

PR-e-FACE: From the desk of Editor in Chief **"Unearth the communication talents of SME sector"**



Association of Business Communicators of India (ABCI), mother of all the Indian Communication organisations has completed 50 years of service to the profession. For the past 47 years, they have been recognizing the best 'communication tools' through their Awards. The communication industry always cherishes the ABCI Awards as the 'Oscar of Business Communication'. *PR-e-Sense* feels proud to feature ABCI in this edition and salutes the founders and torch bearers of ABCI.

The Golden Jubilee of ABCI coincided with the 47th Annual Awards Nite. Many of the leading Indian Corporates participated in the competition and won awards under various categories.

Notable observation was many of the IT and new generation companies and the organisations in Small and Medium Sector (SME) were not participating

considerably. ABCI Award Scheme has improved the quality of Business Communication in India.

We could not reason out as to why new generation IT companies are not coming out in public to showcase their talents. It is high time, these 'new generation companies' joined the mainstream.

There may be genuine reasons for non participation of SME sector companies. They might have felt shy of competing with giant and large organisations. Indian economy thrives on SME segment largely.

ABCI and other Industry bodies should develop a separate model for this SME sector to bring out their 'indigenous communication talents'.

K. Srinivasan

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PR-e-CISE – Inside this ezine

- Guest Editorial by Mr Yogesh Joshi, President, ABCI
- Exclusive interview with Mr K S Neelakantan, doyen in the communication and PR industry
- Exclusive interview with Mr Colin Farrington, Director General, Chartered Institute of Public Relations, London
- Expert views from Ms Bhavani and Dr G P C Nayar
- PRCI, PRSI news

PR-e-FACE: From the desk of Guest Editor "ABCI strives to become Global Organisation "

It gives me great pleasure to be the Guest Editor of the January 2008 issue of e-zine featuring the 50 years of a legendary organization, the Association of Business



Communicators of India. Formed in 1957 as the Indian Association of Industrial Editors by visionaries like Victor Paranjoti and MR. P. R. Gupta, with an aim to promote excellence in creative business communications, the organization was renamed as the Association of Business Communicators of India in the year 1975.

The Annual Awards Nite of the ABCI has always been an event of Prestige in the Business Communications Profession. Mr. Prish Nandy who started his career as an Editor of a house magazine published by erstwhile Guest Keen Williams, a German Company with Indian Head Quarters in Calcutta was associated with ABCI for more than a decade. Mr. Prakash Mallya, CMD, Vijaya Bank informed me that when he was with Canara Bank as Manager Public Relations, he had won several awards in the Annual Awards Nite. Mr. M. V. Kamath, Chairman, Prasar Bharti, Mr. Roger Pereira who repositioned Singapore on the World Map, Dr. G. C. Banik, National Professor, Communications UGC have all been associated with ABCI. The Awards Nite of ABCI is really known as the Oscar of Indian Communications Industry.

ABCI over the years apart from organizing an Awards Nite, has organized seminars for PR education to upgrade knowledge and skill for the

novice in the industry. In a move to bring-in the banking industry under the main stream of Communications, ABCI had organized a seminar focusing the needs of Communications in Banking Industry in India with a view that they can accept all challenges when more and more foreign banks will be allowed to open their business counters in India from 2008-09 as per WTO agreement.

In-order to rope in young blood, ABCI has organized a One Day Seminar for communications students from 47 colleges from Mumbai. This was their first connect with any of the professional bodies in the communications field.

ABCI need to focus to be a Global Association in the years to come. We are trying to make a confederation of all Business Communications Professionals from neighbouring countries in the nearest future. ABCI also intend to start a full fledged MBA Programme in Business Communications in the years to come.

There is only one constant factor and that is Change. Any organization needs to change with time and ABCI is no way an exception to it. We are bringing in lot of changes in the organization from being perceived as an NGO instead of a body of Business Communication Professionals. Time only will prove whether we are with time or not? I am confident; all Communications Professionals from India and abroad will extend warm support to ABCI in the years to come to make it a vibrant body of professionals.

Mr Yogesh Joshi, President, Association of Business Communicators of India, Mumbai winyogi1@gmail.com

PR-eXCLUSIVE**“ABCI Awards have developed Business Communication”**

Mr K S Neelakantan, doyen in the PR industry took initiative in the past decades to develop PR and communication movement in India. He has received many awards and recognitions from various organizations for his achievement. He was also honoured earlier by ABCI with Life time achievement award. Mr Tushar, Strategic Editor of PR-e-Sense interviewed him for this edition. You can also listen his interview in the audio podcast. Excerpts:

- Business Communication though fairly new in India, has started growing significantly. I recall the days, when ‘Indian Association of Industrial Editors’ (IAIE), in which a few Corporate magazines joined together and did the role of Business Communicators. In those days, hardly any corporate had any house journal. The concept was promoted by IAIE, which was subsequently renamed as ‘Association of Business Communicators of India’ (ABCI) which is a better and clear title for such organization.

