon developed the art of making eggless cake which became hugely popular in the town and its surrounding areas. The annul cake exhibition he has been organising over the last two decades – depicting temples, churches and mosques in cakes symbolising communal harmony – attracts thousands of people who come from far and near.

When Srinivasa Rao made forays into the hotel industry in Bengaluru, it was already an over-crowded market. He knew he had to innovate or perish. With his entrepreneurial skills being aroused and challenged, he became an innovator par excellence, unleashing one new enterprise after another.

The Mayura Group launched by him has turned into a flagship enterprise having opened nearly 60 branches of restaurants, bakeries and cafeteria, in Bengaluru and Kadapa, serving both south

and north Indian varieties of purely vegetarian dishes and products. The Mayura Group is like an extended family of several entrepreneurs, whom Srinivasa Rao has encouraged to become partners. He has inculcated in them the sense of discipline, efficiency and single-minded ambition to reach the target. The mantra for success is serving traditional culinary dishes – many of these are



■ Srinivasa Rao

special items having their origin in Udupi – made under extremely hygienic conditions, offered at affordable prices and served with a smile.

All these things did not happen overnight. There were many years of tapas that this Anna Yogi Srinivasa Rao went through before he achieved success. He visited several foreign countries

with the sole purpose of studying food processing industries, keenly observing the logistics they had developed, machinery they employed, hygiene levels they maintained and the economy of scale they adopted. His innate genius combined with the knowledge gained abroad gave shape to Good Bread in 2001, in which thousands of likeminded people have invested and turned it into a roaring business.

The establishment of two units of Cake Wala at Jayanagar is another milestone. They offer typically Indian cakes and baked products of a mindboggling variety, (and shapes as you can see in various cartoon avatars) manufactured through state-of-the-art technology and machinery that have been imported from 13 countries, famous for their bakery products. There is a separate food lab to conduct research and develop tasty snacks.

As Bengaluru has earned the eputation of becoming a tech city with lakhs of hard-working nuclear families, a large percentage of whom being from outside Karnataka, Srinivasa Rao has hit upon the idea of offering them home-made' food at reasonable prices under the count-and-weight scheme. The Nammoora Hotel also meets the needs of bachelors and families who have guests or small parties to cater to.

Exclusive south Indian dishes are served at Taaza Thindi which offers a unique experience to customers. They can walk in to the restaurant and not only see how the food



## BRAND



items are prepared using specially-designed machines, but also get to watch the plates, glasses and vessels being cleaned mechanically, an important aspect which usually gets overlooked.

The Cane-O-La outlets that dispense fresh, healthy, organic sugar cane juice, after obtaining the cane directly from farmers, have managed to attract young customers who are moving away from harmful and addictive aerated drinks. These outlets have become popular in other parts of the state and country too. Since juice goes well with ice, but very often people don't pay attention to where the ice comes from, Rao has set up a manufacturing unit to produce ice from hygienic sources of water.

If Cool Joint at Jayanagar 4th block

has become a household name for its quality of food and Eeshanya Restaurant meets the need for big or small celebrations in a modern, beautiful ambience, the Roof Top Café is a desi café of international standard which attracts young, exuberant crowd.

Srinivasa Rao's achievements as a hotel industrialist are laced with a human as well as humanitarian face as he has involved himself with a number of social and charitable activities which he has carried on silently with least publicity.

His life's motto of purity of business ethics before profit should act as the guiding principle for those who aspire to follow in his footsteps. *(The author is a Bengaluru-based veteran journalist)*





## BRAND

### BIG LESSON BRAND LOYALTY

# Beggar and a chooser

■ VIJAY SHEKHAR



**B**elieve it or not, but my first lesson on the importance of brand building came from a roadside beggar.

Back in 1994 – 1997, when I was studying in Pune, Joshi vada pav was a newfound craze. They used to have only one small outlet then (am told that they have around 20 – 25 outlets today across the length and breadth of the city), and their journey towards becoming a 'brand' would have begun just around that time. The place used to be crowded at any earthly hour of the day.

Just next to this outlet was another vada pav outlet called Sapna (*name changed*) Vadewale...they made equally good vada pavs, but were yet to become a 'name' like Joshi. Sapna had very few customers when compared to Joshi...many of them being those who were in a hurry and couldn't afford to wait long at Joshi.

Around that time, a vada pav used to be generally priced at Rs. 2/-...Sapna's price was Rs. 3/-, and Joshi's Rs. 4/-.

One evening when I was waiting for my vada pav at Joshi, I saw a roadside beggar hovering around the place. He asked for money from a few people... they didn't give, either because they didn't want to lose focus on the vada

pav that they were eating or anticipating; or because they simply didn't want to give. The beggar then started picking up from the remains in the dustbin, and even put a couple of morsels into his mouth. It was an uneasy sight for everyone around. A kind-hearted man forbade him from doing so. The man (who was waiting for his Joshi vada pav) took out Rs. 3/- from his wallet and gave it to the beggar, while pointing out to the Sapna outlet...he assumed that the 'lesser vada pav' should be fine for a roadside beggar.

The beggar happily accepted Rs. 3/-, took out Re. 1/- from his tatters, and headed straight to Joshi's counter. Seeing this, the kind-hearted man and everyone else



including me, had that 'Wah...kya baat hai' expression on our faces. And that's when I learnt the importance of good brand building, and how it impacts every class of society.

Have seen and have also been part of quite a few brand building campaigns ever since. But 'Joshi vs Sapna' continues to remain my first impactful case study on the topic.

