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PR-e-FACE: From the desk of Chief Editor

“Re-orient PR bodies to avoid being dumped into history”



PR movement in India was started way back in 1957 by few enlightened visionaries, when the PR profession itself was unknown. Presently, the PR profession is gaining its due importance thanks to the increasing competition on the business market place with the growth of the Indian industry and economy, entrance of MNCs into the country, the proliferation of the media, adoption of global PR standards by PR agencies through mergers, affiliations, or otherwise.

The irony here is that at a time when we are going to celebrate the 'Golden Jubilee' of PR movement in India, many in the industry are divided among PR groups and associations with each having their separate ideologies and thinking, that often come in the way of having a collaborated effort in taking the industry forward further. Also many choose not to join any of these associations as they feel that major national PR bodies in India like PRSI and PRCI have been reduced to more of 'regional outfits', due to various factors like in-fighting, ego issues, absence of leadership succession policy, lack of involvement of youth, etc.

Currently, more than 90 percent of the professionals in the PR industry belong to younger generation. We need to ask ourselves whether the membership and leadership profile of the PRSI and

PRCI reflect the new trends. Probably, majority of the members do not even belong to the PR or the Communication profession. The managements of these organisations should be able to, if not, integrate themselves with the changes in the technology and dreams should not remain in 'un-updated' websites as 'Mission and Vision'.

With large number of young professionals entering the PR Industry now, PR associations in India need to 'introspect' themselves and adapt to the new professionalism. Instead of every organisation announcing the same scheme, (like Accreditation) causing confusion amongst the young people, they need to shed their 'ego' and sit together to prepare a 'master plans' for future generation.

They may even adopt the 'Singapore model' of 'Young PR Council' to develop professional and leadership skills. PRSI and PRCI, being respected national professional bodies, need to 'institutionalise' their bodies like CII, FICCI, NASSCOM, instead of being 'personality' centric.

PRSI and PRCI should realise that if they do not 'reorient' themselves to the changing trends in the industry by synergising their strength and wisdom, they might be 'dumped' into 'history' and the industry might march forward without them.

K. Srinivasan

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PR-e-CISE – Inside this ezine

- An exclusive interview with Ms Bhavani, President, Institute of PR, Singapore
 - Expert views on PR bodies by Dr C V N Reddi and Mr C J Singh.
 - Views by the Presidents of PRSI, PRCI and ABCI
 - Views from Senior and Junior professionals
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PR-eXCLUSIVE

“IPRS aims at making Singapore as a PR Hub in the Region”



Listen to the full interview through *podcast* at

<http://www.primepointfoundation.org/presense0407.htm>



Ms K. Bhavani is the President, Institute of PR, Singapore. She is the Director (Corporate Communication) and Press Secretary to Minister of Information and communication, Govt. of Singapore

In an exclusive interview with K. Srinivasan of *PR-e-Sense*, Ms Bhavani explains the initiatives of Institute of Public Relations, Singapore to promote professionalism amongst the young people.

Her interview may also be listened through podcast (click the link given above)

Excerpts from her interview:

In Singapore young PR professionals are not involved in the Institute. Institute of Public Relations, Singapore (IPRS) has formed ‘Young PR Council’. This Council is led by PR practitioners, who are new to the Industry. ‘New’ is a subjective term. Whether it is age or experience? For us, ‘young’ means ‘new’ to the industry.

This Young PR Council is a platform to train some of the young professionals for eventual leadership for PR Institute. They can also excite other young people in the Industry to come forward, participate and do activities. They learn from and help each other. They can learn about PR strategies through different programmes.

Besides this, other way to raise the professionalism is ‘training’. We are conducting various training programmes in Singapore. IPRS organises Certificate courses and Diploma courses to provide more knowledge. Certificate course is for three months.

Diploma course provides more in-depth knowledge and is offered upto 9 months. PR practioners have to understand ethical standards and code of ethics. Eventually, they should get accreditation. This will help the employers also to understand that these people are qualified people. I hope, with these initiatives, Singapore can be a Regional Hub for PR practioners.

