CHAPTER - 3

PUBLIC RELATIONS IN INDIA

3.1 HISTORICAL DEVELOPMENT

Public Relations is as old as human civilization. It has existed in one form or the other. There are myriad examples of its varied form, content and end use. An ancient clay tablet, found in Iraq, told the Sumerian farmers how to grow better crops. That was over 4000 years ago. The Arabian tales relate how the celebrated Sultan Haroon-Al-Rashid used to wander about every night in disguise to see for himself as to what the people really felt about his administration.

In the Ramayana there is a character called Bhadra who used to report to Rama about popular feelings and perceptions. Employing professional bards to sing the glory of the king was an ancient custom in India. Much of what is known today about the exploits of the kings and ancient civilizations is the result of scribes seeking to glorify the achievements of a royal patron. The Rajtarangini of Kalhana also belongs to the same genre.

3.2 MYTHOLOGICAL PUBLIC RELATIONS

India can claim a model of public relations in its mythology which can be described ‘Mythological Public Relations’. Two great epics – the Ramayana and the Mahabharata, India’s pride and treasure, give us accounts of communication techniques adopted by the renowned characters of these epics to harmonize relationships between the various rulers and the ruled.

Sage Narada, for example, the first mythological public relations personality, figured in both in Ramayana and the Mahabharata, was disseminating rulers and the ruled with the motive of establishing ‘Lok Kalyan’ – the universal peace and prosperity. Indian public relations, therefore, cannot forget the mythological period as the basis for the origin of public relations techniques. (Narsimhareddi, 2009)
3.3 EVOLUTION

The great religious teachers from Gautama Buddha and Sankaracharya to Nanak and Kabir were master communicators. They preached, in an idiom, which the common people found easy to understand. The rock inscriptions of emperor Ashok were written in local dialects for easy communication. He also sent his own children to Sri Lanka to spread the message of Buddhism.

Centuries of slavery beginning with the Mughal rule followed by the Englishmen brought in its wake a new type of Public Relations on the part of the rulers as also those spearheading the movement for Independence. The rulers tried to put forth that they were working for the people of this country and that people should cooperate in their continuance.

Besides adopting various administrative and political policies, they launched communication strategies. William Augustus Hickey brought out the first newspaper in India in 1780 for catering to the interests of the European settlers in Calcutta. It was in no way a mirror of the nation in making. Newspapers soon became a means of educating and enlightening the people. They also highlighted various socially important issues, acting in the process as a catalyst for the growth of public opinion.

In the present century the outstanding example of a master communicator is that of Mahatma Gandhi. On 9th August 1942, he gave a call to the British rulers to quit India. This resulted in hundreds of thousands of citizens coming out for their exit once and for all. Within five years, i.e., 15th August, 1947, centuries of slavery ended and India became independent.

A systematic and organised practice of public relations in India began with the Indian Railways. The Great Indian Peninsular (GIP) Railways, for example, carried on a campaign in England in the 20s to attract tourists to India. Within the country, its Publicity Bureau introduced a travelling cinema which held open air shows at fairs, festivals and other places. This Bureau also undertook extensive advertising in newspapers and journals besides participating in exhibitions abroad to popularize the Indian Railways and tourist traffic.
During the first World War (1914-1918), the Government of India set up a Central Publicity Board. This was the first organized PR/Information set-up of the Government of India. It was renamed as Central Bureau of Information, afterwards renamed as Bureau of Public Information, and functioned as a link between the Government and the Press. One of the items on its agenda was to find out where the action of the Government was criticized. In today’s parlance, we call it "feedback".

For the first time, an Indian, namely, J. Natarajan of The Pioneer, Lucknow, was appointed as its Deputy Principal Information Officer. The Bureau also formulated a policy in 1938 for release of government advertisements. As of now, the functions of publicity and public relations and of broadcasting, television, advertising, films, professionals look after publications etc. After Independence (1947), the Government of India set up a full-fledged Ministry of Information and Broadcasting. This was a revolutionary measure in the reorganization of the information and public relations setup of the Central Government. All the State Governments and Union Territories also have Departments of Information and Public Relations.

The activities of the Ministry of Information and Broadcasting can be broadly divided into three sectors i.e., the Information Sector, the Broadcasting Sector and the Films Sector. The functions of these sectors are complementary to each other and cannot be strictly compartmentalized. Each of these sectors operate through specialized media units and their affiliated organizations.

In a developing country like India, communication of Government programmes, achievements and expectations are, no doubt, important. But equally important is communication from and to the economic sector - public sector, NGOs, public utilities, academic bodies, etc. - seeking to inform, motivate, change the mind set and finally seek public support for achieving the objectives of these organizations.

After Independence, multinational companies operating in India for several years, felt the need to communicate with the Indian people more meaningfully. In order to adjust their corporate policies to the democratic milieu, these companies increasingly turned to public relations. Among the Indian giants, the Tatas had already set up a Public Relations Department in Mumbai in 1943 headed by Shri Minoo Masani.
The public sector has, however, made a significant contribution to the birth, nurturing, growth and professionalism in public relations. Public relations in its true sense started with PSUs like HMT, BHEL, Bhilai Steel Plant, followed by NTPC, Indian Oil, VSNL, NHPC, ONGC-- to name a few. Bodies like Public Sector Public Relations Forum and SCOPE have played a notable role in professionalization of PR discipline.

At the apex level, there is Public Relations Society of India (PRSI) set up in 1958. It is the national association for professional development of Public Relations practitioners and communication specialists. It seeks to promote Public Relations as an integral function of the management. As of now, it operates through 24 Regional Chapters throughout the country with a membership exceeding 3000. (Sardana, http://pib.nic.in/feature/fe0999/f1509991.html)

### 3.4 DEVELOPMENT OF PUBLIC RELATIONS IN INDIA

A history of PR in India in the formal sense of the term has yet to be written. Not enough data are available nor has any research been done.

While a formal history may be of interest in the academic sense, for an understanding of the problems of PR in India, it is not really very relevant. What is more relevant is to see the different stages that have taken place in the development of PR in India. Each stage corresponds to certain objective needs in the situation. While there may be many ways of looking at this question, perhaps four stages can be traced:

(i) The early stage where PR was practiced less as a matter of deliberate PR policy and more out of a liberal and philanthropic approach or out of sheer necessity for disseminating information. This stage continued till the Second World War.

(ii) The next stage started during the Second World War and can be defined as a stage of conscious PR. This stage still continues but a further development took place in the post-independence period specially towards the latter half of the fifties and the early half of the sixties;

(iii) The third stage of PR is thus represented by the response of organizations in India to the new environment created in the wake of the Governments Industrial
policy Resolution and the growth of democratic institutions in India- Parliament, the Legislatures, etc.

(iv) The fourth stage is represented by what one may call the stage of professionalism in PR when PR practitioners began to organize themselves as a professional body and tried to develop their skills as Public Relations people. It was in this period that the Public Relations Society of India began to play an active role and initiated a movement to improve standards of PR practice in India. (Kaul, 1992)

3.5 THE EARLY STAGE

The early stage of public relations referred to as the stage before conscious PR activity started arose out of the efforts made by liberal and philanthropic industrial pioneers and also out of certain pressing needs for dissemination of information.

Two notable examples of this type of public relations may be cited—the public relations and more specifically the community relations practiced by the house of Tatas and the public relations in the Railways.

The Tata Iron and Steel Company went into production in 1912. From the very beginning the house of Tatas started practicing community relations by building Jamshedpur as a model township. Besides providing housing, water, electric supply and free primary education, the company runs a hospital and also a technical institute that was established as early as 1921. The company also promotes social, cultural and economic development of the community. Considerable efforts have been devoted to employees’ welfare schemes from the very beginning.