#### LEARNING:

When people have the resources, they go only for what they perceive to be the best. The 'Joshi' brand was already built in the beggar's mind. And when he added up his resources to the meet the requirement, he went for what he perceived to be the best. (*The author is Vice President & Branch Head – Chennai, Concept Public Relations India Limited*) ■







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## BRAND

# Personal Branding- Love Thyself First!

■ GEORGE KOSHY



**A**pproaches to understanding a need and building an objective driven personal branding strategy is the key – and here, no one

but the individual himself/herself can take the right steps.

At the Entry level, it'll be about highlighting one's capabilities, of the skill-sets one brings to the table – to tell the ecosystem around them – "this is what I can do for you – use me effectively!" In most cases this leads to a conducive work environment and effective utilisation of a person's talents. Often paving the right direction to one's career. Most of us get drawn so much into our daily lives that we get sucked into the worker phenomenon. Listening to instructions, landing-up with a cute puppy face at every beck and call of our seniors. And hence it is absolutely important to 'self realise' and be clear about a plan for one's career at this stage.

At the middle level – personal branding helps set oneself apart from peers. This is the moment in a person's career when he/she needs to highlight successes and use something I've coined over years as a pedestal approach to dealing with everyday life. Think of placing your work station (an open one at that) at the centre of the office and overlooking your boss' cabin as well as at the centre of the entire office. This is a bold step – everyone would know the time you step into office, the time you leave work and how you spend your time working.

And yet, this is a commitment you make to yourself – to ensure you build the right 6-lane highway and not a mere 'path' towards a successful career.

The Leadership Level is when it gets a tad trickier – an individual is usually already being watched closely. By this stage there are pre-built stereotypes and hierarchies drawn strongly within a working group. Of who gets all the external limelight, who becomes the face of the function and tada tada tada...et al. Most individuals get drawn into a power struggle at this stage. Often comparing growth possibilities within the limits of another senior. Almost always creating a ceiling in one's mind on possible achievements and yet, always thinking self-growth means waiting for someone else to de-accelerate. Instead, this is the moment in life when I suggest individuals to follow a 'neon sign' approach. Go out there, network, meet, create bridges with influencers, peers from other ecosystems; shortlist people who have an influence on your business, the decision makers within your organisations. This is the 'boomerang catalyst' of success at the place you are. When third party high beta influencers highlight your capabilities to your inward ecosystem – growth follows.

We often get stuck in the everyday rigmaroles of corporate life and do not find time for ourselves. Though the benefits of a personal brand are the ability to 'self-manage' and 'curate' one's own life and progress. It begins with the most important aspect of 'self-realisation' and yet, that remains just the beginning. The



journey is a continuous one where every action and representation that defines the 'you' needs a pre-design. Granularly it would begin with the touchpoints in your life – your social media accounts, the content you put out there, the people you are seen with, the impact you are identified by and the irreplaceable tasks you are sought out for.

These take a long time to build; and more so, an even longer time to establish – Consistency in actions remain the only force you can determine. From an image of Frank Sinatra walking out of a helicopter with a drink in hand that I recently noticed on someone's twitter, to the impeccable 350 word 'personal musings' that I know a senior editor puts out every weekend – there is an image that's constantly being built, a need in the ecosystem for you as a brand that you cultivate – and this is what finally defines the outcome. A self-realisation that you push up the cliff for others to notice – But at the centre of it all is 'You' – knowing your strengths and being able to shine a lamp at the dark corners of your capabilities, without holding yourself back often thinking, 'what's the big deal'. *(The author is a journalist turned communication professional now in 'Waffle-Street' mode. Follow him on twitter @georgekoshy)* ■



# FROM THE NORTHERN HILLS TO THE SOUTHERN SHORES



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Hon'ble Chief Minister

## **World Economic Forum Davos-2020** **A New Dimension for Comprehensive** **Development of Karnataka** **A fruitful outcome of** **Hon'ble CM's Visionary Efforts**

World Economic Forum held at Davos, Switzerland between Jan 20-23 was memorable as far as the state of Karnataka is concerned.

After a long gap of 17 years the State of Karnataka was represented in the Meet under the stewardship of Hon'ble Chief Minister Sri B.S. Yediyurappa. It has also been considered historic as after a gap of few years, the President of USA Participated in the Forum.

The high level Representation met a number of world Industrial stalwarts. It was successful in attracting a good quantum of investment for the State. As a result employment opportunities will be created paving the way for all round development of the State.

## **Unique steps for the integrated development of Karnataka**

- MoU signed for establishment of 'Centre for Internet of Ethical Things' in Bengaluru. It is the first state in the world to sign such an agreement and by doing so the state has created history.
- Investors have been briefed about congenial atmosphere in the state, availability of State-of-the-art infrastructure facilities, skilled manpower, technocrats and advantage of ease of doing business in the state.
- Curtain Raiser for forthcoming **Invest Karnataka - Global Investors Meet** in November 2020 was organized at WEF Davos with the slogan **Innovation Now-Growth Forever**.
- MoU signed with Bahrain Economic Board for joint venture and co-ordination in Fintech, Artificial Intelligence, and Cyber Securities.
- Lulu Group has agreed to invest Rs. 2000 crore.



Hon'ble Chief Minister Sri B.S. Yediyurappa inaugurated curtain raiser for Invest Karnataka at WEF Davos



Hon'ble Chief Minister Sri B.S. Yediyurappa addressing World Industrial Stalwarts at Karnataka Pavilion, Davos



Hon'ble Chief Minister Sri B.S. Yediyurappa in discussion with Chairman & CEO of Arcelor, Sri Lakshmi Mittal



Hon'ble Chief Minister Sri B.S. Yediyurappa presenting a memorandum about Industrial Enterprises in the state to Sri Piyush Goel the Hon'ble Union Minister of Railways & Commerce at Karnataka Pavilion, Davos



As is enshrined in our Constitution, to abide by the Constitution and respect its ideals and institutions, the National Flag and the National Anthem; is the fundamental duty of every citizen of the country.

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