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Developmental Public Relations in India

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ABSTRACT: India is a developing country. Large part of its population lives below poverty line. India needs to develop. Several academic disciplines have explored development from their perspective and defined it. They also have given tactics and strategies. Similarly, Public Relations can also be used for development. It develops mutual understanding, builds image, influences public attitudes, generates public opinion, it works in public interest and sees that messages are accepted by the public. Public Relations communicates only credible, authentic, reliable and accurate information. Central and State Governments design and implement various welfare and development schemes. Central and State Government have infrastructure under respective ministries to communicate about developmental schemes to the beneficiaries. Public Relations have tools of communication. Depending on the audience segment's psychology, demography, behaviour and geography tools have to be used. Developmental Public Relations can use various elements of public relations. Sustainable development goals should be achieved by all the countries in the world. Our constitution also enunciates welfare and developmental aspirations or goals in Directive Principles of State Policy(DPSP). To a large extent various governments in India have enacted laws to realise DPSP. Hence, Public Relations can be used for realising these developmental goals.

KEYWORDS: Developmental Public Relations, Sustainable developmental Goals, Media units, Public Relations tools, Directive Principles of State Policy.

I. INTRODUCTION

Indian population is over 1.3 billion. Majority of the population lives under sub-Saharan conditions. Presently, its GDP is around 3 trillion dollars. India has to strive to achieve Sustainable Developmental Goals (SDGs). Unless it expands its economy, it cannot attain the parameters of Sustainable Developmental Goals. India needs lot of money to educate, empower, skill and bring people above poverty levels. Developmental Public Relations can aid Government in bringing awareness about Sustainable Developmental Goals, DPSP among public and achieve them.

India opened its economy in 1991. India adopted liberalization, privatization and globalization. In the past more than three decades, India has made tremendous progress in all spheres of life. It has become attractive destination for investment from abroad. Public Relations was used earlier and can be used for bright future of this country.

Development is continuous transformation and improvement of the society in every walks of life be it social, economic, political, cultural, material, religious and spiritual. Social Progress means—development of social structures like values, culture, tastes and traditions. Political development means—growth of political institutions like democracy, equality of citizens, voting rights to everybody irrespective of caste, gender, religion, regions, empowerment of grass root democratic institutions etc. Economic progress means--- growth in production, distribution and consumption, improvement in standard of living, increase in wages etc.

Hahn-Been Lee says: "Development is a process of acquiring a sustained growth of a system's capability to cope with new, continuous changes towards the achievement of progressive political, economic and social objectives".

Objective of development communication is mobilisation of masses and directing them towards national building, social progress and modernisation. Development is not just growth. Development should bring social and cultural changes as well as economic growth. Hence, development means "Change plus growth".

II. INDIAN PERSPECTIVE OF DEVELOPMENT COMMUNICATION



At present, India is in the midst of seventh development decade. In the past six decades, various models of development philosophies were experimented. In more than six decades, India could see growth plus change in many fields. In the first decade, India stressed on social growth. In the second decade, Dominant paradigm was adopted. Subsequently, Panchayat raj model of development was adopted. Participatory communication was used in Panchayat raj institutions for community development. Modernisation and industrialisation were part of Dominant Paradigm. During 1970's New paradigm was adopted. Basic needs model and Participatory communication were labelled New Paradigm.

To communicate to Indian masses, understanding them is crucial. So, media and masses profiles have to be understood. For developing any country, political leadership, development administration and the public at large are required. Unfortunately, in India public assessment of development bureaucracy's efficacy is low. India is infested with rampant corruption in bureaucracy, inefficient institutions and weak evaluation and monitoring of development work, low efficiency of development delivery system, and poor redressal mechanism of public grievances.

Masses profile: India is an emerging economy. Indian public has become more aspirational than earlier. In this media's role is significant. Women is getting empowered due to media. Women has become more aspirational and mobile. Started moving to places to take up education and work. Younger generation is more pro-active, taking initiatives and risk. Many start-ups are successful and valuing in billions of dollars. India has many multi-national organisations functioning around the world. Media penetration is deep and far and wide now-a-days. Due to Reliance Jio, digital divide has come down. Gap between information rich and information poor has decreased. People are aware of opportunities and their rights more than ever before. As Indian constitution gives freedom of speech and expression, no doubt Indian media is reflecting happenings in the society. Economically, in next few decades India would grow significantly.