In the Railways public relations efforts in the pre-second World War period were perhaps dictated by commercial needs. Having built the railways at considerable cost mainly for the purpose of carrying raw materials from the hinterland to the ports the private companies who were then running the railways realized that without promoting passenger traffic the railways would not be commercially viable. It is understood that in the early twenties the GIP Railways in India carried on a public relations campaign in England to attract tourists to India using the media of
advertising and pamphlets. Within the country the Publicity Bureau of this railway introduced a travelling cinema that gave open-air shows of the films at fairs and festivals. Subsequently publicity officers with similar functions were extended to other railways. The Railways Board established publicity bureaus in London and New York too. It is understood that both the London and New York offices used to advertise extensively in newspapers and journals. Both these offices participated in exhibitions held abroad to popularize Indian Railways and attract tourist’s traffic.

Another form of public relations that was practiced directly by the Government started as early as the First World War when the Government of India felt it necessary to disseminate information and to have an organization to feed the press and to supply war news to the people. A Central Publicity Board was established and subsequently Sir Stanley Reed, Editor of Times of India, Bombay, was asked to work as the Chairman. The Board had on it representatives from the army and the foreign and the political departments of the Government of India. After the end of the war the function of this Board was taken over by the Central Bureau of Information, which was established in 1921, and Prof. Rushbrook Williams from Allahabad was invited to become its first Director. In 1923 the Central Bureau was redesigned as the Directorate of Public Instruction. Later, in 1939, this was renamed as the Directorate of Information and Broadcasting.

3.6 THE STAGE OF CONSCIOUS PR

We can now pass on to the second stage- the stage of conscious PR. This development took place because certain objective factors had arisen in the environment that gave rise to the need for deliberate PR activity. Some of these factors were:

(a) The emergence of a vocal public opinion;

(b) The emergence of mass circulated newspapers and an influential press;

(c) Outbreak of the Second World War and the need for mobilizing public opinion in favor of the war effort.

To meet the needs of the situation arising out of the Second World War, particularly the need to mobilize public opinion in favor of the war effort in a situation where the
India National Congress and national sentiment generally were against the war effort, the Government took a number of measures. A Ministry of Information and Broadcasting was created and the Directorate of information that had earlier been formed was amalgamated with the new ministry. The main function of the newly created Ministry of Information was to create public opinion in the country in favor of the war effort. Opinion had also to be created in favor of such measures as recruitment of the Defence Force, price control and rationing of food grains. There were a number of units under this ministry such as the War purposes Exhibition Unit, the Films Division and the Central Bureau of Public Opinion. Just as on a world scale in the USA and Europe it was mainly the need for mobilizing public opinion in favor of the war effort that gave an impetus to organized public relations activities in the First World War so also in India at the time of the Second World War.

It was in this period, too that certain industrial houses which had already been practicing public relations on a spontaneous basis began to organize their PR activity in a conscious way. The house of Tatas formed a public relations department at their Head Office in Bombay in 1943. Publication of a monthly News Bulletin was started in 1944.

### 3.7 THE THIRD STAGE OF PR

The third stage of PR may be said to have started with the coming of Independence to the country. There was a completely new environment and new political institutions. Some of the features of the new environment were:

(a) The emergence of Parliament and the State Legislatures elected for the first time on the basis of adult franchise;

(b) The adoption by the Government of the Industrial Policy Resolution and Industrial (Development and Regulation) Act.

In the background of these factors both Government and business organizations had to adopt conscious and deliberate policies of Public relations. It is from this period that PR practice in the modern sense of the term began in India.
International companies which already had their own expertise in public relations as it had developed in the United States and Europe began to make use of these techniques so that they may be able to survive and grow in the post-Independence environment. In the fifties and the early sixties companies like Burmah-Shell, Esso, Caltex, Dunlop, Philips, Hindustan Levers and Indian Oxygen set up departments to execute programs of public relations to meet the new situation. Indian companies also began to set up their own public relations departments to carry on organized PR activity.

### 3.8 PROFESSIONALISM IN PR

The fourth stage is marked by the emergence of professionalism in PR. It started with the formation of professional organizations of PR practitioners in various parts of India notably in Bombay and Calcutta. The Public Relations Society of India was formed in Bombay as early as 1958. A few years later a Chapter of the Public Relations Society was organized in Calcutta. Prior to this a Public Relations Circle had functioned in Calcutta. As early as 1960 Tata Steel’s organized a PR course PRO and it was held under the auspices of the Calcutta Management Association at the Bengal Chamber of Commerce Offices. These were, however, localized efforts and the first all-India effort to win recognition for PR as a profession was made with the holding of the first Public Relations Conference in New Delhi in April 1968. This Conference took note of the fact that while public relations had been gaining currency the reputation of the profession was sullied by the fact that a large number of people were masquerading as public relations practitioners who were in reality nothing better than fixers and lobbyists of various kinds often operating with the most dubious of methods. Understandably, therefore, the concern of the first conference was the discussion and adoption of a code of ethics and some attempt to define the parameters of the public relations profession. By and large this conference succeeded in achieving this goal and public relations has since come to be recognized as a profession that is playing a useful and necessary role in modern society.

The start given to the PR movement by the first Public Relations Conference set it off on the right track. Since then it has matured and developed. Periodic conferences have been organized under the auspices of the Public Relations Society of India to take
stock of developments in the field and to enable PR practitioners the share their experience with one another. The second Public Relations Conference was held in Madras in 1972 and was mainly concerned with the status and functions of public relations in the management hierarchy. The third was held in Calcutta in 1972 and had as its theme:” PR in the changing environment”. The fourth all-India conference was held in Bombay in 1974 on the theme:” Towards a more responsible citizenship”. A meeting of the Council of the International Public Relations Association ((IPRA) was synchronized with this conference and this helped to expose practitioners in India to the experience of other parts of the world. “Towards greater professionalism”- a very down to earth topic was the theme of the fifth all –India Public Relations Conference held in New Delhi in 1976. This was followed by a conference in Cochin in 1978 that had as its theme.

The next conference coincided with the Ninth World Public Relations Congress and was held in Bombay in 1982. The theme was appropriately enough: “The interdependent world”.

The Public relations movement in India has thus travelled a long way since the early days when it was fighting for recognition as a profession, when it was regarded only as a junior partner of publicity and tended to be ignored and, when noticed at all, ridiculed rather than appreciated.

Looking back on these achievements one may find some cause for satisfaction at the progress that has been registered but there can certainly be no room for complacency. While leadership in government and industry has accepted at least theoretically that public relations is one of the important tools of modern management and that public relations in the true sense of the term is a more a social science than some sort of a gimmick, old attitudes towards public relations and its management education and partly to the fact that professional skills and ethical standards in the practice of public relations are still not as widespread as they should be.
3.9 THREE INDIAN MODELS

Based on this Western background, the evolution of public relations in India can be divided into three broad models,

1. The State of Propaganda (Propaganda Model) 1500 BC to the end of the East India company rule in 1858.

2. The Era of Publicity (Publicity and Public Information Model) the British India Rule in 1858-1947.

3. The Age of Public Relations (two-way Asymmetric Public Relations Model) Independent India, 1947-to date. As propounded by Grunig and Hunt in their four models, the Indian models also have definite communication objectives but with a difference. (Narsimhareddi, 2009)

3.10 THE PROPAGANDA MODEL (1500 BC -1857 AD)

‘Propaganda is a deliberate and systematic attempt to shape perceptions, manipulate cognitions and direct behavior to achieve a response that furthers the desired intent of the propagandist’. (Jowett and O’Donnell 1986).

Public Relations in India grew out of propaganda. In the propaganda model, the purpose is to promote an ideology/a rule among the public with specific motives. Great religious leaders like Mahavira, the apostles of Jainism, Gautam Buddha, the founder of Buddhism, and the Hindu philosopher, Adi Sankara, belong to this category. They influenced the people’s mind to absorb and assimilate their respective faiths. The audiences, in this case, had to reinforce of change their attitudes in tune with the message of their leaders.

Similarly, the kings of ancient India; (Mauryan empire) Medieval India; (Mughals) and the later day, the East India Company, attempted with information to instill a massive dose of faith in the people to support and preserve the rule of their respective governments and to promote the image of the rulers. The kings of both ancient and medieval period adopted propaganda techniques to perpetuate their rule by hook or by
crook. It remained a one way communication, the message being the intent of the ruler or religious leader.

