



India's first PR ezine

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## **PReFACE – “Build brand image internally and externally”**

Today the concept of “Public Relations and Corporate Communication” is emerging as an important Management tool all over the world. The Corporates have already started realising the need for an effective “Communication Management” system both internally and externally. In developing countries like India, importance is given more to Technical and Business Plan strategies. As Prof. Y S Rajan of Confederation of Indian Industry (CII) has said in the exclusive interview published here, ‘building brand image’ has to assume equal importance.

With the emergence of technology and competition, corporate communication plays a crucial role in building brand image internally and externally.

In India, we do not have any magazine or journal dedicated for PR and Corporate Communication.

Realising the need for creating awareness amongst Corporates in developing countries, Prime Point Foundation and Chennai PR Club venture jointly to bring out this ezine.

This monthly ezine will focus on the various aspects of communication, PR events and activities, communication management views, etc. We are confident that this would emerge as a mini ‘Communication kit’ for the CEOs and other top management functionaries.

In the Exclusive interview and Guest Column, eminent CEOs will share their views. Time has come that Corporate Communication needs to be taken to the ‘Board Room’.

Through this humble attempt the Editorial team looks forward to the support, guidance and contribution of the readers and CEOs of Corporates.

## **PReCISE**

### **Inside this ezine:**

- An exclusive interview with Prof. Y S Rajan, Principal Advisor to CII, India
- A Guest Column by Mr B Suresh Kamath, Chairman, Laser Soft Infosystems Ltd (National Best Employer 2005 Award winner)
- PR Events in India and abroad
- Review of PR books
- Extract of group discussions
- And more.....

## **PReVIEW**

PRIME POINT Foundation runs two major groups on Public Relations and Corporate Communication.

Image Management group is the global group with more than 1150 members and discusses issues at global perspective. prpoint group, the only Indian group with more than 450 members discusses issues in Indian perspective.

To join these groups visit

<http://www.primepointfoundation.org/>

Some of the best views of members extracted from the group discussions are reproduced in these columns

## PR eXCLUSIVE – An interview with Prof. Y S Rajan of CII

**“ Building a good image is as crucial as doing a good business plan or technology strategy “**



The Corporates should touch the hearts of the ordinary people, through communication strategies to avoid any backlash against their growth. Besides they should prioritise Image building along with Business Plan and Technology strategy, according to Prof. Y S Rajan, Principal Advisor to Confederation of Indian Industry (CII). Prof. Rajan is also the co-author of the book “India 2020” along with Indian President Dr Abdul Kalam. As a scientist turned, academician turned Advisor to Industry bodies of India, Prof. Rajan has shared his views with Ms Meera for an exclusive Interview to *PResense*. Please read on for his views.

**Q:** How do you assess the prevailing environment in the communications industry (PR / Corpcomm), particularly in India? How has it evolved in the last five years?

**A:** In terms of utilisation of technological tools in India corporate communication (CC) have picked up well. In terms of soft skills much more can be done, especially if our communicators can attempt to draw from our cultural ethos and use the forms of native creativity. As for the contents CC has to go a long way. Presently their audience base appears to be very narrow. The message has to reach various segments of the society not merely in the form of advertising for a product or service but also how a particular corporate or group of corporates are reaching out to the real life concerns of ordinary people. Along with rapid economic growth, if our corporate cannot touch the heart of ordinary people, there can be a danger of

backlash against their growth

**Q:** What role should the communications industry play in realising the Indiavision 2020?

**A :** Communication (CC or otherwise say plain media) has a crucial role to play for realising India 2020 Vision. That is to create confidence in people; to spread positive feelings and by celebrating the real performers. But this is to be done carefully. Unnecessary and unreal hypes will boomerang. If we do not bring forth real performers and go by old times icons, faith and confidence will be eroded. Also mere celebrity chasing has limits. Therefore there is a plenty of scope to break new grounds of communications making it (a) democratic dialogue and (b) developmental disseminator

**Q :** How can communication help the giant Indian corporate sector achieve global leadership?

**A :** For giant Indian corporate sector (even for smaller ones as ICT helps a global presence for trade, service and supplying – chain-presence) already there are many successes. However there are many misconceptions and worries about India-whether it is for cleanliness of products sold or reliability as a partner. Therefore it is only through Communication, we can overcome the barrier. Strength, uniqueness and relevance of Indian companies need to be projected in foreign countries to make them feel relevant for others-their communities as well e.g. “We are not here for marketing alone but to also make our efforts to improve your quality of life” etc. There is an IBEF (India Brand Equity Foundation) a joint effort of Ministry of Commerce & CII. It helps build image of India. Each Communicator, and Corporates have to do it daily. Building a good image is as crucial as doing a good business plan or technology strategy.

**“Corporates should touch the heart of people through communication”**

## PReSTIGE – CEO Column – Mr B Suresh Kamath



**PResense** proposes to publish in every issue the views of CEOs who have achieved success through communication. In this issue, we are privileged to get the views of Mr B Suresh Kamath, Chairman and Managing Director of Laser Soft Infosystems Limited, Chennai, India on the “importance of Internal Communication”.