Media profile: Change in media habits is observed in the past few years. Robin Jeffery has written an interesting book "Cell Phone Nation" on "India's mobile usage and penetration. How cell phones have transformed and empowered rural and urban India? In urban and rural areas, rarely we find younger people without smart phone. Literate, semi-literate or illiterate all of them are owning a Smartphone. There is growth of Television channels, Newspapers, Social media platforms, and other forms of media outlets. Today people have access to more media platforms than ever before in their daily lives.

Public Relations strategies and tactics must be planned to transform India into a developed country. Public Relations must facilitate people in realising their potential. It should promote socio-economic equality, political empowerment, liberty of thought and expression, eradication of poverty and malnutrition, women empowerment, educational for all, rising in standard of living, democracy at grassroots, environmental protection, self-realisation and personal happiness etc.

Sustainable Developmental Goals: Goal 1: End poverty in all its forms everywhere Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture Goal 3: Ensure healthy lives and promote well-being for all at all ages Goal 4: Ensure inclusive and quality education for all and promote lifelong learning Goal 5: Achieve gender equality and empower all women and girls. Goal 6: Ensure access to water and sanitation for all. Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all. Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all. Goal 9: Build resilient infrastructure, promote sustainable industrialisation and foster innovation. Goal 10: Reduce inequality within and among countries. Goal 11: Make cities inclusive, safe, resilient and sustainable. Goal 12: Ensure sustainable consumption and production patterns. Goal 13: Take urgent action to combat climate change and its impacts. Goal 14: Conserve and sustainably use the oceans, seas, and marine resources. Goal 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt bio-diversity loss. Goal 16: Promote just, peaceful and inclusive societies. Goal 17: Revitalise the global partnership for sustainable development.

National Objectives: The main function of the Government PR agencies is to provide information, education, instruction and entertainment to the citizens. They have to discharge their responsibilities in purposeful and meaningful way. PR agencies should motivate public to avail Government's development and welfare programmes. PR agencies should have clarity about the guidelines, they have to follow. PR agencies should be non-controversial, non-political and work in public interest. They should work with a vision. They should generate national consensus for holistic development on critical issues. India lives in unity in diversity. India is multi-religious, multi-caste, multi-lingual,



multi-cultural, multi-tribal and with regional imbalances. So, developing a common national communication policy targeting all of them is not possible. PR agencies should strive for building mass media infrastructure and communication network to reach masses. This helps in communicating development and welfare policies to the masses. Developmental Public Relations must strive to realise Sustainable Development Goals and Directive Principles of State Policy.

Democracy and Development: India is a sovereign, socialistic, secular, democratic and republic. The main objective of Indian Government's communication policy should be to strengthen and preserve democratic way of life. PR agencies communication should be focused on upholding constitutional values. It should develop faith in democratic institutions, rule of law, free and fair elections, freedom of the press and independence of the judiciary etc. PR agencies should motivate citizens and involve them in socio-economic changes and developmental activities. Indian Government PR department must publicize and try to realise aims and aspirations of the Constitution, Government and the public of this country.

Directive Principles of State Policy: The following articles express principles.

Article 38: Promote the welfare of the people by securing a social order through justice—social, economic and political—and to minimise inequalities in income, status, facilities and opportunities. Article 39: Secure citizens: Right to adequate means of livelihood for all citizens. Equitable distribution of material resources of the community for the common good. Prevention of concentration of wealth and means of production. Equal pay for equal work for men and women. Preservation of the health and strength of workers and children against forcible abuse. Opportunities for the healthy development of children. Article 39A: Promote equal justice and free legal aid to the poor. Article 41: In cases of unemployment, old age, sickness and disablement, secure citizens: a) Right to work b) Right to education c) Right to public assistance. Article 42: Make provision for just and humane conditions of work and maternity relief. Article 43: Secure a living wage, a decent standard of living and social and cultural opportunities for all workers. Article 47: Raise the level of nutrition and the standard of living of people and to improve public health. Article 40: Organise village panchayats and endow them with necessary powers and authority to enable them to function as units of self-government. Article 46: Promote the educational and economic interests of SCs, STs, and other weaker sections of the society and to protect them from social injustice and exploitation. Article 47: Prohibit the consumption of intoxicating drinks and drugs which are injurious to health: Article 48: Prohibit the slaughter of cows, calves and other milk and draught cattle and to improve their breeds. Article 45: Provide early childhood care and education for all children until they complete the age of six years. Article 48: Organise agriculture and animal husbandry on modern and scientific lines.