3.11 THE GREAT SEPOY MUTINY

As a result of the 1857 Sepoy’s Mutiny –the first war of Indian independence- the British Government thought that India could be ruled only by them and not by the East India Company, Bahadur Shah Zafar, the Mughal Emperor, was dubbed leader of the mutiny. He was captured and deported to Rangoon (Myanmar), where he died in exile in 1862.

In its 100 years rule (1757-1857), the East India Company did not develop any formal information system but suppressed the press (the voice of the people) which was involved in creating awareness on socio-political issues.

The media in the propaganda age, however, include: seals, stone pillars, pillar edicts, iron pillars, word of mouth, foot marches, religious March, palm leaves, beat of drum, folk arts and so on.

3.12 THE ERA OF PUBLICITY (PUBLICITY AND PUBLIC INFORMATION MODEL) 1858-1947 (THE BRITISH RULE)

Publicity is the dissemination of information, making matters public from the point of view of one who wishes to inform others. The Era of Publicity (Publicity of public information model) – the second stage in the evolution of Indian public relation began in 1858 with the end of the East India Company’s rule. Queen Victoria took charge of the governance of India, after the great rebellion by the Indian soldiers in 1857.

The British Government, through their Viceroy's in India, involved the people for the first time in communication through the newspapers. The establishment of Editor’s Room in 1858 and the appointment of the First Press Commissioner in 1880 were the benchmark events in the evolution of publicity or public information model.
Establishment of Publicity Boards (1914-1918) during First World War, Publicity Bureau of the Railways (1930); the Bureau of Public Information(1936); the Directorate of Information and Broadcasting(1939) during the Second World War, and the creation of Department of Information and Broadcasting, Government of India (1941), Press Information Bureau (1946) were some of the landmarks of the Publicity Model. (History of Indian Journalism-1997)

3.13 PUBLIC RELATIONS

In the era of Publicity, the term public relations also figured. As part of Defence publicity of the Second World War, the Government of India had established a separate Directorate of Inter-services Public Relations in 1941. In the history of Indian information service, the Government used the term public relations for the first time, in 1945, House of TATA established a Public Relations division in their Bombay Head Office, the first PR department in the private sector. Thus the seeds of public relations were sown in 1940s.

When the Second World War ended on August 14, 1945, the publicity machinery meant for war related information, was changed to public information or welfare information. This continued till 1947, when India became independent. This model was based on dissemination of public information, but it still remained a one-way communication form sender to receiver.

3.14 THE AGE OF PUBLIC RELATIONS (ASYMMETRIC PUBLIC RELATIONS MODEL) IN 1947- INDEPENDENT INDIA

Public Relations is persuasive communication designed to influence both internal and external publics. In 1947, when India became independent, the first Prime Minister of India, Pandit Jawaharlal Nehru was himself a great advocate of the philosophy that free flow of information from government to the governed and from the governed to the government is a pre-requisite for the success of democratic policy. He also emphasized that ‘Freedom from ignorance is as important, as freedom from hunger’.
In the process, mass communication assumed greater importance in the independent India to create awareness about the policies and actions of a democratic government. In fact Pandit Nehru was the prophet of Indian mass communication.

### 3.15 INFORMATION AND BROADCASTING MINISTRY

A major event in the direction of public relations age was the creation of the Government of India in 1947 with the ‘Iron Man’, Sadar Vallab Bhai Patel as the first Minister assigned with the mission to inform, educate and entertain the people of the country as partners in the democratic process. Publicity, which was a by-product of the British Government, had graduated into Public Relations in Independent India.

### 3.16 FIVE YEAR PLAN

The first Five Year Plan Document (1951-56) underscored the need of the people’s participation and started ‘a wide spread understanding of the plan is an essential stage in its fulfilment’. This clearly emphasizes the concept ‘eradication of information poverty is a pre-requisite for the eradication of economic poverty’.


All these efforts are but an indication of the emerging trends on the role and scope of public relations in India. As a result of various socio-economic development programs, in the government, public sector, the private sector, the private industry and non-profit organizations.
3.17 MODERN PUBLIC RELATIONS

The public relations in the present India have the opportunity to offer integrated solutions because of an explosion in media and business. With the advent of globalization and economic liberalization PR in India has emerged as well prosperous industry. It has got fillip as most of business organization have realized the need of PR to boost their business and manage their communications effectively and positively.

Business organizations look to their PR for strategic communications, not simply for media relations. Companies ask their PR agencies to help them understand how best to communicate their messages and present them in a context that is meaningful for clients, analysts, investors and journalists. Since the Indian PR industry is still promising, there is an opportunity to offer integrated solutions, especially as the line between public relations, advertising and digital is already starting to blur. As a result, many agencies have invested in creative and digital arms. Cost-effective communications plans — that span advertising, PR and digital media — make sense to clients too.

Meenu Handa, Microsoft’s director of corporate communications, believes that PR will be recognized as a strategic tool for two reasons — “One, the implosion of digital and social media - which is all about two-way engagement, and the PR industry has always operated in that environment. Two, the imperative need for organisations — including government, businesses and NGOs — to be extremely transparent in their communication in order to build and retain trust. Again, that is a space PR has always operated in.” [http://www.business-standard.com/article/management/understanding-the-public-relation-industry-in-india-112060202027_1.html](http://www.business-standard.com/article/management/understanding-the-public-relation-industry-in-india-112060202027_1.html)

3.18 TRENDS IN PUBLIC RELATIONS TODAY IN INDIA

The following trends emerged in recent days in Public Relations Practices in India
3.19 TRADE WARS

With the introduction of New Industrial Policy 1991, which envisages liberalization, privatization and globalization, the Indian industry has become internationally competitive. As a result, a competitive environment has emerged in India we are witnessing Trade Wars in the shape of Car war, Cell Phone war, Insurance war, Bank war, Media war, Satellite television channel war, Newspaper price war and so on. There is a war going on in every field be it fertilizer, coal or steel. And the fittest alone will survive the competition.

3.20 INSURANCE

The insurance sector is yet another important area where there is a severe competition. As against on Life Insurance Corporation of India, we have today about 25 insurance companies doing business with a variety of policies and aggressive communication methods to attract customers. The customer has a ‘tough time’ to decide who has the best product to offer.

3.21 IMPLICATIONS OF GLOBALIZATION

What are the implications of both globalization of economy and globalization of communication on public relations? The competitive market economy resulted in intensive public relations communication activity. In house PR departments and PR agencies have to shoulder heavy responsibility to meet the global competition. When foreign brands came to India with foreign companies and foreign capital, multinational PR Agencies and Ad, agencies entered India to handle their clients. At this time new PR Agencies also emerged and Indian Ad. Agencies opened PR divisions and some of them also tied up with foreign ones. This is an ‘Age of Upswing’ for public relations.
3.22 BIGGEST IN THE WORLD

According to one estimate, the Indian information and public relations network in government, public sector, private industry and business with about one lakh professionals directly involved in the dissemination of public information on the one side and over 20 lakhs extension personnel working in the extension wings of agriculture, health, family welfare, women’s welfare, rural development department etc., on the other is the biggest information and communication network in the world, reaching about 75-80 crore people with wide spectrum of socio-economic messages. Public relations is now a Rs. 6,000 crore industry in India.

3.23 MIXED LEGACY

A million dollar question arises as to what is the State-of-the-Art Public Relations? Public relations in India is now a mixed legacy containing highly qualified PR professionals-second to none in the world on one side and on the other we have many non-professionals without any grounding in the discipline. According to the Public Relations Voice survey, about 45 Percent PR people are professionals. The distinguishing trait of India public relations is the ‘Quantity of Personnel’ rather than Quality of the profession.

3.24 IDENTITY CRISIS

For PR is suffering from an identity crisis for it is called by different nomenclatures such as corporate communication, corporate relations, publicity, public relations. A debate is on whether the poor reputations of public relations could be partly solved by changing its name.

The second Indian Press Commission (1982) described the Government of India’s Press Information Bureau and the State Information and Public Relations Departments as “Trumpeters and Drum beaters of the Government”.

3.25 SPECIALTY COMMUNICATIONS

The ‘umbrella’ PR organisation is unlikely to disappear, but it may need to develop special skills to thrive. PR is as good as your product, service or idea — not the other way around. Here’s where service innovations will play a critical role.

