

Role of Public Relations is important in creating awareness on nuclear energy- Amritesh Shrivastava

Experts' lectures in seminar on 'Indian Perspective in Advertising and Public Relations' in MCU

Bhopal, 16th November, 2017: Expansion in energy sector in India will be possible only by development of nuclear energy. There is need to explain technical and factual subjects related with nuclear energy in very simple and interesting way in the present scenario so that public awareness can be created on it. Public Relations can play important role in this task. Senior manager (corporate communication) of Nuclear Power Corporation of India (NPCIL) Shri Amritesh Shrivastav expressed the views in two-day seminar, organised by Department of Advertising and Public Relations by Makhanlal Chaturvedi National University of Journalism and Communication today.

He informed about advertising and public relations activities being carried out in nuclear energy sector. He pointed out the efforts being made to remove misleading information regarding nuclear energy in public. He presented different dimensions of nuclear energy through animated film 'Budhia Ki Kahani' and discussed nuclear energy galleries set up in Mumbai, Chennai and Delhi and 'Atom on Wheels' campaign with students.

Addressing the inaugural function of the seminar, as the chief guest, Member Secretary, Indira Gandhi National Centre for the Arts, Dr Sachchidanand Joshi said that we can find Indian perspective of advertising and public relations in Vedas and Upanishads. We should keep under consideration Indian society, family, Sanskaras etc. in advertising and public relations activities.

Chairing the function, University Vice-Chancellor Prof Brij Kishore Kuthiala said that while carrying out activities of public relations, we should keep in mind their impact on the society and the nation. He said that newspapers, on the one hand, stress on factual presentation, public relations on the other hand, focuses on creation of positivity. In advertisements, positive and beneficial things are mostly presented keeping aside negative aspects. Indian perspective of advertisement and public relations teaches that we should communicate information in the interest of the society, with truth and positivity. Dean, Academic, Dr Pavitra Shrivastava put the outline of the seminar.

In technical sessions, Shri Umed Yadav of NPICL, spoke on nuclear radiation and media. Managing director of Vision Advisory Services Shri Pradip Karmbelkar delivered lecture on e-commerce. Former general manager, BHEL, Bhopal, Shri CK Sardana apprised the students of different case studies of public relations. Students of Department of Advertising and Public Relations, Media Management Department, HoDs and registrar Prof Sanjay Dwivedi were present in the seminar.

Today's lectures

Advertising expert Shri Diwakar Shukla will address students on 'Indianness in Advertising' on Friday. Shri Santosh Subramanyam of BMA will deliver lecture on digital marketing. University Rector Shri Lajpat Ahuja will also address students on regional public relations.