Ms Bhavani may be reached at bhavani_k@mica.gov.sg

PR –e- STIGE – Expert views

Dr C V Narasimha Reddi, Editor, PR Voice, Hyderabad drcvn@hotmail.com

“PRSI and PRCI should make joint efforts to develop professional excellence”



Public Relations Society of America (PRSA) and Chartered Institute of Public Relations, London

(CIPR), play a major role in promoting professionalism in their respective countries. We have to achieve a lot in the field of professionalism, in India.

Whether it is Public Relations Society of India (PRSI) or Public Relations Council of India (PRCI), their aim should be to promote PR and professional excellence. Need of the hour is to promote professional excellence. We have grown quantitatively; but we are yet to grow qualitatively. Of course, there are few PR professionals in India, who match International standards. But many

people suffer from professional excellence.

My submission is that PRSI and PRCI should try to promote Public Relations and professionalism.

The major pitfall in the Indian PR profession is lack of 'in-service training'. These two PR bodies should make joint efforts in this area, by approaching Universities and UGC. In India we do not have exclusive PR courses.

In Western countries, exclusive courses are available in PR. Whatever be the differences between PRSI and PRCI, they should make joint efforts for creating "professional development programmes". This is a pre-requisite for the growth of PR profession.

Mr Charanjit Singh, Mg. Director, Core PR Chandigarh corepr@gmail.com

“PRSI and PRCI should institutionalise their set up without being personality centric”



Both PRSI and PRCI are respected organisations and they are doing a good job. Now, it is the right time for all PR bodies to show more maturity and develop a roadmap for their future growth.

Unfortunately in our country, we are enamoured by the personalities and the same is happening with our PR bodies too. Immediate agenda for them should be to institutionalise the

entire setup and emerge from 'personality-centric' and 'ego-centric' goals. The entire Public Relations profession requires a major 'image overhaul', which requires multifaceted time-bound transparent action plans involving the entire PR community within their ambit so as to have appropriate feedback on several issues, which are of larger import than mere guided by parochialism. Let us take the first step, develop the leadership, and institutionalise the PR bodies, which can only help in professionalising the entire setup.

Podcast: You can listen to the views of Dr Reddy and Mr C J Singh in the podcast at <http://www.primepointfoundation.org/presense0407.htm>

PR –e- STIGE – Expert views

Mr Yogesh Joshi, President, Association of Business Communicators of India, Mumbai
winyogi1@gmail.com

“ABCI conducts various programmes to enhance the knowledge”



Association of Business Communicators of India (ABCI) is soon launching 'accreditation programme' for students, who

want to make their career in 'PR and Business communication'.

ABCI is also launching a 'rating' for the Institutions who are running Public Relations and Business Communication Schools. This will facilitate the students to know the ranking of the schools. This will also enable the Schools to raise their standards in a competitive scenario.

For those 'novice' who are entering the profession with some knowledge and want to learn more, we are organising programmes in printing, publishing, in-house journal, brochure upto web designing. This will increase their professional skills.

We are presently conducting two day training programme on 'Business communication' covering wide spectrum of areas to enhance the knowledge of people who are already in the PR and Business communication profession. ,

Podcast: You can listen to the views of Mr Yogesh Joshi in the podcast at <http://www.primepointfoundation.org/presense0407.htm>

Mr M B Jayaram, National Council Chairman, PRCI cccm@karnatakapower.com

“India needs multiple PR bodies to develop the profession”



PRCI's good programmes can certainly attract the young crowd. Our recent programme is one such programme. (GLOBAL MEET). We will try to circulate the proceedings of the Meet to everyone, who

are really interested in PR. (its under print).

PRCI's main motto is to standardize the profession itself by online education,/Accreditation programme etc. Accreditation course will commence from July 2007. Programmes once in a month on PR oriented .subjects are also planned for professionals. by PRCI.