3.26 NICHE PR

This involves the creation of small, specialized teams within organizations or as separate entities. Niche PR can address the really small segments or have a tiny-yet-unique offering. For instance, specialists in Indian languages or in developing content.

The current economic crisis might spur the rise of niche PR agencies, offering communications services in a single sector or aimed at a particular ethnic group.

While such agencies are rare in India, they are making their presence felt abroad. For instance, Performance PR is a London-based sport and automotive PR specialist that launched its first office in Dubai a couple of years ago. “We’ve got all the big agencies and this is the logical step forward, where you will get targeted public relations companies that give you an expert view on a specific area,” said Noel Ebdon, managing director of Performance PR Middle East, in ‘The National’ (www.thenational.ae). His company handles regional clients such as Fast Rent A Car, Protech and Alex Renner Motors.

The news site also quoted Simon Moyse, Finsbury’s chief executive for the Middle East, as saying that the disruptive effects of the financial crisis have created opportunities for such firms. “Companies are increasingly looking for strategic communications advice, given the effects of the global economic crisis,” Moyse said. This is a phenomenon likely to be replicated soon in India.

Niche PR provides better value than general-purpose agencies since they are more targeted. This makes the PR campaign more affordable.

PR professionals with niche experience are viewed as experts because they’ve built up experience and made important connections in that field.
3.27 SOCIAL ENGAGEMENT

Social networks have become ubiquitous, and online behaviour is having significant impact on the behaviour of consumers and business. Rarely is a product purchased in urban India unless it is researched online and opinions sought on social media. Just as the Internet has made the media borderless, online media will become increasingly important. Such a scenario would make PR more important, as traditional advertising is reaching fewer people, and the true value of online advertising is yet to be calculated. Investments in digital infrastructure and skills today will see a big payout in the future.

Implementing a social engagement strategy is now fundamental to a PR campaign. Social media campaigns might focus explicitly on connecting clients directly to consumers or even on building relationships with influencers.

We have already seen examples of brands successfully using social engagement to achieve different goals in India. For instance, Indian Premier League cricket team Royal Challengers Bangalore (RCB) ran a talent hunt to select three fans for an online reality show where they had full access to the players. The objective was to build a highly engaged community with regular content created by players, experts and fans. Consequently, the RCB community has more than 5,00,000 fans across channels.

Variations of this model can be applied to campaigns for a variety of goods and services, from fast moving consumer goods to global events. This can be achieved by becoming part of the community of your clients’ consumers, joining the conversation to learn more about their needs. Use the tools that consumers are using, be it Facebook, Twitter, YouTube, blogs, podcasting, QR code technology or something else.

3.28 EMPLOYER BRANDING

It’s not just the PR industry that’s facing a talent crisis. Attracting, motivating, developing, rewarding and mobilising employees are top priorities for all businesses.

The term ‘employer brand’ was first used in the early 1990s to denote an
organisation’s reputation as an employer. Since then, it has become a buzzword among global managers. ‘Employer brand’ can be defined as the image of your organisation as a ‘great place to work’ in the mind of current employees and key stakeholders in the external market (candidates, clients, customers, key stakeholders).

Just as a customer brand proposition is used to define a product or service, an employer value proposition (EVP) is used to define an organisation’s employment appeal. Organisations are increasingly using the marketing techniques of branding and brand management to attract, engage and retain talented candidates in much the same way that marketing applies such tools to attracting and retaining customers.

Employer branding is rapidly becoming integral to business strategy.

Since they already have the branding and brand management expertise, PR firms are in a unique position to take advantage of this opportunity. They simply need to adapt their expertise and techniques to offer a service that spans employer branding, EVP and employee engagement. The approaches could be online and offline to help talent understand the brand experience.

The scope of employer brand management could go beyond communications to incorporate every aspect of the employment experience, including the people management processes that shape the perceptions of existing and prospective employees.

**3.29 POSITIVE GROWTH**

Despite the global economic troubles; India continues to grow at 7 per cent. Not only will the PR industry continue to grow, it will become critical for established Indian companies and foreign firms looking to build brands here. The industry is also discovering new verticals — healthcare, for instance. A Rs 1,62,000 crore ($36 billion) industry today, it is growing at a rate of 15 per cent and is likely to be a Rs 12,60,000 crore ($280 billion) industry by 2022. With the advent of private players such as Fortis, Wockhardt and Apollo — all of whom are conscious of their brands and the need to grow — demand for PR and an integrated strategic communications approach will be felt strongly.
Media and entertainment is another promising industry, expected to grow at 14 per cent per annum, according to Deloitte’s ‘Technology, Media and Telecommunications Predictions 2011, Indian Perspective’ report. That apart, the public sector, the environment and corporate social responsibility (CSR) are all emerging as growth areas.

Globalisation will mean a need to develop a global perspective. As clients look to expand outside India, PR firms will find themselves becoming global players. This widens the opportunity in terms of customer base, investors, coverage and acquisition targets.

### 3.30 BRIDGING THE COMPENSATION GAP

Many of the industry’s problems are self-inflicted. If clients don’t understand the value of PR, the industry is clearly not telling the story well enough.

As mentioned earlier, undercutting and poaching of talent are harming the industry. One results in the retainer threshold remaining low, the other affects the bottom line.

There is an opportunity for industry leaders to get together and agree on the road ahead.

### 3.31 STANDARDIZATION

Agencies don’t need to undercut to survive. There are enough opportunities for all. Situations where a mid-sized firm responds to requests for proposal (RFPs) quoting Rs 3,00,000 or more and one of the top five agencies responds to the same RFP at Rs 1,50,000 damages the industry in the long run.

We must demand transparency from potential clients about PR budgets at the outset. No business will want to pay more for a service they feel they can get cheaper elsewhere. The only way the industry can tackle this is by standing united.
3.32 BENCHMARK SALARIES

The industry is grappling with a talent shortage. This has resulted in a bidding war for the talented. This, in turn, has a cost implication and results in high attrition rates. Industry leaders need to agree on a fair salary range. A strong industry association could take the lead on this count. While this would not solve the problem of the corporate world headhunting talent, it would establish an industry benchmark and would keep employee expectations real. It would also help reduce the rapid intra-industry movement of talent.

The frequent exit of team members handling a particular account could turn off clients and create an impression that the agency they’ve hired is unstable. This could affect their decision to retain the agency once the contract ends or even create doubts that it can deliver on the brief.

The Indian PR industry is progressively growing and transforming into a prime sector. In India, the industry size is around Rs 150-200 crore. The Indian PR industry now is moving to the communications business into the next stage of evolution; widening the depth and scope of PR. After 1990s the market has evolved and also the corporate’s need for image building and leveraging strategy. Technology has started to transform the functioning of public relations today.

Online PR and social media giving them a new plateform to reach audience in smarter way and to conduct extensive web based public relations activities for their organization. In the Indian corporate sector, PR is well understood and accepted. More companies are investing in PR as social media is in sync with any communication in India and globally as well. In a fast-evolving market place, 2010 saw the continued expansion of digital and social media with companies and government agencies adopting new channels to communicate and engage with consumers, key influencers and all brand stakeholders. With the emergence of blogs, user-generated content and other social media tools, there is a lot of debate about the digital space being the final frontier for brand communication. The face of PR is, of course, in digital.

Pluralism of conventional media and its strength and grip on public provides PR in India status of compulsory practices for organizational communication needs. PR
professionals are amazingly enthusiastic about experimenting with new forms of communication, at the same time blending with traditional and alternative methods of communication. The new realities In addition to the modern organizational culture in India are evident that organizations understand the importance of managing both corporate reputation and brand image. Also increasingly stakeholders are more aware, educated and sophisticated about the choices they make. Social media specifically has enhanced the role of a PR agency.

PR is becoming broader and strategic. PR professionals have come up with a new hybrid set of marketing and communication skills, which includes the factors of management consulting, business intelligence, advocacy, reputation management, direct marketing and Internet strategy. PR is moving beyond media relations to digital communications, continuous flow of information, advocacy and image management. Digital will probably be the single biggest change in the business as it is new, innovative and dynamic, and gives quick results. Digital communication will ultimately change everything about business.