Planning development on scientific lines through the application of science and technology will yield results. Despite variety in castes, languages, regions, and religions, a common national unity in diversity is built. India has rich tapestry of traditions and cultural heritage. As India has a huge population, its population has to be controlled and stabilised. Family welfare can be taken care of, when population is manageable. Agricultural production has to be increased by using latest technology, fertilizers, pesticides and modern implements etc. Functional literacy has to be spread through radio, television and other media platforms.

Women empowerment programmes have to be implemented. Social evils like dowry, consumption of liquor, superstitions etc. have to be eradicated. Public must be initiated into savings. Entrepreneurial spirit must be inculcated among the public. Medical infrastructure must be built to village level. Housing facilities have to be improved. Educational facilities have to be built to the village level. Self-employment opportunities must be explored by training and skilling them. Workers and artisans have to be encouraged to unlearn and re-learn depending on the demands of the market.

The Government PR agencies must make intensive effort to communicate to the poor and vulnerable sections of the society living in interior and far-flung areas. PR agencies must reduce gap between information rich and information poor. They have to find out people and areas, where communication facilities are not available and try to reach out to them. Disparity in communication facilities have to be reduced.

PR communication to the public must be based on the targeted segment. Keeping geographic, demographic, psychographic details in view, modern or traditional communication must be used to reach them. Audio—visual



communication has to be used to appeal auditory and visual senses, like TVs and Films. Radio can also be used to evoke sense of sound.

Public Relations as a tool for development of India: Merely publishing positive stories by private corporates, philanthropic organisations and Indian Government will not be sufficient to build a positive image in the world:

Credible sources: All the sources of information sharing should be reliable, authentic and credible with strong reputation and right credentials. India is known for many ills and malice, few believable and few unbelievable. So, credible information shared must be trust worthy to build a formidable relationship. This effort will open plenty of opportunities for business investment and tourism etc.

Indian Diaspora: Indians settled abroad must be connected to send a powerful message about India's progress and opportunities to be explored for business and exports. Useful messages have to be consistently sent to people of Indian origin to promote brand India.

Revolution in communication process in 21st century has changed human behaviour. Communication through mass media is influencing public and their attitude. The present changes in society can be attributed to transformation in public attitudes. Therefore, there is a scope for Public Relations, as it has a scope for swaying public opinion. As there are many media channels, its effect is more penetrating and personalised.

D.S. Mehta defines Public Relations as "an attempt through information, persuasion, adjustment and contacts to seek support for some activity, cause, movement, institution, product or service".

Edward L. Bernays: "Public Relations is the attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institutions."

Herbert M. Baus: "Public Relations is a combination of philosophy, sociology, economics, language. Psychology, journalism, communication and other knowledge into a system of human understanding."

Not only Public Relations should focus and serve business management and corporate environment; but it should be used as a tool for accomplishing social responsibilities. Public Relations could influence and contribute to social, economic, political and cultural empowerment of Indian Public.

Business organizations have to build good image among the public of India, so they have to formulate policies keeping public aspirations in mind. And also they have to maintain cordial relationships with national, regional and local governments to get their business work.

Management guru Peter F. Drucker has said: "Managers...have become the leaders in every developed country and most developing countries as well...They command resources of society. It is only logical that they take up the leadership role and take responsibility for major social problems and social issues. Public Relations management could be useful in solving problems in developing and under-developed country like India".

Role of a development communicator and PR as an engine of Growth: Unless the communication is understood by the intended beneficiaries, it has no meaning. So, a development communicator is a specialist function, who plans the communication using professional techniques in such a way that the communication targeted will be received, understood, accepted and applied by the beneficiary. Communication targeted must be repeated at regular intervals, so that it is incubated in the minds of the beneficiaries. Feedback has to be taken at regular intervals to re-modulate the communication unless desired behavioural change is observed. Perceptions of the audience has to be found out and if desired they have to be changed for better cause. This way Public Relations can be engine of growth.

