

For the first time in the country a **National Round Table on Public Relations** was held at the **Shantivan Complex of Brahmakumaris'** World Headquarters, Abu Road, Rajasthan on 13th September, 2009. This is organised by the Media Wing of Brahmakumaris, as part of the National Media Conference - 2009. A host of high level Public Relations Professionals and Academicians, led by **Rajayogi BK Karuna, Chief of Multi Media**, Brahmakumaris and **Dr. CV Narasimha Reddi**, Editor, Public Relations, Doyen of Indian Public Relations have actively participated in this Round Table and resolved the following Public Relations Declaration.

This is for your kind information and application in the profession please.

Resolution of 'National Round Table on Public Relations'

1. Recent corporate high profile frauds involving crores of rupees have generated a significant decline in peoples trust in corporates. Public Relations as a strategic management function was also a party to the disinformation campaign to keep the stake holders in the dark. Therefore the round table felt the need for Ethical and Moral Values in disseminating public information
2. Against this background, the delegates at length discussed the state-of-the-art Public Relations and identified its positive and negative areas and came to the conclusion that the distinguishing trait of Indian Public Relations is the quantity of Public Relations personnel rather than the quality of the profession. It is therefore resolved that the need of the hour is professional excellence to meet the needs of both national and global public relations
3. The Golden Triangle Public Relations Model based on Trinity – Professionalism, Ethics and Spirituality involved in the backdrop of Indian culture is considered as New Mantra for professional excellence in Public Relations in Public Relations. Other professionals like Journalism, Marketing, HR also can follow this Mantra to suit to their requirements.
4. The Round Table debated the question how to promote professionalism and recommended that Academic bodies, PR Professional Associations, In-House and external PR firms should promote professionalism through engines such as PR education, induction & in-service training, PR Research, Accreditation etc . Similarly individual PR practitioners must aim acquiring professional qualifications and other qualities
5. The Round Table felt that ethics is a missing link in the discipline and urged that PR Professional bodies should evolve a code of ethics and professional standards for members to practice public relations with integrity, truth, accuracy, responsibility, and high professional standards. Public Relations ethics and Corporate ethics must go hand in hand
6. Mere professionalism and a code of ethics alone cannot deliver public relations services effectively, unless the public relations professionals change themselves and adopt spiritual values such as love, compassion, tolerance, purity, fellow feeling, patience, spiritual service etc.
7. The Mount Abu Public Relations Declaration concludes “Where the Golden Triangle PR Model is implemented in letter and spirit, there emerges professional excellence; where Public Relations as a strategic management function promotes two-way communication process between the corporate world and its publics, a better world is created with peace, happiness and prosperity.