PR industry is increasingly embracing new technologies, emerging trends, and the IT industry in a way that fosters honest communication and true relationship building for both its clients and itself. PR is becoming more integral to the overall marketing communication of the company. It is getting integrated within the cultural profile of an organization, within the values embedded in the organization; and it is one of the strongest ways to ensure commitment and loyalty for the organization from various brand stakeholders.

The rise of various forms of media has not only made the PR department more important in the overall marketing plans of a company but has also expanded the key responsibility areas for a PR agency. Given, PR companies gear up to undertake this new route to do business effectively. It is no surprise that public relations firms in India will be thriving provided they meets the industry challenges.
3.33 CHALLENGES FOR THE PR INDUSTRY

The high-growth PR industry is unfortunately caught in the classical trap of oversupply of clients and a shortage of good talent. One of the biggest challenges being faced is the lack of talent entering the industry – both in quality and the quantity. The PR business will need to develop a more consultative, brand custodian and strategic approach to meet the increasingly sophisticated challenges faced by its clients. PR professionals will need to unite around a measurement standard that emphasizes business results rather than media results. The state of PR pedagogy in India is yet to attain rigour and is theoretical. The industry needs to move cohesively towards a curriculum and talent that will be able to meet their needs. The PR industry will need to fend off competition from other disciplines that believe they have the skills to help companies communicate and engage with their stakeholders. The industry will need to recruit and retain top talent, persuading people that public relations is a worthwhile and rewarding career, a perception problem of the PR industry. If the Indian PR industry can meet these challenges, the potential for growth over the next decade is nothing but spectacular. There is immense opportunity to make PR a more important part of the communications arsenal using digital tools. -
See more at: (http://www.mxmindia.com/2012/01/pr-channel-rahat-beri-new-realities-of-public-relations-in-india/#sthash.qMycd8H6.dpuf)

3.34 ECONOMIC SLOWDOWN AND INDIAN PR

PR business overall hasn’t had to change too much because of the Indian economy. PR business has not been affected too much from economic meltdown. In a way this slowdown has created pressure on organizations to cut-down their advertising budgets. This has helped PR sector as companies increase their publicity budget in process of finding alternative ways of public communication with cheaper expenses. PR clients, who earlier believed in strong advertising mediums to send out messages are adopting a more strategic approach of content PR, through utilization of PR professionals.

The transition from advertising to PR is trending in India. The economic slowdown has forced companies and corporate clients to look up to PR as a strong strategic tool
for communicating their message. They are opting out of advertising and making a
shift to PR since communication through PR is more strategic, targeted, focused and
cost-saving than its counterpart i.e. advertising.

The latest PRCAI trend report for India showed, while the PR business is expected to
be between 11 and 20 percent this year, profit margins are expected to remain flat.
The PRCAI report, identified growth challenges for 2013 are creating new demand,
managing client expectations, hiring new resources and managing costs.

3.35 EMERGING AREAS ON PUBLIC RELATIONS IN INDIA

PR industry is growing at rapid pace in India. Number of new branches and areas are
emerging and making PR profession a strategic need for corporate and organizations.
The following emerging areas have started changing the face and perception of PR
industry in our country. Consumer PR, Lifestyle PR, Social PR, Social media PR,
Health sector PR are some of the examples of theses emerging areas.

3.36 CHANGING FACE OF PR IN INDIA

Media relations, public relations and marketing promotion in India can be far more
complex than you can imagine. India is unique as each state has its own language,
customs, and history. It can be like trying to handle publicity across 20 countries.
Each major metropolitan center has publications that are well read (in fact, India’s
newspapers have not suffered the steep readership decline of western traditional
media). Almost every daily newspaper in India has a business section and regular
supplements. Many cities also offer weekly business publications and at least one
strong monthly business magazine and many city-focused online publications. In
addition to standard traditional and online media options, India’s masses are exposed
to multiple advertising options not available in the West, such as auto rickshaw
advertisements, wide use of SMS advertising, and more.

The aim of PR is to influence activities in favour of your clients, partners, investors
and new employees. With this goal, capturing mindshare across several highly
individual regions in India can be a monumental challenge, requiring in depth experience in communicating at the local level, even if your plans are activated only in English. For new domestic markets in India, you can capitalize on the success you’ve had in other countries, along with your success in other regions in India. Some regions will prefer stories from the West, while other, more conservative India-centric states may respond more favorably to information about other states. Political influence may also shape how your messaging is received, e.g., Communist states may require different messaging than those run by more diplomatic states.

Since the Indian PR industry is still growing, there is an opportunity to offer integrated solutions, especially for public relations, advertising and digital media. Companies hire PR agencies to help them understand how best to communicate their messages and present them in a context that is meaningful for their potential clients, analysts, investors and journalists. India is certainly the place to hire locally. Messaging from the West can be very poorly received, if it is even understood at all.

Social media is catching up fast with traditional media and is becoming part of any commercial communications approach. Indian PR professionals create tailored communications strategies and content to reach regional audiences and monitor the landscape for stakeholder sentiment. The approach varies from client to client depending on their communications. For instance, a fast moving consumer goods company would prefer a combination of advertising and PR, while an educational institution would use targeted PR for specific audiences.

3.37 PR CONSULTANCY

The role of a PR consultant can vary, and can include writing, organizing events, public speaking, branding and more. Public relations consultants handle the public image of a company. The PR’s job is to make the public aware of news relating to a company, product, or even government department, in such a way as to create interest and acceptance.

In the modern days public relations services are also hired by way of consultants so as to keep the company image steady and strong. Consultancy is the provision of
specified & creative services by an individual or a group of individuals qualified to do so by reason of experience and training by way of professional fees paid for its services by clients under an agreed contract.

### 3.38 PR AGENCIES

**Top 5 PR agencies in HR policy** - Text 100 (25), Genesis (17), Vaishnavi (15), Hanmer & Partners (15), PR Hub (13)

**Top 5 for learning/ grooming** - Genesis (21), Text 100 (17), Vaishnavi (13), Perfect Relations (13), Hanmer & Partners (12)

**Top 5 in senior management** - Genesis (19), Vaishnavi (18), Hanmer & Partners (14), Text 100 (12), Perfect Relations (11)

**Top 5 in payscale** - Text, Genesis, Vaishnavi, Hanmer & Partners

**Top 5 in work-culture** - Text, Hanmer & Partners, Genesis, Vaishnavi

### 3.39 OUTSOURCING PR

Outsourcing refers to entrust certain activities to an external supplier. This can involve a whole custody process including manufacturing of certain goods or transferring an important business function to an external provider. Outsourcing has become a common practice for companies in all-economic sectors and is commonly used when the competitive advantage cannot be maintained. In this situation, any function or service performed internally by their own employees is transferred to external providers. The process applies both to secondary activities (e.g. cleaning, security) and to certain services used by it, called business services. In this case we refer in particular to information technology services (IT), but also to consulting services, research and development, human resources, advertising, public relations, etc. The reasons behind outsourcing are numerous: access to resources and knowledge, reduced cost, focusing on core competencies, improvement of the IT processes and more. The main motivating factor for many operators remained cost
reduction. However, outsourcing begins to evolve from financially motivated initiatives to a higher stage where initiatives are based on strategic motivation. Outsourcing is a complex process that in addition to benefits present certain risks: loss of control of certain activities, inappropriate selection of a supplier, increasing certain costs, loss of some capacities.

Outsourcing PR services is a must for companies who can not afford a service / department specialized in communication and public relations or face certain situations that cannot be managed within the corporate PR officers. This specific type of outsourcing involves contracting a specialized provider of PR services, which may be a PR agency or a full service Advertising agency offering PR services as well. Depending on the specific needs and internal resources companies can outsource activities such as event planning, media monitoring, corporate and brand communication, crisis management. Outsourcing decision process for PR services is a developed one and takes into consideration a number of factors in selecting an agency: quality and price of services, recommendations coming from business partners, customers’ portfolio, the way the agency manages the relationship with the client.