The goal of Public Relations would be to alter specific perceptions of the public on any issue or person etc. Public Relations would work to correct misconceptions, untruths, false assumptions and inaccuracies. Public Relations strategy would be to construct or create a perception or create an opinion where there is none or reinforce if there is one or change the perception, if it had to. Therefore, Public Relations professionals have to create a compelling message, which is quite clear to pursue targeted communities to alter their perceptions.



Through developmental public relations socio-economic progress can be brought in the society. Business organizations have the duty towards wellbeing of the society in which they function. Public Relations should be used as an instrument for social progress of the society. It should be “citizen centric”.

Now-a-days world is changing very rapidly. So, public relations need help of professionals having expertise in specific areas such as environment, illegal occupation of land, health, displacement of people for development activities and forests depletion etc. Public relations must be proficient in managing communication process with the help of meetings, Press conferences, training of internal publics and maintaining of human relations. Public Relations facilitates communication process in a useful two-way communication.

Corporates work for their own benefit and profits. Generally, they don't care about the requirements of the public. Media organizations are worried about ratings of their programmes and don't care about problems of the disadvantaged sections of the society. Therefore, Public Relations should solve problems of the common man and work for the progress of the masses.

Developmental public relations focuses on designing, executing and evaluating the effective PR tactics and strategies in third world countries. Therefore, by conducting research, PR professionals have to find combination of tactics from ancient Indian PR practices and modern PR practices to get useful results.

Developmental Public Relations is the judicious applications of public relations strategies and tactics to resolve developmental problems. It is systematic organizing and using of PR strategies and tactics to educate, emancipate, motivate, empower and enrich people of India. PR strategies must motivate people to participate in developmental activities. It has to train the public in achieve good results from developmental activities.

Community relations: Public relations professionals must maintain cordial relations with the community, where the business organizations or Government intends to take developmental work. It has to win the confidence of the people so that, public understand, adopt and own the developmental programmes. It has to build mutual understanding with the targeted community. Therefore, the development work can be accomplished with effortless ease.

Corporate Social Responsibility: As of now corporate houses have to spend 2% of their profits, if they have turnover over 1000 crores on corporate social responsibility. Central Government has given a list of areas, on which corporates can spend their funds. Business organisations are doing yeomen service in critical areas of development. CSR activities are supplementing Government's developmental activities. Business organisations are spending their CSR funds on some useful activities to the society. Public Sector Undertakings too are spending huge amount on CSR activities. Now-a-days, most of the corporates have Public Affairs or Corporate Social Responsibility Departments.

Welfare and Developmental Schemes: There are hundreds of Central and State Governments schemes implemented. Development and Welfare oriented schemes are specifically designed to the targeted public. Unfortunately, these schemes are either undelivered and under-utilized. Developmental public relations professionals can motivate the public to utilize them and help in delivering to beneficiaries.

Now-a-days Governments have to build positive image. As they have to contest elections every five years. Communicating success stories of the Government is very important, as they build positive image. Public relation departments of the Government can connect with the public and influence their attitudes towards developmental programmes and the Government.

Political Communication and Public Relations: India is a democracy. Majority of them don't know importance of their vote. They get sold or come under the influence of liquor or some other influence and cast their vote. Public Relations professionals can devise strategies and tactics to bring awareness on value of vote and on important issues, on which public should think before casting their vote to the candidate contesting.

Social equality and Public Relations: India is a caste ridden society. Social inequality is still prevailing in the society. Governments have enacted special laws for protection from exploitation and raising standard of living of the marginalised sections of the society. Our Constitution has special provisions for their socio-economic well-being. Many welfare and development schemes are formulated and implemented for under privileged sections of the society.



We can see tremendous change in their socio-economic wellbeing. Public relations can establish continuous conversation with all sections of the society to achieve social equality. But, due to raising in standard of living of these castes, class inequality has come into being. Public relations should promote social and class equality.