We need more & more professional bodies to work for the professional growth & not a single body to manage in a country like India for so many reasons i.e. financial health of the Professional bodies/ leadership crisis/ with out any infrastructure facilities/ lack of team work/ vast area/ different regions & so many other problems may be the reasons for not acting together to buildup .the profession. If more Professional bodies work for the common goal in different places, may be in a small way, we can achieve more, if not 100%. Once we grow to some extent, we can think of a combined effort. In my opinion, this is not the right time to have one organisation to manage everything

PR –e- STIGE – Expert views

Dr Ajit Pathak, National President, PRSI drajitpathak2002@yahoo.com

“PRSI’s commitment has not yet been encashed”



PRSI has set up an advisory national committee on Public Relations / mass communication education which will examine the present curriculum in

practice in the Indian Institutes and will benchmark it with international best, keeping national requirements in mind. The committee will also examine possibilities to promote PR literature and research opportunities in order to bring credibility and professional

respect. Focusing on providing a platform for development of the students and the upcoming PR professionals is independent of joint efforts. In fact each of the PR organization is working for the cause of PR, though the routes may be different. PRSI, as the premier national body, is willing to support, any such activity, be it any individual or the group.

PRSI's commitment for the youth has not been encashed effectively, partly because of lack of fire among the students and partly because of inappropriate efforts of our chapters to involve them.

PR – e- Groups – Have you joined discussion groups?

Image Management Group – Second largest yahoo group on PR with nearly 1500 global members. Click here

http://finance.groups.yahoo.com/group/Image_Management/

PRpoint Group - The largest Indian group for PR/CorpComm /academic professionals with 700 plus members. Click here

<http://finance.groups.yahoo.com/group/prpoint/>

New Media Forum Group – A group for Indian journalists with around 350 members. Click here

http://groups.yahoo.com/group/New_Media_Forum/

India Vision Group – A group for Indian youth on India Vision 2020 with around 1200 members. Click here

http://groups.yahoo.com/group/India_Vision_2020/

Subscribe to this ezine PR-e-Sense – Click here

http://finance.groups.yahoo.com/group/PRsense_ezine/join

PR – e - Views – PR Seniors and Juniors react

A senior member of PRSI and PRCI (Identity suppressed on request)

“Seniors in PRSI and PRCI should give way to younger generation”

?

Why are the seniors so stubborn at their personal ego's? We see ethics, mission, vision in all the booklets of the forums that are available in the country. No body speaks about “EGO”. Can a PR person have more of ego than stuff? Some of them are still not willing to use technology. They need assistance to do the job.

Seniors are experienced, juniors are intelligent and up-to-date. The blend of the two can give additional strength to the PR professional bodies than the

strength of ‘junk’ of members. If PR is global exchange of values that we are talking about, then let's think and act global.

Also, most of the leaders in both PRSI and PRCI want to stick to ‘chairs’ and ‘positions’ for ‘life time’. Its time for respectable seniors to realize the importance of delegation to juniors and allow them to function more systematically and innovatively.

Shvetha Sridhar, New entrant to PR profession shgrd2002@yahoo.com

“Orientation programme needed for new entrants”

I personally feel, that like all the IT companies PR agencies also should have 1-2 months of training before they actually get into the work place.



Even though we have done lots of campaigns and events at the college level, and have interacted with the media a few times, our college has always helped us and has given us some backing so that we dont take up all the pressure.

But when it comes to work, we are under pressure and are expected to develop media contacts and do good

media relations which is where we are held up with. As new comers, we need guidance as to whom we can approach and how to approach people, be it print or broadcast media.

I suggest, we have training period atleast for a period of 1 month where we are given coaching by senior people from the PR industry - as to what we should do and what we should not. Be it - Business Development, Client Servicing or Media Relations. As freshers we are going wrong making the wrong moves, and this is creating a bad image for the PR industry. I am telling this out of my personal experience.

May I appeal to PR bodies to conduct ‘orientation programmes’ to the new entrants to the profession?

PR – e - Views – PR Seniors and Juniors react

Rajiv Harjai, PG Student of PR in Leeds Metropolitan University, UK
rajiv.harjai@hotmail.com

All forces should join hands to make a grand 'Public Relations Institute of India'



I think all these societies should have one meeting and decide if they could join forces to make a great Public Relations

Institute/Council/Society, Whatever they want to call it.

Now joining forces will make a great Public Relations Institute of India."

Secondly, since everyone is talking about International practitioners and developed countries Public Relations Institutes, please check out what they do. Go to www.cipr.co.uk Check out their website, the events they have,

the guidelines they produce, the awards they hold, the competitions, and how much they support the students etc... They do an amazing job for the PR Profession.