3.40 CENTRAL GOVERNMENT MEDIA UNITS

The Government possesses vast information & broadcasting infrastructure that is widespread throughout the country. The monopoly role of the Government to reach people with information has undergone a drastic change. Government has become one among many, competing to pursue the same objective. The Government’s role in making information available to people in strategic and inaccessible areas of the country should continue to remain paramount.

Broadly central government media units can be categorized into following groups- (a) Film Sector; (b) Traditional Media; (c) Content Creation; and (d) Expansion of Transmission Network and Digitization/Mobile Media, that cover the whole gamut of information & broadcasting sector of the economy.

THE Ministry of Information and Broadcasting, through the mass communication
media consisting of radio, television, films, press and print publications, advertising and traditional modes of communication such as dance and drama, plays an effective role in helping people have access to free flow of information. The Ministry is involved in facilitating the entertainment needs of various age groups and focusing attention of the people on issues of national integrity, environmental protection, health care and family welfare, eradication of illiteracy and issues relating to women, children minority and other disadvantaged sections of the society. The Ministry is divided into 4 wings i.e. the Information Wing, the Broadcasting Wing, the Films Wings and the Integrated Finance Wing. The Ministry functions through its 24 media units/ attached & subordinate offices, autonomous bodies and PSUs.

3.41 PRASAR BHARATI

Prasar Bharati is the public service broadcaster in the country, with All India Radio and Doordarshan as its two constituents. It came into existence on 23 November 1997, with a mandate to organise and conduct public broadcasting services to inform, educate and entertain people and to ensure balanced development of broadcasting on radio and television.

The major objectives of the Prasar Bharati Corporation, as laid out in the Prasar Bharati Act, 1990, are Upholding the unity and integrity of the country and the values enshrined in the Constitution, Promoting national integration, Safeguarding citizen’s rights and to be informed on all matters of public interest and presenting a fair and balanced flow of information, Paying special attention to the fields of education and spread of literacy, agriculture, rural development, health and family welfare and science and technology, Creating awareness about women’s issues and taking special steps to protect the interests of children, the aged and other vulnerable sections of society, Providing adequate coverage to the diverse cultures, sports and games and youth affairs, Promoting social justice, safeguarding the rights of working classes, minorities and tribal communities, and Expanding broadcasting facilities and promoting research and development in broadcast technology.

Headquartered in Delhi, the Corporation is governed by the Prasar Bharati Board, which comprises a Chairman/Executive Member (also known as Chief Executive
Officer), a Member, a representative of the Ministry of Information and Broadcasting and Directors General of All India Radio and Doordarshan as ex-officio Members. The Chairman is a part-time member with a six-year tenure. The Executive Member, the Member (Finance) and the Member (Personnel) are whole-time members with a six-year tenure, subject to the age limit of sixty-two years.

3.42 ALL INDIA RADIO

Radio Broadcasting started in India in the early 1920’s. The first programme was broadcast in 1923 by the Radio club of Bombay. This was followed by setting up Broadcasting Services in 1927 with two privately-owned transmitters at Bombay and Calcutta. The Government took over the transmitters in 1930 and started operating them under the name of Indian Broadcasting Service. It was changed to All India Radio (AIR) in 1936 and it came to be known as Akashvani from 1957.

The Directorate General, All India Radio functions under the Prasar Bharati. The Prasar Bharati Board functions at the apex level ensuring formulation and implementation of the policies of the organisation and fulfillment of the mandate in terms of the Prasar Bharati Act, 1990. The Executive member functions as a Chief Executive Officer (CEO) of the Corporation subject to the control and supervision of the Board. The CEO, the Member (Finance) and the Member (Personnel) perform their functions from Prasar Bharati headquarters at 2nd Floor, PTI Building - Parliament Street, New Delhi-110001. The Director General heads the Director General of All India Radio. He functions in close association with the Member (Finance) and Member (Personnel) and the CEO in carrying out the day-to-day affairs of AIR. In AIR there are broadly five different Wings responsible for distinct activities viz, Programme, Engineering, Administration, Finance and News.

3.43 DOORDARSHAN

Doordarshan, a Public Service Broadcaster, is among the largest terrestrial television network in the world. The service was started in New Delhi on 15 September 1959 to transmit educational and development programmes on an experimental basis with
half-an-hour programming. Commencement of regular television service as part of All India Radio commenced in Delhi (1965); Mumbai (1972); Kolkata (1975), Chennai (1975).

Doordarshan was established on 15 September 1976. A major landmark thereafter was the introduction of colour television in 1982 coinciding with the 9th Asian Games held in New Delhi that ushered in a major revolution in broadcasting in the country. This was followed by a phase of rapid expansion of Doordarshan when, in 1984 more or less every day saw the installation of a transmitter in the country.

Doordarshan network consists of 64 Doordarshan Kendras/Production Centres, 24 Regional News Units, 126 Doordarshan Maintenance Centres, 202 High Power transmitters, 828 Low Power Transmitters, 351 Low Power Transmitters, 18 Transposers, 30 Channels and DTH Service and has a sanctioned strength of 21708 officers and staff of various categories.

3.44 DOORDARSHAN CHANNELS


Doordarshan has a three-tier programme service - National, Regional and Local. The emphasis in the programmes in the National service is on events and issues of interest to the entire nation. The programmes in the regional service focus on events and issues of interest to the people of that particular State. The local service caters to the needs of the populace living in the areas falling within the reach of a particular transmitter through area specific programmes in the local languages and dialects. In addition, the programmes in the national and regional services are also available in satellite mode to the viewers all over the country. Terrestrial Coverage of
**Doordarshan**: The coverage of the two terrestrial channels of Doordarshan is shown below:

### 3.45 PRESS AND PRINT MEDIA REGISTRAR OF NEWSPAPERS FOR INDIA

The Office of the Registrar of Newspapers for India (RNI) came into existence on 1 July 1956, on the recommendation of the First Press Commission in 1953 and by amending the Press and Registration of Books Act, 1867. The Registrar of Newspapers for India, commonly known as the Press Registrar, is required, inter alia to submit an Annual Report to the Government by 31 December every year on the status of newspapers.

### 3.46 PRESS INFORMATION BUREAU

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programme initiatives and achievements. It functions as an interface between the Government and the media and also serves to provide feedback to the Government on people's reaction as reflected in the media.

PIB disseminates information through different modes of communication viz. Press Releases, Press Notes, Feature Articles, Backgrounders, Press Briefings, Press Conferences, Interviews, Photographs, Database available on Bureau's website, Press Tours etc. PIB releases information in any of the above format. Information disseminated through Press Releases, Press notes etc is released in English, Hindi and Urdu and subsequently translated in other Indian languages to reach out to about 8,400 newspapers and media organizations in different parts of country.

PIB has its Headquarters in New Delhi. It is headed by the Principal Director General (Media & Communication) who is assisted by a Director General and eight Additional Director Generals. Besides, the Bureau has Departmental Publicity Officers varying in ranks from Directors to Assistant Directors and Media & Communication Officers
who are attached with different Ministers in order of the Officer's rank and Ministry's size, importance and sensitivity.

PIB also runs Control room (News Room) at Headquarters to ensure dissemination of information after normal working hours on weekdays from 6.00pm to 9.00 pm and from 3.00 pm to 9.00 pm on weekends and holidays respectively.

PIB has 8 Regional Offices headed by Additional Director Generals and 34 Branch offices and Information Centers to cater to information needs of regional press and other media. In addition to release of publicity material issued from the Headquarters in local languages, these Regional and Branch Offices of PIB issue original press releases, press notes, backgrounders etc. whenever an important event is organized by any of the Central Ministries of Public Sector Undertakings in a particular region. These Offices also take up the decisions of the Central Government which may be of special importance to a particular region for focused publicity based on information dissemination on sustained basis.

Activities of PIB can be broadly classified in three Categories viz; Publicity, Feed Back, Accreditation & other Facilities.