Knowledge and Skill development: For development to take place in a society, relevant knowledge and skills have to be imparted to the public. Educational and vocational curriculum have to be designed in such a way that, people after undergoing intensive training should get employed. Mass media and social media can be used to develop audio-visual programs to impart knowledge and Skills. Central and State Governments have established Skill training centres and incubation centres for entrepreneurship and empowering public. Online media has to be used to impart knowledge and skills to people living in distant places.

Perception Management or Image management: Public Relations is all about perception management or image management. Public Relations should establish contact with all stakeholders who matter and communicate with them. Public Relations should also resolve grievances of stakeholders in time to build good image.

Issue Management: Public Relations Department of Government or private organisations have to identify issues to address in time. They have to maintain communication with all the stakeholders. The issues found have to be analysed whether they have adverse or positive effect on the organisation. Top management has to be advised, what steps have to be taken to face eventualities and take appropriate steps to eradicate trouble. Issues adversely getting effected must be resolved or taken to appropriate authorities.

Crisis Communication: Public Relations departments should work transparently with all the stakeholders. In time of crises, all the stakeholders must be allowed to know what has happened and what is happening in Government organisation. All their doubts must be cleared so as to win their confidence. Otherwise, rumours spread fast and Government's or business organization's policies and programmes will lose their credibility. As a consequence, public will not trust them. In times of crisis, Governments PR should resolve crisis immediately and transparently to gain credibility.

Laws and Public Relations: Laws of the land must facilitate law and order and promote social and economic growth of the country. If the laws are weak and lawlessness prevails, no country can prosper. Public Relations departments must bring awareness on laws of the land among the public as ignorance of law is not excuse. On issues where laws are inadequate or laws need to be enacted lobbying has to be done with the lawmakers legally. Public relations should strive to create public opinion on the laws to be enacted. Relevant laws have to be enacted and implemented strictly to bring development rapidly.

Human Rights and Public relations: Human rights have to be respected for holistic development of any country. Laws have to be enacted and implemented to uphold human rights. There should not be discrimination based on caste, gender, religion, language and region. Any deprivation should not be accepted. Public relations must be used to respect and promote human rights.

Culture and Public Relations: India is multi-caste, multi-racial, multi-lingual, multi-religious, multi-regional and multi-cultural. Each religion and caste has its own culture and traditions. Religion and culture brings identity and unites people together. Culture is an inheritance from ancestors. Public relations must preserve and promote culture by conducting Art exhibitions, festivals and events.

Public Policies and Public Relations: For development to take place, Public policy must be designed in such a way that people living below poverty line utilizes welfare and development programmes for development. Public Policies must cater to all the sections of the society. Designing of public policies must be flawless and pragmatic. Public relations must generate debate on formulation and implementation of public policies.

Women empowerment and Public Relations: Women constitute half of the population. They are exploited most in the society. If they are educated, trained and imparted with skills, development of the nation's takes place very fast. Inter-personal communication must be used to bring behavioural change among women in the society and must be encouraged to adopt progressive ideas and policies. Women empowerment is taken seriously by our Government. Many welfare and development programmes are designed to bring necessary change among them. Public relations must



facilitate women empowerment programmes by bringing awareness, increasing understanding and promoting their importance to adopt.

Investor relations: Investor relations is very crucial for every country to develop. Therefore, perception management of a country is important. Developing positive perceptions about a country attracts good investors. Unless cordial relations are nurtured and nourished with the investors, countries don't get investment. Investors invest in a country, where they are confident of security of their investments and earn profits. For countries to develop, technological know-how, scientific attitude and investors are important.

Tourism and Public Relations: Tourism provides employment and generates huge revenue to many people. Government should promote tourist places. Tourism promotion is also less cost intensive. It should communicate to public about tourist places. It can generate revenue as people spend and create development in the area with less investment. Public relation campaigns can be conducted for tourism promotion.

Corruption and Public Relations: Corruption must be totally eradicated for any country's development. Corruption derails all development plans. In many developing countries, corruption is rampant. In India corruption is so endemic that many funds for development programmes are swindled and do not reach the targeted beneficiaries. Public Relations can be used to bring awareness about eradication of corruption.