If you would personally like to get in touch with them and see if CIPR can contribute to making of a great Institute of Public Relations in India, please let me know. I am currently the Student Representative for CIPR in my University and I will see what can be done on this front and how much help CIPR can provide.

You can e-mail me regarding this at rajiv.harjai@hotmail.com

Hobbithob, Account Director in a PR Agency hobbit.hob@gmail.com
 Blog: <http://indiapr.blogspot.com>

"All programmes should be targeted to young professionals, instead of only CEOs"



1. Can we have any training programs of PR people and certification by PR associations?

2. The events are all air-talk and have no practical benefits - that's the common notion, if not by me. They are targeted for the CEOs. The registration fees are priced like there's no tomorrow. Many people think associations hold these events to get sponsorships and earn a few bucks. Let's hold workshops and discuss tools and learning that we can implement.

3. Seminars, seminars, and more seminars. Anything else?

4. Remember young PR people cannot just leave office and attend the events. It's the bosses who attend such events to pass away the time for a day. They do not do much work anyway. Make it necessary for the agencies to send their employees to such events.

5. The moderator's mail mentioning about PR bodies not providing any inputs, in a way, reflects the indifference among PR professionals and bodies in India. I wonder why do we have three associations already. Do not expect young PR people to collaborate and contribute to the PR industry's growth when there are indifferences among the seniors.

PR – e - Views – PR Seniors and Juniors react

A young lady PR executive with 2 years of service (identity suppressed on request)

“PR bodies promise the mission and vision only in their websites”



Appalling is the state of PR bodies like PRSI, PRCI and PRCAI and the others... who have taken responsibility in shaping the PR industry in India! Very little or close to none has been done in my view for the development of young professionals by these bodies who have taken onus to build the future of public relations in India. No newsletter, no industry updates, no forums, no case studies, no awards, no recognition, no

seminars and no round tables... NO perspective on Public Relations in the Indian context... have ever been conducted by these responsible bodies in the last 3 years that I have been associated with this industry! Interesting enough is the Mission and Vision that these bodies promise on their websites... which is confined only on the webpages of their websites... and does not materialise in reality! Nothing noteworthy has been done to encourage young talent to get more participative in this country.

PR bodies - At a glance

Association of Business Communicators of India (ABCI): Established in the year 1957 with Head Quarters at Mumbai. Mr Yogesh Joshi is currently the President of the Association.

Website www.abci.in
Email winyogi1@gmail.com

Public Relations Society of India (PRSI) : Established in the year 1958 – Started functioning as a formal body in 1966 with Head Quarters at Mumbai. Mr Kali H. Mody was the founder President of PRSI from 1966 to 1969. Dr Ajit Pathak is the current National President

Website : www.prsi.co.in
Email: drajitpathak2002@yahoo.com

Public Relations Council of India (PRCI) –Established in the year 2004 with Head Quarters at Bangalore.

Since its formation Mr M B Jayaram is the Chairman of the National Council.
Website : www.prci.in
Email : cccm@karnatakapower.com

Global Forum for Public Relations (GFPR) : Established in the year 2006 with Head Quarters at Hyderabad. Br. B K Karuna is the President since its inception.

Website www.gfpr.org
Email: karunabk@gmail.com

Public Relations Consultants Association of India (PRCAI) : PRCAI is a trade association formed to represent India's public relations consultancy sector. The Membership of PRCAI is restricted to consultancies that meet the basic criteria set out by the Association.

Website: www.prcai.org
Email: jayoti.lahiri@prcai.org

PR eTTY - Relax – Do you know who is on the other side of phone?

A man joined a big Multi National Company as a trainee

"It's the Managing Director of the company, you idiot!"

On his first day, he dialed the kitchen and shouted into the phone: "Get me a cup of coffee, quickly!"

The trainee shouted back: "And do you know whom YOU are talking to, you IDIOT?"

The voice from the other side responded: "You fool, you've dialed the wrong extension! Do you know whom you're talking to?"

"No!" replied the Managing Director angrily

"Thank God...!" replied the trainee and put down the phone

"No" replied the trainee.

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