3.47 PRESS COUNCIL OF INDIA

Press Council is a statutory quasi-judicial authority mandated by the Parliament to preserve the freedom of the press and maintain and improve the standards of newspapers and the news agencies in India. It is an autonomous body with equal quasi-judicial authority over the authorities and the press persons. For the discharge of the above objects, the Council comprises of a Chairman and 28 members. While the Chairman handed convention been a sitting or retired judge of the Supreme Court of India, of the 28 members, 20 represent various segments of the Press and eight, overseeing the readers’ interests are representatives of the two Houses of Parliament and premier literary and legal bodies of the country i.e. University Grants Commission, Bar Council of India and Sahitya Academy. The council has its own funds for performance of its functions under Act that comprises of the fee collected by it from newspapers and other receipts and grants from the Central Government. The
Council is presently chaired by Hon’ble Mr. Justice GN Ray.

The Council discharges its functions primarily through adjudications on complaint cases received by it either against the Press for violation of journalistic ethics or by the Press for interference with its freedom. Where the Council is satisfied, after inquiry, that a newspaper or a news agency has offended against the standards of journalistic ethics or public taste or that an editor or working journalist has committed any professional misconduct, the Council may warn, admonish or censure them or disapprove of their conduct. The Council is also empowered to make such observations as it may think fit in respect of the conduct of any authority, including Government, for interfering with the freedom of the press. The decisions of the Council are final and cannot be questioned in any court of law.

3.48 RESEARCH, REFERENCE AND TRAINING DIVISION

Set up in 1945, the Research, Reference and Training Division functions as an information-serving agency for the Ministry of Information and Broadcasting, its media units and their field offices. It serves as an information bank as well as an information feeder service to the media units to help their programming and publicity campaigns. It also studies trends in Mass Communication Media and maintains a reference and documentation service on Mass Communication. The Division provides background, reference and research material and other facilities for the use of the Ministry, its media units and others engaged in mass communication.

Apart from its regular service, the ‘Diary of Events’, brought out every fortnight, the Division compiles two annual reference works, one titled INDIA, an authentic work of reference on India, and the other, MASS MEDIA IN INDIA, a comprehensive publication on mass communication in the country. INDIA is simultaneously released in Hindi language under the title—BHARAT.

3.49 PHOTO DIVISION

Photo Division, an independent media unit meant for visual support for the varied
activities of the Government of India, is a subordinate officer of the Ministry of Information and Broadcasting and the biggest production unit of its kind of the country in the field of photography.

The Division is responsible for visual documentation and the preparing photographs both in Black & White and Colour initially, for both of internal and external publicity on behalf of the Government of India.

The major function of the Photo Division is to document photographically, the growth, Development and the political, economical and social changes in the country and to provide visuals (still) to the media units of the Ministry of Information & Broadcasting and other Central and State Government Agencies, Ministries/Departments including President Secretariat, Vice-President Secretariat, Prime Minister's Office, Lok Sabha & Rajya Sabha Secretariats and Indian Missions abroad through XP Division of the Ministry of External Affairs.

3.50 PUBLICATIONS DIVISION

The Publications Division is a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage. It is publishing books in English and Hindi as well as in all major Indian languages at affordable prices. The subjects range from art, history, culture, biographies of eminent persons, land and people, flora and fauna, children's literature, science and technology and Gandhian literature to works of references like India - A Reference Annual. Set up in 1941, the Division has published nearly 8000 titles so far in English, Hindi and regional languages. In the year 2008-09, it published 116 titles on varied subjects. The Division also brings out selected speeches of the Presidents and the Prime Ministers.

With headquarters at Delhi, the Division functions through its various field units - Sales Emporia at New Delhi, Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad, Thiruvananthapuram and Yojana Offices at New Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Guwahati, Hyderabad and Bangaluru. The offices of Employment News and Journals Unit are located in New Delhi.
3.51 FILMS DIVISION

The Films Division was constituted in January 1948 by rechristening the erstwhile Information Films of India and the Indian New Parade set up in 1943, primarily for war coverage. The Cinematograph Act of 1918 was Indianised in 1952 which made the screening of documentary films compulsory throughout the country.

Since 1949, Films Division has been releasing a documentary or news-based or an animation film every single Friday for the theatres spread across the country, in 15 national languages. Over the decades, the Division has virtually recorded the country’s entire post-independence history. With headquarters in Mumbai, Films Division is equipped with all facilities of production studios, recording theatres, editing rooms, animation unit, cameras, video set-up and preview theatres. Dubbing of films in 15 Indian languages is also done in-house.

The Division produces documentaries, short films, animation films and news magazines from its headquarters at Mumbai, films on Defence and family welfare from in Delhi unit and short fiction films for rural audience from the regional production centers at Kolkata and Bangalore. The Division caters to nearly 8500 cinema theatres all over the country and to the non theatrical circuits like units of the Directorate of Field Publicity, mobile units of the State Governments, Doordarashan, field units of the Department of Family Welfare, educational, institutions, film societies and voluntary organisations. The documentaries and newsreels of State Government are also featured in the Division's release on the theatrical circuit. This Division also sell prints, stock shots, video cassettes and distribution rights of documentaries and feature films in India and abroad. Apart from production of films, Films division also gives on hire, its studio, recording theatre, Editing Rooms & other Cine Equipment’s to private filmmakers.

3.52 CENTRAL BOARD OF FILM CERTIFICATION

The Central Board of Film Certification (CBFC), set up under the Cinematograph Act, 1952, certifies films for public exhibition in India. It consists of a Chairperson and twenty-five other non-official members. The Board has its headquarters at
Mumbai and nine regional offices located at Bangalore, Kolkata, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. The regional offices are assisted in the examination of films by advisory panels consisting of persons from different walks of life. Under the Cinematograph Act, neither the Board nor the Central Government has power to enforce the Board’s decisions at the time of public exhibition of films. The authority rests with the State Governments and Union Territory Administrations. The Board has, from time to time, sought to systematize the detection of interpolations in films.

3.53 NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

The National Film Development Corporation Limited (NFDC) was incorporated in 1975. It got restructured in 1980 after amalgamation of Indian Motion Pictures Export Corporation (IMPEC) and Film Finance Corporation (FFC). The primary objective of NFDC is to foster excellence in cinema and to develop state-of-the-art technology in audio-visual and related fields. The main activities of the Corporation includes financing and producing of films with creative and artistic excellence, on socially relevant themes and experimental in form. The NFDC arranges distribution and dissemination of films through various channels. NFDC provides essential pre-production and post-production infrastructure to the film industry, keeping pace with the latest technology. The NFDC also endeavours to promote culture and understanding of cinema by organising Film Weeks, Indian Panorama and Film Festivals in collaboration with Film Societies, National Film Circle and other Agencies representing Indian and Foreign Films.

3.54 DIRECTORATE OF FILM FESTIVALS

The Directorate of Film Festivals was set up under the Ministry of Information and Broadcasting in 1973 with the prime objective of promoting good cinema. This is undertaken by organising a range of activities under these broad categories.

(a) The International Film Festival of India.
(b) The National Film Awards and the Dada Saheb Phalke Award.

(c) Cultural Exchange Programme and organising screening of Indian films through the missions abroad.

(d) The selection of Indian Panorama.

(e) Participation in international film festivals abroad.

(f) Special film expositions on behalf of the Government of India.

(g) Print collection and documentation. These activities provide a unique platform for exchange of ideas, culture and experiences between India and other countries in the field of cinema. It also provides a powerful platform for Indian cinema and fosters commercial opportunities for Indian films. Within the country, the latest trends in global cinema are made accessible to the general public, film industry and students.

3.55 NATIONAL FILM ARCHIVE OF INDIA

The National Film Archive of India was established in February 1964 as a media unit under the Ministry of Information and Broadcasting. The primary charter of NFAI is to safeguard the heritage of Indian Cinema for posterity and act as a centre for dissemination of a healthy film culture in the country. Promotion of film scholarship and research on various aspects of Cinema also form part of its objectives. Familiarising foreign audiences with Indian Cinema and to make it more visible across the globe is another declared function of the Archive.