Quality Management and Public Relations: Providing quality goods, services and ideas to the customers gains public confidence. As demand for products and services grows that leads to economic expansion. Employment also grows. Consumption also grows. Public relations has to be used to promote quality goods as it is credible.

Exports and Public Relations: As demand for quality products increases abroad. Exports of the products increases. Indian economy expands with increase in exports. Exports helps our country in every way. Exports create employment, use of natural resources and earn precious foreign exchange. Public relations can help in increasing exports.

Business to Business Public Relations: Governments with their laws, rules and regulations must facilitate business. Governments must promote business to business relations. Public relations help in building image of the Government or organizations and nurturing mutual understanding between business organizations as well as Government organisations.

Beneficiary or Customer Relations: Customer satisfaction is paramount for any business to grow. Customers relations have to be nurtured and nourished for a company to grow. Similarly, welfare and developmental programmes have to be availed by the beneficiaries. Their satisfaction is critical to the Government or any business house as part of CSR. Public relations can take feedback from the beneficiaries and counsel the Government or Corporates.

International Public Relations: These relations help any country in many ways. Exports, investments, getting latest technological know-how, establishing transnational corporations etc. Public Relations industry has to shape and create international conversations, lift the reputations of the corporations and nations and also build positive perceptions of the country. Therefore, more investors would flock to India. As a consequence, tourism and travelling will also increase. All these positive factors would enhance chances of development all over the country. International public relations aid in building friendly bridges among the countries.

State and Central Government Public Relations: A democratic country like India, goes to elections every five years. Elections are held from grass roots i.e., village panchayat to Central Government. So parties in power as well as opposition parties have to tell and showcase their work to the public. So, achievements of parties have to be communicated incessantly to the public. Both Central and State Governments have to promote flagship programmes to the public. Public Information Management is vital to disseminate information and bring development. Central and State Governments have their own set up for Public Information Management.

Organisational Set-up under Ministry of Information and Broadcasting for Public Information Management

Through various media units under the Ministry of Information and Broadcasting, public is informed about Government plans, policies, welfare and developmental programmes. Feedback on the Government programmes from



the public is also taken by media units. Media units' liaison with information and publicity divisions of the State Governments and other organisations. The Ministry's mass communication units' set-up includes regional, branch offices and mobile units spread all over the country. They are:

The State Government, Union Territories and Public Sector Undertakings have their own information and public relations or Publicity departments. These organisations conduct publicity campaigns of their policies and programmes.

All India Radio: It is world's largest radio network. It's foot print reaches to 92% of the country area and 99.1% of the population of the country. It broadcasts in numerous languages catering to 23 languages and 179 dialects. It serves from 420 stations. It caters to various socio-economic and cultural diversity of India. Radio is used as a tool to disseminate information to the public about welfare and development programmes. During Green revolution, "radio clubs" were formed to disseminate information about hybrid seeds. AIR also broadcasts programmes pertaining to agriculture, women empowerment, health, importance of education and hygiene, malnutrition, female infanticide etc. Radio crosses literacy barrier. As illiterate and semi-literate people can also understand information disseminated by radio. It can be used to communicate developmental information by the Government.

Doordarshan: It covers length and breadth of this country. It cares diverse audiences. It believes in unity in diversity. It works in the interest of geographical, linguistic and cultural groups. It promotes educational, social and cultural development of the country. It has transmitters at nook and corner of the country. It has production facilities in regional languages also in several states. Successful SITE and Kheda communication projects were broadcasted over television. Hum Log and Krishi darshan etc were popular programmes on television. Doordarshan broadcasted many programmes, which influenced common man. It really did bring social, economic and cultural revolution in India.

Press Information Bureau (PIB): Government of India disseminates information about its policies and programmes through Press Information Bureau (PIB). In turn, PIB communicates information through press. PIB also takes feedback on the Government's policies and programmes from the press and informs the same to the Government. PIB through its 30 regional and branch offices publishes backgrounders, articles, features and news etc. in English, Hindi and 13 regional languages. The PIB coordinates national campaigns of the Government programmes. It promotes Government programmes, policies and achievements. The PIB's maintain close liaison with the Directorate of Public Relations at the State level and the Press at State capital.

