

Indian advertising world enriched because of inclusion of Indianness in advertisements- Shri Divakar Shukla

Two-day seminar of Department of Advertising and Public Relations concludes

Bhopal, 17th November, 2017: Indian advertising world has been enriched because it involves Indianness in advertisements. Consumers can be connected easily with inclusion of Indianness in advertisements. Elements like Indian culture, Sanskaras, family play important role in success of advertisement and popularity of product in the market. Advertising Expert Shri Diwakar Shukla expressed these views on the second day of seminar on 'Indian Perspective in Advertising and Public Relations' organised by Department of Advertising and Public Relations of Makhanlal Chaturvedi National University of Journalism, Bhopal today.

He explained in detail how an advertisement can be made effective by including Indian elements. He said that success of any activity related with advertising and public relations depends on the factor that how much it is useful for the society. Many times, advertising talks about the things which are not related with Indian scenario. Such advertisements can be successful initially but they can not be remembered for long.

In technical session on 'Regional Public Relations', University Rector Shri Lajpat Ahuja said that in the profession of public relations, one should have clear vision because it is serious profession and vast as well. Public relations is responsible to the society and one should perform the work with the same view. Any activity in advertising and public relations will be successful only when it is factual and true. This profession has huge prospects and one can achieve great height with his or her imagination and efforts. He said that students should decide their priority in the profession.

Ex-general manager of BHEL, Shri CK Sardana spoke on 'Indian cases of Public Relations' in another technical session. He shared the tips with students for becoming successful public relations professionals. Director of Technogaze Solution Pvt Ltd Shri Santosh Subrahmanyam addressed students on 'Digital Marketing in India'. He said that this sector has huge prospects. Students should develop skills as per the needs. Traders are approaching customers through digital marketing. He said that mobile technology has changed online market.

State head of Paytm Shri Vikram Singh Chouhan delivered lecture on e-commerce in digital era. In the valedictory function, senior manager (corporate communication) of Nuclear Power Corporation of India, Shri Amritesh Shrivastava gave many important tips to students regarding career. Teachers and students of advertising and public relations department were present in the seminar.