NFAI has been a member of the International Federation of Film Archives since May 1969, which enables it to get expert advice and material on preservation techniques, documentation, etc. The archive has its own film vaults designed according to international film preservation standards. The construction of specialised vaults for preserving colour films is underway. The well-stocked library of over 25,000 books on Cinema published across the globe is a boon to serious students of Cinema. More than 100 Indian and foreign journals on Cinema are received in the library. Over 30,000 film scripts both Indian and foreign received from the Central Boards of Film
Certification are also preserved in the Archive.

### 3.56 CHILDREN’S FILM SOCIETY, INDIA

Children’s Film Society, India (CFSI) was established in 1955 to provide value-based entertainment to children through the medium of films. CFSI is engaged in production, acquisition, distribution/exhibition and promotion of children’s films. The Head Office of the CFSI is located in Mumbai with branch/zonal offices in New Delhi and Chennai. Films produced/procured by the Society are exhibited through State/District wise Children’s Film Festivals as well as through theatrical, non-theatrical exhibition in schools through Distributors, NGOs, etc.

### 3.57 DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

The Directorate of Advertising and Visual Publicity (DAVP) is the nodal multi-media agency of the Government to meet the publicity requirements of various Ministries and Departments in a cost-effective manner. It provides single window service for publicising Government Policies and Programmes from conception to design and execution through various media formats including press advertisements, print publicity (Folders, Posters, Brochures, Kits, Booklets, Calendars and Diaries), outdoor publicity (Hoardings, Bus-Back Panels, Banners, Kiosks, Computer Animation displays, etc.), audio-visual publicity (Audio-Video spots, short films, docu-dramas, jingles, sponsored programmes, etc.) and exhibitions. DAVP with its headquarters in New Delhi, has two Regional Offices at Bangalore and Guwahati, besides 32 Field Exhibition Units across the country.

**Press Advertisements** - DAVP has on its panel over 4100 newspapers and periodicals in 22 languages covering all states for release of advertisements. Empanelment of publications is done as per the guidelines and procedures of the Advertisement Policy of the Government of India. The primary objective is to secure the widest possible coverage through advertisement keeping in view the message, target and the budget; the Directorate released 32,000 advertisements in the financial
Audio Visual Publicity - The Audio Visual Cell of DAVP produces and broadcasts/telecasts programmes and spots on social themes for Ministries/Departments. DAVP arranges telecast/broadcast of Audio/Video spots on AIR, Doordarshan and private radio/television channels. The audio/video programmes are produced through empanelled producers. These programmes include audio and video spots/jingles, sponsored and folk music based radio programmes, promotional tele-films which are dubbed in Hindi, English and regional languages for national telecast/broadcast.

Printed Publicity - Different kinds of publicity materials like posters, folders, booklets, brochures, calendars, diaries, wall hangers, stickers, etc., are designed and produced by DAVP in Hindi, English and various Indian languages to take socially relevant messages of the Government of India to the masses.

Exhibitions - Photo exhibitions are important means of propagating messages of national development and other issues of social relevance. DAVP conceptualizes, designs, develops and mounts exhibition material, montages and artifacts for exhibitions on specific themes.

Outdoor Publicity - Publicity through various outdoor formats like hoardings, wall paintings, cinema slides, computerized animation displays, kiosks, bus queue shelters, bus-back panels, etc., are utilised by DAVP to display messages on policies/programmes of Ministries/Departments of the Central Government. It is a conventional but an effective means of spreading any message and the displays serve as a constant reminder to passers by and viewers.

Mass Mailing - The Mass Mailing Wing of DAVP has over 16.5 lakh addresses to reach out to a wide spectrum of people across the country.

Studio - DAVP has a full-fledged Studio with qualified artists for designing of publicity material required for different campaigns. The designs are mostly prepared in-house, keeping in mind the special publicity requirements of the region where the publicity campaign is to be launched. The Studio is equipped with DTP facility for making designs for Print Publicity, Press Advertisements, Outdoor Publicity, etc.
3.58 DIRECTORATE OF FIELD PUBLICITY

The Directorate of Field Publicity with its headquarters in New Delhi is the largest rural oriented interpersonal communication medium in the country. It operates as a two-way channel for dissemination of information among masses and gathering feedback for the Government. It acts as a bridge between the people and the Government. Established in 1953 as ‘Five Year Plan Publicity Organisation’ with sole objective of publicity of Five Year Plans, the Directorate assumed its present format and role in 1959 with its publicity scope widened and made all inclusive. Over the years, its area of operation as also its aims and objectives have diversified. These in brief are: (a) to inform, educate, motivate and involve the people of India, especially at the grassroots level, in the process of development so that the vision of the framers of the constitution as outlined in its preamble is realised. (b) to generate public opinion for the implementation of developmental programmes and mobilise popular participation in the process of nation building. (c) to keep the public, especially the weak, the marginal and the remotely placed, informed about the policies and the programmes of the Government and generate awareness on several national and social issues of relevance. (d) to keep the Government informed of the people’s reactions to its programmes and policies and their implementation at the field level thereby facilitating corrective measures as and where required.

DFP communicates with the people through various mode of communication interpersonal communication is the basic of essence of all its programme activities. The Directorate resorts largely to interactive medium like Group Discussions, Seminars/Symposia, Public Meetings, and Elocution Contest, Question-Answer sessions, etc., to convey its message to the masses. It also resorts to visual and live entertainment programmes like Film shows, Photo Exhibitions, Song & Drama, etc., to communicate with the people. The Directorate also conducts competitions like quiz, essay, drawing and painting, slogan writing and rural sports, etc., to disseminate message on the chosen themes. Providing feedback of public perception to the authorities is also a major function of DFP.
3.59 SONG AND DRAMA DIVISION

The Song and Drama Division was set up in 1954 as a unit of All India Radio and was given the status of an Independent media unit in 1956 with the mandate of development communication. This is the largest organization in the country using performing arts as a medium of communication. The Division uses a wide range of art forms such as drama, ballets, operas, dance-dramas, folk and traditional recitals, puppetry. In addition, the Division organizes theatrical shows on national themes such as communal harmony, national integration, secularism, promotion of cultural heritage, health, environment, education, etc., through Sold and Light Programmes.

3.60 FILM AND TELEVISION INSTITUTE OF INDIA

The FTII, Pune, is a premiere institution for imparting training in the art and craft of filmmaking and television production. It conducts three-year post-graduate diploma courses in film and television and one-year certificate course in television. Now, it has also started a one-year certificate course in feature film screenplay writing and a two-year diploma course in Acting. The Institute regularly enters its student films in national and international festivals in both competitive and non-competitive sections to ensure greater exposure and visibility of its works. Several of these films have gone on to win national and international awards. The Institute is also involved in strengthening ties with other leading film schools in the world by way of exchange programmes for its students as well as faculty members. One of the important annual features of the FTII is conducting of four-week summer course in film appreciation in collaboration with National Film Archive of India, Pune.

3.61 SATYAJIT RAY FILM AND TELEVISION INSTITUTE

Satyajit Ray Film and Television Institute (SRFTI), Kolkata, an autonomous academic institution under the Ministry of Information and Broadcasting, was registered in 1995 under the West Bengal Societies Registration Act, 1961. The Institute is a National Centre offering 3 year post-graduate diploma courses in: (i) Film Direction and Screenplay Writing; (ii) Motion Picture Photography; (iii) Editing
(Film and Video) and (iv) Sound Recording. The Institute holds an all India basis competitive examination each year, to select prospective students for its different streams.

3.62 INDIAN INSTITUTE OF MASS COMMUNICATION

The Indian Institute of Mass Communication (IIMC) which was set up in response to a need felt to evolve a methodology and effective use of communication resources as a part of the country’s overall development strategy, made a small beginning on 17 August 1965, as a department of the Ministry of Information and Broadcasting, Government of India. Later it was registered as an autonomous organization under the Societies Registration Act (XXI) of 1860 on 22 January 1966. The Institute which receives funds for its recurring and non-recurring expenditure as grant-in-aid from the Government of India through the Ministry of Information and Broadcasting, is today recognized as a “Centre of Excellence” in the field of communication teaching, training and research. It provides knowledge and skills to young communicators in a variety of disciplines including print, photography, radio and television, as also development communication, communication research, advertising and public relations.

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