External Publicity Division: External Publicity Division of the Ministry of External Affairs takes care of country's external publicity. The main function of the External Publicity Division is to project country's image abroad. External Publicity Division also promotes understanding in foreign countries. It also uses audio-visual communication in communicating messages abroad. It organises cultural programmes and exhibitions. It publishes content about Indian development in all fields. It works with all ministries of Government of India, especially with Information and Broadcasting Ministry. It publishes material useful for publicity. It can facilitate in building country's image, improve exports and invite foreign direct investment.

DAVP: The Directorate of Advertising and Visual Publicity (DAVP) releases advertisements of all ministries and Government departments to the press. It communicates to diverse audience through Press, Radio, Films, Photos, Printed material and visual aids. It gives widest coverage to Government programmes in multimedia.

Film Promotional Organisation in the GoI : Film division records socio-economic progress of contemporary India in the form of newsreels and documentaries. It provides information in the form of audio-visual programmes to India and Foreign countries. The Directorate of Film Festivals conducts national film festivals in India. It also helps Indian films to be participated in International film festivals. The Film financial corporation makes finance available to film producers for making quality films. The Children's Film Society coordinates production, distribution and exhibition of children films. The Film and Television Institute of India, trains upcoming film personnel for making films. The Ministry of Information and Broadcasting provides grants-in-aids to the institute. Films provide platforms to creative expression of the public.

Photo Division: Photo Division has the largest stack of Photos of our country in both black and white and colour. The collection of photographs of development projects, agricultural crops, industries, tourism spots, historical places,



premiere educational institutions etc. This photographs are used for internal and external publicity. It also undertakes photographic work for Government's exhibition and printed publication.

Songs and Drama Division: Songs and Drama Division performs programmes to communicate social and economic ideals of the nation to the people living in rural, border and forward areas of the nation. The programmes are organised on the eve of regional and national importance like religious festivals, agricultural fairs and industrial exhibitions. It also promotes puppetry in this country. It uses traditional media to communicate developmental messages to the public.

Directorate of Field Publicity: It works with State Government's publicity units and Ministry of Information and Broadcasting Units around the country. Public support is sought for state level and national campaigns. In rural and remote border areas, mobile units with projectors and generators are taken in vehicles to conduct public meetings, films show, song and drama performances, harikathas and burrakathas, qawalis seminars on issues of national importance. Publicity literature is also distributed. It works with close liaison with Song and Drama divisions and State Governments publicity departments. Its main aim is to mobilise people to adopt Government plans, policies and support campaigns for enhancing agricultural production, implement family welfare schemes, eradication of untouchability, promotion of neatness, health and hygiene and national integration.

The Indian Institute of Mass Communication (IIMC): It is an educational and research institution. It has facilities to conduct research in development communication, advertising and campaign planning, print media, television production and its impact on society, visual communication, traditional media and communication research. It trains media personnel to work in newspapers, broadcasting, information and publicity departments in the both Government and Private organisations. This facility can be used in conducting research on development issues.

Research and Reference Division: It provides background information for Research Papers. It gathers and distributes studies relating to mass communication and media studies. It has collection of books and periodicals of Journalism. It abstracts, compiles data and provides reference information, bibliography and press clippings from newspapers.

Public Relations tools: The Press, TV, radio, films, documentaries, outdoor (hoardings and posters) come under mass media. The mass media acts as a nation's public information system. Public Relations can use these mass media tools to disseminate information to the public.

The press plays a vital role in communicating messages to various categories of external publics. It wields enormous power and hold in the society. The press can create a positive image of the Government or organisation if handled properly, on the contrary, if mishandled it will backfire. If public Relations is handled by immature practitioners, it may damage the image of the Government or organisation.

Television: With the arrival of television, world of communication has totally revolutionised. Television has great scope for publicity. Television is an audio-visual medium. In this medium, printed word, spoken word, pictures, animation, sound effects, music and colour, can be weaved in a single message. Impact of TV is all pervasive. It is all powerful and influential. It is very intimate mass medium with public. Television is a great communication tool for public relations tool. Impact of television content is more persuasive than other mediums. Television is potent tool for building image for public relations professionals. Television is being used by both central and state governments to spread their flagship welfare and development programmes.

