

# Importance of communications in Public Relations

Human society without communication sounds meaningless. Over the past few decades, with each emerging technology, communication has become much more socialized and segmented. Our ideas, thoughts, or information hold no value if it is not communicated properly. Corporate communication is considered a necessary tool of management which involves managing all external and internal communications to get satisfactory outcomes. Suffice to say, corporate communications are based on giving out information about your brand to the public and media.

It is the perception of the general public that determines the success of a particular brand. What the public, media, or the competitors think about the organization defines its credibility. It is of utmost importance for a PR to establish a respectable perception of their brand in the eyes of its target audience and that can only be achieved when proper communication is initiated between a brand and its audience. According to Mr. Atul

Malikram, Founder of a renowned PR firm, "PR determines the public assessment of a brand through strategic communications. In a way, it helps your brand to bind itself with its audience. Today, we have reached a point where we have a variety of modes of communication. Some are technology-based like social media marketing while others are way more traditional like newspapers, magazines, booklets, etc. If a brand does not present itself as trustworthy, peaceful, and dignified, it can never gain the public's approval."

Brand awareness goes hand in hand with effective communication. It is crucial to narrow down the amount of information that the public should know. Your brand needs to introduce itself directly to the audience and therefore needs a direct source of communication which usually includes social media and newspapers.

This introduction includes who you are, what you are selling, and what you represent. Each of these questions is com-



municated to the general public with different PR tactics that include press conferences, media interactions, press releases, various PR campaigns, and initiatives. This kind of communication helps your customer to know your brand and help

them to choose from the endless list of options. Moreover, the right message must be delivered to the right people at the right time. Brand communication is successful only when you deliver the right message, one that holds value for your audiences. It establishes brand engagement and loyalty. Before delivering your message, it is crucial to know what your customer needs and how, when, where they can use your service or products.

Communicating with a large group of audience is much simpler today than a few years back. Brands are needed to keep a stronghold on the information that is conveyed to the public. Every miscommunication or misinformation can cause severe damage to the brand's reputation.

PR professionals provide clear, concise, and timely information about their brands to the media and public. Only better and effective communication can help a brand spread its roots widely in the market.

## EXEMPLARY SUCCESS IN AISSE-2020



**Udaipur:** Delhi Public School Udaipur feels proud to announce that the students of class 10th have brought laurels to the school by delivering a phenomenal result in AISSE-2020. Gandharva Chhipa became the School topper by scoring 98.6% marks.

17 students succeeded in getting exemplary 100/100 marks in different subjects and 58 students brought laurels by

securing 90% and above marks out of which Gandharva Chhipa, Saumya Jain, Uddhav Jain, Sachin Gokhroo, Sahil Singh, Sharvi Shrimali, Sanchita Srivastava, Mansi Saxena, Monisha Bapna, Aditi Bansal, Priya Choudhary, Abiya Ahad, Parth Pratim Das, Fatima Khilonawala have brought laurels to school by securing more than 95%.

The school feels proud to

announce that this year also the school has delivered hundred percent result.

The school Pro vice chairman Shri Govind Agarwal, Principal Mr. Sanjay Narvaria, Headmaster Mr. Rajesh Dhabhai and Headmistress Ms. Shalini Singh and the entire teaching fraternity congratulates the valued students and their proud parents.

## 71st District Level Forest Festival celebrated in Sajjangarh Sanctuary

**Udaipur:** The 71st district level forest festival program under the joint aegis of Udaipur District Administration and Forest Department was organized ceremoniously in the Sajjangarh Wildlife Sanctuary Complex on Friday. Along with the guests present, the enlightened people took a pledge on this occasion to make green Rajasthan rich in biodiversity along with plantation.

**"Elimination of luxury acacia in campaign form: Joshi"**

Addressing the function, Mavali MLA Dharmanarayan Joshi said that our culture gives a message to the whole world, so we should also try to preserve it. He suggested working as a campaign in one of the panchayats throughout the year to eradicate luxury acacia in the district and make efforts for plantation and conservation in the region with the CSR item of large industrial institutions.

**The administration determined to increase green cover in the zone: Deora**

In his address at the program, District Collector Chetan Deora said that the rains are good in South Rajasthan. There is also biodiversity, so the administration is determined to increase the green cover through a maximum plantation and its conservation. He called Lantana an enemy of the forest and called for an urgent need to save the forests and wildlife by uprooting it. The Collector also lauded the forest departmental efforts for organizing a successful Forest Festival program through social distancing amid the corona epidemic.

