

National Public Relations Day Celebrated at NDIM

Public Relations Society of India and NDIM jointly celebrated the National Public Relations Day at NDIM Campus. Chief Election Commissioner of India Sh OP Rawat and Former Chief Information Commissioner of India Smt Deepak Sandhu graced the occasion and shared their views on how citizens especially the youth can strengthen the Indian Democracy by electing the best people.

The theme of the session was “Indian democracy- Mantra for Effective Elections”. Chairman of PRSI Delhi chapter, Mr S Rajagopalan gave the welcome speech which was followed by an interesting talk by Dr Ajit Pathak, National President, PRSI.

Dr. Ajit Pathak illuminated the gathering with his poem which highlighted that the mantra of democracy is to bring smile on each face. Dr Pathak is the first Indian to get a doctorate in PR. In his speech, he emphasized that the youth needs to vote whenever they get a chance and not to take election day as a holiday.

Smt Deepak Sandhu, Former Chief Information Commissioner (CIC) of India addressed the audience on RTI and elections.

Sh. O.P. Rawat, Chief Election Commissioner. Election commission talked about the new initiatives being taken by the Election Commission to make the election process error free and fair. He talked about a new feature on the website by which the voter can change her/his address and name through attaching authorised papers and the voter card will be updated. He explained the concept of ETPBS or Electronically Transmitted Postal Ballot System to the audience. He noted that observing, following and complying with the rules strengthens the Democracy. He also highlighted that one of the great concerns of Elections today is using Social Media for manipulations.

He shared that elections all over the world are graded on 11 indices and Indian elections have been rated among the top nations for 8 of these indices. 3 indices where India got only passing marks in election indices are abuse of money, media and electoral roles and these issues need to be addressed.

Posters on democracy and elections were released by Sh OP Rawat, Hon'ble Chief Election Commissioner of India and other dignitaries also joined in.

For a better India and a better world, the youth must vote and elect the right leaders. Mr Rawat concluded that to create a better world, most important thing for youngsters is to vote.

Prof Teena Singh, Registrar , NDIM thanked the guests on behalf of NDIM and proposed that NDIM students are available for Research , Curriculum Development and other knowledge support to Chief Election Commissioner and to Mrs. Sandhu's Anti-Corruption Academy.