Recently Mr Kamath was honoured by Government of India with a “National Award 2005” for employing persons with disabilities. He was presented with this coveted Award by His Excellency Dr Abdul Kalam, President of India (photo). He has been practicing best models of ‘Internal communication’ and that led him to this honour. Hence, we invited him to share his views with us. His email id is [Kamath@lasersoft.co.in](mailto:Kamath@lasersoft.co.in) Please read his views:

*“Symbiosis, Synergy and an Healthy Camaraderie are the basic inputs for a Company to reach its pinnacle of success,” said a great man. “And he is right”. These three parameters have their own significance, and that they need to be inculcated as an important ingredient in any organization. Inculcation of these above parameters need a strong platform - on which - a strong*

collective willed growth can be achieved and relished. That platform is called the “Faith”. This faith among all the employees needs to become a tradition. This tradition comes as a process and not as an event. For this tradition to become a regular day-to-day supplement, an effective internal communication is required.

Internal communication gives focus and confidence to all the employees in the organization and that it brings about a feeling of “Oneness” in the company. This “Oneness” is what the companies in the modern era should be looking forward to bring.

Internal communication can be achieved through a simple and methodical implementations. First and foremost, for the employees to relish and enjoy their work, a feeling of security, a feeling of joy, a feeling of recognition should be brought about.

**“Transparency to the core should be practiced through its proper channel. A transparent atmosphere can enhance mutual trust and confidence. “**

Internal communication is the platform on the basis of which the wellness of an organization depends upon. Internal communication brings in confidence, a newfound freshness, a new zeal, and above all the aspiring growth for the organization. The idea or inner feeling of “Our organization” should be brought through this internal communication and that it should be advertised that the company's success is everyone's success.

Let us start communicating....

**“ Faith is the platform for growth ”**

## PR eVENTS - WORKSHOPS

MPower Business Facilitators Ltd with the support of Prime Point Foundation organised two-day workshops at Mumbai and Delhi on "Strategic Corporate Communication" during Jan and Feb 06. The next workshop is scheduled at Bangalore on 10<sup>th</sup> and 11<sup>th</sup> March 2006. For more details contact [mpower@hathway.com](mailto:mpower@hathway.com)



Delhi workshop Participants are seen with Mr Narendra, former Information Advisor to Indian Prime Minister (fourth from left)

Two day seminar on "Repucomm: Stakeholders reputation – Dynamic Collaborative relationships" will be held on 7<sup>th</sup> and 8<sup>th</sup> March at Johannesburg, South Africa.

The programme will be conducted by Mr Deon Binneman.

For more details contact [deonbin@icon.co.za](mailto:deonbin@icon.co.za)

## PR AWARDS

### International PR News Awards

2006 – Platinum PR awards, PR people awards, Non Profit PR awards, Spokesperson of the year Award and Corporate Social Responsibility award – click

[www.prnewsonline.com/prnhouseevent.pdf](http://www.prnewsonline.com/prnhouseevent.pdf)

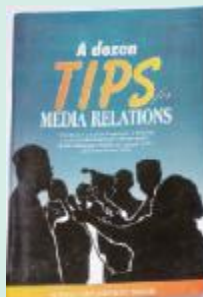
## PR e LEARN – BOOK REVIEW

Book Review – A dozen tips for Media Relations by Mr Yushau Abdulhameed Sauaib of Nigeria

Published by Image Merchants Promotion

Pages 140

Author's website [www.yashuaib.com](http://www.yashuaib.com)



The author has developed the tips step by step to enable the PR and Communication professionals to understand the concept better. We appreciate the author for having brought out the need for good relationship between the management and the PR professionals and also the concept of 'Budgeting' effectively. Though the author has written this book under Nigerian background, this book is a good "Handbook" to PR professionals and Management at the International level.

The author can be contacted at [yashuaib@yashuaib.com](mailto:yashuaib@yashuaib.com)

## PR e LEARN – BOOK REVIEW

'Talespin PR Disasters' - a compendium of PR disaster case studies - by UK based author Gerry McCusker is coming out in paperback (327 pages) in March 2006.



Gerry McCusker gives us an amusing, yet shocking, peek behind the scenes of 79 real-life public relations disasters from around the globe. Documenting both the infamous and the unreported PR disasters from the worlds of branding, business, media, music, politics and sport. For more details contact the author at [geemccee@yahoo.com.au](mailto:geemccee@yahoo.com.au)

## PR eVENTS

Public Relations Council of India (PRCI), Hyderabad Chapter signed a Memorandum of Understanding with Osmania University, Hyderabad to provide industry support to the communication students on 18th Feb 2006.

Ms Rajeswari Iyer, Chairperson, PRCI and Prof. Shyam sundar, HOD of Dept. of Journalism of the University are seen exchanging the MoU. Mr Bhanuprakash, Secretary, PRCI, Hyderabad is looking on. For more details contact [rrajiier@gmail.com](mailto:rrajiier@gmail.com)



PR Study Centre was launched at Delhi (India) on 11<sup>th</sup> February 2006.