MLA Dharmanarayan Joshi, Collector Chetan Deora, as well as Chief Conservator of Forests B.B. Praveen, Chief Conservator of Forests (Wildlife) RK Singh, retired Chief Conservator of Forests Rahul Bhatnagar, Conservator of Forests RK Khairava and RK Jain, Zilla Parishad CEO Dr. Manju, Dr. Satish, a noted environmental scientist of the country Several enlightened people along with forest departmental officers and personnel including ACEO RK Agrawal, Deputy Conservator of Forests Ajit Unchoi, Ajay Chittohra planted saplings in the sanctuary premises and pledged to conserve them by watering the plants.

## SEEDLITES GLORIFIES IN XTH BOARD

**SEEDLING** rests on the philosophy of regular assignments, personalized attention, motivation, proper guidance & counseling along with remedial measures and all these factors have indeed brought us desired results in the board examinations. It is indeed heart-warming to note our outstanding performance in both CBSE Class X & Class XII Board examination. An exceptionally high number of distinctions, and number of students scoring above 90% in the aggregate, has definitely given us a place of pride in the field of school-education. Indeed, in a span of 11 years, the school has emerged as one of the leading schools of Udaipur, receiving appreciation and accolades from one and all. Today we find our students well placed in prestigious premier institutes of high learning in India as well as foreign universities of great repute.

These CBSE Class toppers show that there is no shortcut to success and credits their supportive school staff and balanced approach towards studies and other activities behind this achievement. Principal, Ms. Maken lauded the performance of the students and added that consistent preparation along with hard work has helped students accomplish the desired targets.

- Dr. Shameem Quader

## Congratulations and Celebration!

- SEEDLING ON THE PEDESTAL OF FAME -

The Central Board of Secondary Education announced results of the Class 12 board exams on Monday. Like previous years, girls outperformed boys.

Seedling and outstanding results are synonymous to each other. Year after year Seedlites have created records in C.B.S.E. Boards, bagging the top ranks in almost all of it.

Adding one more reason to celebrate, Seedling Modern Public School students were seen in jubilant mood as the board result was released. With the 100% result of students of Class 12 for the session 2019-20, Seedling school stands high of all schools.

On the appreciable performance displayed by the following students:

Commerce Toppers:  
Harshil Dangi 1st Rank- 95.80%  
Kritika Sharma 2nd Rank- 95.60%  
Shreya Sethi 3rd Rank- 95.20%  
Science Topper:  
Priyasi Humad 1st Rank- 97.80%

Mr. Hardeep Bakshi, Director of the school; Mrs. Keerti Maken, Principal and Mrs. Shikha K, Vice principal extended heartiest congratulations to all the merit holders and to the parents with a special note to the students and the mentors, that it's the consistent hard work, work regularity, self discipline and round the clock guidance from the school faculty that has made students stand on the pedestal of fame.

Seedling believes that excellent results not only translate into tangible grades but also empowers our students to make high quality decision and choices in life.

- Dr. Shameem Quader

## Swearing-in ceremony of new Executive of Lions Club Udaipur

**Udaipur:** A virtual swearing-in ceremony of the new Executive of Lions Club Udaipur for the year 2020-21 was organized. The posting officer was former Lions International President Lion Ashok Mehta and Lions District 323E-2 Provincial Lion Sanjay Bhandari administered the oath to the Executive along with Chairman Gajendra Somani, Secretary Bhagwati Lodha, Treasurer Vijay Chaplot.

Speaking as the keynote speaker, Vinod Kumar Ladia, International Director, said that the Lions Club is taking all its programs in the same manner, accepting the corona epidemic as a challenge. Club President Gajendra Somani said that a new dialysis center would be built by taking financial assistance from the Club Lions International Foundation so that kidney patients can get quick assistance.

On this occasion, he announced all possible assistance to the district administration and the state government under COVID-19. The program was conducted by Lion Anil Nahar and Lion Dr. Vinay Joshi.

## Girl donated hair for cancer patients

**Udaipur:** The skate gold medalist girl, Krishnakavar Gehlot, did a commendable job by donating her lengthy hair, which was used in making wigs for cancer patients.