Radio: Radio is an audio medium. In India, radio has 95% coverage. Its reach is more penetrating than other medium. It crosses literacy barrier. Issues pertaining to welfare and development are broadcasted as on today from many radio stations around the country..Another quality of this medium is, it can get direct touch with the listener. It uses spoken language. Can Radio be used as a PR medium? Now-a-days, we have Internet radios, FM radios and AIR. Depending upon their respective editorial policies, an ace PR professional should be able to exploit it as a PR medium. PR professional must be able to script the story by following the style of the platform, where it has to be broadcasted. AIR code has to be followed to get your press release broadcasted. Different platforms have programmes pertaining to children, youth, current affairs and panel discussions etc. Even radio news releases can be broadcasted. PR professional must know about the radio programmes where news released can be used.



Film/Videos: Films/ videos can be used effectively by PR professionally. PR professionals must know the art of making short films to communicate the intended message to the targeted audience. The PR man should have understanding of the medium to use it effectively. Developmental messages must be used to make them into videos to spread the messages.

Traditional media: Folklore, folk dance, puppetry and rural theatre etc. can be used to touch emotional chords of tribal and rural people. Outdoor media like visual posters, hoardings, neon signs, cinema slides, cinema ads etc. can also be used. Oral communication like group discussions, public meetings, interpersonal communication etc. can also be used.

Outdoor: Advantage of outdoor medium is; it can act as a reminder medium. As it is available 24- hours a day on the roads, whoever passes through the Outdoor medium like billboards, hoardings and posters as and when we come out of our homes. In all cities and towns, we can find outdoor medium being used for communicating messages. Hence, PR professionals must know how to use outdoor media as part of PR strategy to communicate developmental messages.

Bulletin Boards: Bulletin Boards are used to communicate important messages to the internal and external publics of the organisation. Generally, printed messages are either pasted or pinned to the boards in the corridors for easy visibility. PR Professionals design attractive bulletin boards for their employees and visitors to the Government offices.

Printed Literature: Brochures, leaflets, booklets and pamphlets etc. come under printed literature. PR professionals must design them attractively to be read by the public. These are used to communicate messages or inform or to persuade or convince the public.

Brochure: Government organisations use brochures for variety of reasons like developmental messages. Depending on the task, these tools can be used to launch a product, explain the functioning of the product or promote a product etc. Such publications are inexpensive to produce fast. They have to be designed keeping readers in mind by expert designers. PR professionals must develop content, keeping readers and their needs in mind. If needed professional help must be taken.

Media Relations: Important functioning of Public Relations professional is media relations. Media plays a critical role in building image of the Government or organisation. It also curtails rumours being spread about Government or organisation, provided information is shared transparently. Tools of media relations are press conferences, press briefings, press visits or facility tours etc. for media men. So, PR professionals must cultivate and nurture media relations. Media has the ability to disseminate information to the public at a greater speed.

Press conference: Press conferences are conducted to disseminate crucial information about the Government's development schemes to the public, otherwise, press release is sufficient. PR professionals take initiative in conducting press conferences. Government officials or Organisations should prepare well before conducting press conferences.

Social Media: Public Relations professionals can use Social Media to communicate with the targeted Publics. As of now social media's penetration has increased to rural and tribal areas due to internet penetration. These days' Social media campaigns are reachable to all sections of the society. And they are also effective in communicating developmental information to the public.

III. CONCLUSION

Social inequality, economic deprivation, political subjugation, and cultural suppression does not bring development to any country. Development should be holistic in its approach. It should bring socio-economic equality, political awareness and cultural freedom to practice. Citizens of a country should have freedom to lead a life, where their potential is realised. Developmental Public Relations can be helpful to Governments and private organisations in realising the aspirations of the public. Governments welfare and developmental programmes and private organisation's corporate social responsibility welfare programmes can be made to understand, motivate and accept by the targeted beneficiaries. Central Government's under Ministry of Information and Broadcasting and State Government's Directorate of Public relations has a huge set up to communicate programmes to the intended beneficiaries and get feedback. Public Relations tools can be used skilfully to reach targeted beneficiaries. Depending on the need Governments set up can be used to disseminate information to the beneficiaries.



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