Mr Arun Arora, Sr. Manager, Maruti Udyog is the coordinator of the Study Centre. Next meeting is scheduled on 11<sup>th</sup> March 06. For details contact [Arun.Arora@maruti.co](mailto:Arun.Arora@maruti.co)



Public Relations Council of India (PRCI) is launching the Chennai Chapter on 10<sup>th</sup> March 2006. For details contact [gitashankar\\_2006@yahoo.com](mailto:gitashankar_2006@yahoo.com)

## PR eVIEW – from the discussion groups

"If a PR person can speak with confidence and knowledge about the product, service or company service or company he is representing, he/she will surely command respect not just from media people but also from journalists"



– Ms Uma Bhushan, Senior Lecturer and Researcher, K J Somaiya Institute of Management studies and Research, Mumbai, India, while discussing the topic "How media perceives PR professionals"  
[u\\_bhushan@yahoo.com](mailto:u_bhushan@yahoo.com)

## PREVIEW – from the discussion groups

On “how to measure the capability of PR agencies” in Image management group:



(1) Quality of people (2) knowledge of sector (as one of my friends on the network mentioned - the homework agency does) (3) media management capabilities (at the end of it - PR revolves around media) (4) Capabilities to write the right stuff! (content is the king)

- Tushar, IPAN [tushpin@yahoo.co.in](mailto:tushpin@yahoo.co.in)

“A Reputation audit takes a look at all the drivers that drives organisational reputation. Whilst a brand audit deals very often only with the physical manifestation of the brand - product, trademarks, visual elements etc.



Reputation is made up of image - how stakeholders view the whole organisation, Identity - what the organisation says it is and personality - What the organisation is really like.

A Reputation Audit takes a look at all those factors. For instance certain organisation is known for their brands, but as a customer the ROI financial returns are not a deciding factor for you. ROI will definitely be a factor when shareholders want to invest.”

-Deon Binneman, Reputation Management Consultant and Trainer, Johannesburg, South Africa while discussing on “Reputation Audit and Brand Audit” in Image Management Group [deonbin@icon.co.za](mailto:deonbin@icon.co.za)

“Aha! Reputation Audit versus Brand Audit?! The former is driven by the Image-management experts who have to work out a subjective SWOT analysis of their client--which could be an individual or a corporation, whereas a brand would require the marketing specialists to



get into the act and work their quantitative numbers....”

-Rita Bhimani, Founder and CEO, Ritam Communications, Kolkatta, India and author of many PR books while discussing on “Reputation Audit and Brand Audit” in the Image Management group [ritabhi@rediffmail.com](mailto:ritabhi@rediffmail.com)

## PReMINENCE



A new website for free distribution of Press Release of Indian PR professionals was launched on 20<sup>th</sup> February. For details visit <http://www.indiaprwire.com/>

## PReTTY

**What is Effective Communication ??**  
Jack and Max are walking from religious service. Jack wonders whether it would be all right to smoke while praying.

Max replies, "Why don't you ask the Priest?"  
So Jack goes up to the Priest and asks, "Priest, may I smoke while I pray?"  
But the Priest says, "No, my son, you may not. That's utter disrespect to our religion."  
Jack goes back to his friend and tells him what the good Priest told him. Max says, "I'm not surprised. You asked the wrong question. Let me try."  
And so Max goes up to the Priest and asks, "Priest, may I pray while I smoke?"  
To which the Priest eagerly replies, "By all means, my son. By all means."

**Moral :** The reply you get depends on the question you ask.

**For Example :** Can I work on this project while I'm on vacation ?!?

**Source :** unknown – contributed by Mr Arun Arora, Sr. Manager, Maruti Udyog, Delhi

## PReMINENCE

- A Weblog or blog is a Web-based publication that includes articles, opinion, information and links
- Blogs are in existence for more than 10 years
- Blogging is a "social medium"
- Today there are around 29 million blogs with more than 2 billion links
- [www.google.com/blogsearch](http://www.google.com/blogsearch) and [www.technorati.com](http://www.technorati.com) are popular search engines for blogs.

Current discussions in the "Image Management" and "prpoint" groups

- Exclusive briefing to media
- Media contacting CEO directly
- Measuring the capability of PR agencies
- Corporate citizenship and reputation
- Using freelance journalists

To join send mail to [prpoint@gmail.com](mailto:prpoint@gmail.com)

**Web sites dedicated for PR and Corporate Communication**  
[www.primepointfoundation.org](http://www.primepointfoundation.org)  
[www.imageaudit.com](http://www.imageaudit.com)  
[www.prpoint.com](http://www.prpoint.com)  
[www.prdomain.com](http://www.prdomain.com)  
[www.exchange4media.com](http://www.exchange4media.com) (PR watch)  
[www.prcai.org](http://www.prcai.org)

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