Rajesh Sharma, president of Rotary Club Panna, said that under the hair donate permit project being run, she donated his long hair at the Prabhat Spa & Saloon Salon director Ashok Paliwal sent him to Mumbai To get their wig ready. Under this project started last year by Paliwal. So far, 90 wigs have been prepared for cancer patients. Krishna Kavar, daughter of the city's famous skate coach, Manjit Singh Gehlot, said that she felt proud to be part of the club's campaign. Club secretary Praveen Joshi, Manjeet Singh Gehlot, Bhanupratap Singh Dhayabhai, Tariqa Dhayabhai, Ashok Paliwal were present on occasion.



## 32 units of blood donation in camp

**Udaipur:** A blood donation camp was organized at GBH General Hospital on Thursday under the aegis of Rashtriya Sanatan Ekta Manch. In this, the workers of the forum donated 32 units of blood.

Group Director Dr. Anand Jha informed that the Manch workers organized a blood donation camp at the GBH General Hospital under the leadership of Vaibhav Chashita, the National President of the Corona epidemic. In this, 32 activists, including young men and women, donated voluntary blood. During this time, on behalf of the management, Group Director Medical Services Dr. Dinesh Sharma, Rakesh Choudhary, Dr. SN Chawla, in charge of Blood Bank, and Dr. Narendra Pipliwala, Dr. Dependra Panchal were present who gave certificates to the volunteers who donated voluntary blood.

## Posting ceremony of Rotary Club Udaipur organized

**Udaipur:** The swearing-in ceremony of the new Executive of Rotary Club Udaipur for the year 2020-21 was held at Rotary Bajaj Bhavan following the rules of Covid-19. The chief guest of the ceremony was Paras Singhvi, distinguished guest assistant provincial Sandeep Singhtawadia and posting officer former Governor Nirmal Singhvi.

On this, Singhvi said that the name of Rotary is taken with respect in the field of service because Rotary's public interest work has become popular in the public domain at the local, national and global levels.

Nirmal Singhvi administered the oath to, Mahendra Tya, president of the newly formed Executive, secretary Virendra Siroya, outgoing president Dr. Pradeep Kumawat, President-elect Colonel Dr. B.L. Jain, Chairman Nominated Satish Jain, Senior Vice President VP Rath, Vice President Rajesh Khamrasa, Sanjay Bhatnagar, Club Service Director Dr. NK Dhing, Community Services Director Tej Singh Modi, International Service Director PS Talesra, Youth Services Director Dr. Ajay Purdia, Director of Professional Services BH Bafna, Treasurer Subhash Singhvi, Chairman Rotary Service Trust Dr. Anil Kothari, Senior Joint Secretary Umesh Nagauri, Joint Secretary Ajay Dak, Sergeant At Arms Subhash Jain, PRO Hemant Mehta, Club Trainer Former Provincial Nirmal Singhvi, Club Advisor Gajendra Jodhawat, Dr. M.S. Singhvi, NK Talesara, & Oath to Program Committee Chairman Ramesh Singhvi.

On occasion, Mahendra Tya said that the club would inaugurate two new permanent pro-



jects this year, along with the ongoing continuous service projects, Moksharth, Rotary-Taya Physiotherapy Center

At the function, the bulletin and committee book of the new session published by the club was released by the guests. Assistant Provincial Sandeep Singhtawadia said that the service works being done in the public interest by the Rotary Club Udaipur have no match. Secretary Virendra Siroya gave information about service activities to be organized in the next fortnight.

On this occasion, outgoing Chairman Dr. Pradeep Kumawat and the outgoing secretary Sanjay Bhatnagar were honored with a citation.

## MMPs Results

**Udaipur:** The result of the Class XII Board of the school was very encouraging in the result declared by the Central Board of Secondary Education, Delhi.

Fifty-eight students scored more than 90 percent. Sejal Jain (96.4%), Tanmay Lodha (96), and Priyansh Babel (94.8) secured marks first, second and third position in the school respectively in the commerce category. In the science category, Ananya Bagdi (94.8), Banni Singh Chauhan, and Krushika Neemawat (94.8) got the first position jointly and Digen Bhatia (96.4%), Mumucha Paliwal (96.4%) in the art class jointly. First place and Punit Patel (96%) stood at the second position.

Meghavi Vidyarthi, Soumya Vyas, and Jovial Bhaskar Sinha got 100 percent marks in painting and music subjects, respectively.

The school principal congratulated and congratulated all the student parents and all the teachers on the cent percent and excellent results of the school.

## Political Drama of Rajasthan

- Deepanshu Sharma, BJMC, JECRC

Ashok Gehlot once again showed his magic in Rajasthan. The figures are visible with Gehlot. He is claiming the support of 109 MLAs in the Assembly. 101 seats are required for the majority and he has 08 seats more than that.

The status of how many MLAs are there with Sachin Pilot is not clear yet. This number can be between 19 to 24.

According to experts, the game should not be considered finished yet and the example of this is the politics of Madhya Pradesh. Conditions were also changing rapidly in Madhya Pradesh. When there was a rebellion, Kamal Nath took care of everything in the same way as Gehlot

has now handled everything in Rajasthan, but when it came to demonstrating power, Kamal Nath could not save the government.

During the political crises in states, there is often a discussion of the obligations of the governor, the speaker.

There is also talk of courts, when decision of the speaker and the governor is said to be unconstitutional, the court is approached. But experts believe that in political crises, the problem is political, on which the court does not do much.

The political crisis of has brought instability and upheaval in Rajasthan. Right now everyone's eyes are set on this crisis.

## Rains and Creative Writing

"I believe rain is the lullaby to the writer's soul" - Rae Elliott

Cleaning the earth, making it cool down after a boiling summer and giving the soil a fresh fragrance - the best time to stay calm and quiet. Or, is it different? Well, we all have different perspectives when it comes to rain.

For some, it's gloomy and filled with sadness. For others, it can be the most refreshing time of the year. But if you're a writer, it's a great time to take the pen in your hand and get creative.

The pitter patter sound of the rain is the best music to hear when you have nowhere to go. And for writers, it works as a gift from heaven that encourages them to create works of art. Some writer can only write in complete silence while others need a different kind of music. Rain sound satisfies both.

The rhythmic raindrops sooth the soul and enable a man help to get a non-distracting environment and calmness. In fact, an entire industry works on duplicating the sound to provide it to their audience. Apps like 'Forest: stay focused' and 'My noise' are made for one tap rain sound to increase productivity and concentration

According to a study by students from Harvard Business School, people are more productive on rainy days because they are less likely to be thinking about all the other things they could be doing. I guess, that is the reason many poems and songs are inspired by this weather condition. We can't deny the fact that many of the remarkable works like, 'The rainy day' by William Wordsworth and Bollywood hit 'Megha re megha re' are motivated by rains.

- Vinita Kotwani, BJMC, JECRC

## Sports in Times of COVID - 19

- Lotika Thakur

Since we've read about the cancellation of all major sports events due to the novel coronavirus pandemic, what is left for the billions of fans across the globe? The world still turns, albeit with less drama, less diversion, and less color in it. For many, a world without sports is monochrome.

India has already entered in its 4th phase of lockdown and a lot has been changed since then. It has been months sitting at home and only Indian sports fans know how much we love sports and can connect to it. Although the government has made some guidelines to follow which are:

1. Stadiums are now open, which means that sports athletes can enter the stadium and they can resume their individual training.  
2. However, spectators are still not allowed in the stadiums.

The Sports Ministry has also said yes to the resumption of training in all sports complexes and stadia with immediate effect after the government eased restrictions for the fourth phase of the coronavirus-forced lockdown. Spectators are not allowed which means it will keep the big sporting events on hold.

With all the major sports events being cancelled like Indian Premier league (IPL) and Football, Tennis, Hockey and most importantly the Olympics. The Board of Control for Cricket in India (BCCI) is ambitious to 'pull something off' as the body discusses resumption of training amid coronavirus outbreak across the nation.

"We will shift players to one place when 100 percent confident. For training, NCA has been discussed. But the sports industry in India was not prepared with the right technologies to support a remote-production scenario. In fact, many in the industry often believed that it would be a while before technology that provides a reality-like virtual experience sees the light of the day.

## Lions lapel pin launch



**Udaipur:** Lions District 323E-2's Principal M.J.F. Lion Sanjay Bhandari inaugurated the Lions lapel pin.

Provincial Secretary M.J.F. Lion Shyam Nagauri said that the Prantap provides this pin to honorary members, club presidents, secretaries, and treasurers throughout the district. Wearing this pin is a matter of pride in itself. On this occasion, former multinational president Arvind Chatur, Deepak Hinged, provincial public relations officer KS Bhandari, Shyam Nagauri, provincial secretary headquarters Jitendra Sisodia, region chairman Vijay Jain were present.