- After the formation of ABCI, they used to conduct lot of seminars, workshops, trainings and this had encouraged the Business Communication professionals. Most of the companies, whether they had scope or not, started internal news magazines or even four page news letters, which used to go to every employee. Some of the companies revolutionalised this and used visual medium for their interviews and house magazines. The tapes used to be screened to the employees at the workshops. This has brought the Business Communication to this present level.

- Communication business has now got revolutionalised in India, to such an extent that no one in this field has full grasp or idea on its scope and potential. This is a good sign. Lot of youngsters enter this field. Educational institutions also have

started special diploma and degree courses on communication.

- Techniques and medium of Business Communication have not received the coverage publicity, it should receive. After ABCI started the Annual Award Scheme, every company wanted to produce something in a professional manner and compete in the Annual Award competition. This has played a major role in the development of Business communication techniques.

- There is a tremendous scope for business communication in India. From one house magazine for the entire employees, now a tendency has come to have one journal for each department or sector like marketing or manufacturing. Specialisation is taking place gradually. The objective of this is to persuade the employees to their way of thinking and to sell the management concepts and ideas.

- No University gives enough importance to Business Communication. There are courses on journalism. Corporate Houses should join together and encourage the educational institutions to start specialized Business Communication courses. This is only for their advantage. Associations like ABCI should motivate such activities and organise seminars and workshops.

Mr K S Neelakantan may be contacted at neelu@vsnl.net

PR-eXCLUSIVE**“Associations should raise industry standards through training”**

On the occasion of PR-e-Sense bringing out special issue on ABCI's Golden Jubilee and 47 th Annual Awards, we requested Mr. Colin Farrington, Director General, The Chartered Institute of Public Relations, London, UK to share his views on roles of industry associations in development of profession and people associated with it. Our International Editor, Subha Ganesh interviewed Colin. Excerpts:

PR-e-Sense:
Are these associations really contributing to the growth of the industry?

Colin: Yes, absolutely. They do play an important role. Look at us, we at CIPR are focused on raising standards and getting public relations recognised as a profession that makes an essential contribution to business and society. We work with the business community to demonstrate, through information and case studies, what can be achieved by high quality public relations. It is not surprising that as we get better at managing and promoting the industry's reputation and demonstrating its effectiveness, so the call for PR grows and the industry expands. I hope that the associations in other parts of the world, including India are playing the similar role.

PR-e-Sense: **According to you what role associations should play now and in future for the development of the industry?**

Colin: Associations play an important role in raising the industry standards through education, training and qualification programmes; by sharing knowledge via its national and international awards schemes; and by offering best practice guidance on all aspects of communications. We at CIPR do this regularly. I am sure you are aware of the fact that with over 9500 members it is the largest body of its type in Europe. We at CIPR represent the interests of our members at the level of policy making, and serve as the voice of the industry

by talking about and demonstrating the valuable contribution that PR makes to business and society.

In the future, we as an industry throughout the world should focus more on promoting the public benefit of public relations. We need to work towards overcoming the preconceived and distorted ideas about what public relations is and distance ourselves and true PR professionals from the term spin. We at CIPR are hosting the World PR Conference and Festival on the same theme. Themed the 'Public Benefit of Public Relations', this event is an opportunity for us to communicate to the wider world the good work that public relations do globally. (For further information about the WPRC&F you may visit www.cipr.co.uk/wprf08)

We should also focus on training and development offering to play a lead role in the future of the industry as demand for communicators with specialist knowledge and training, in internal communications for example, is likely to increase.

Pr-e-Sense: **If we want to have a systematic growth of PR industry in India, what role an association like ABCI should play?**

Colin: I am sure the ABCI will grow and develop as the CIPR has done and we can learn a lot from each other. By working together national PR associations can help the PR industry to develop and grow globally.

PR –eVIEWS – A legendary and glorious past of ABCI



Association of Business Communicators of India

In 1957, some of the visionaries in the communication field joined together and started an organization called "Indian Association of Industrial Editors" (IAIE). This was the first Organisation for professional communicators of India. Mr. Victor Paranjoti, who was heading the Public Relations Department of ACC was the first President. Mr. P. R. Gupta was the Founder Vice President of the Association.

In 1975, the name was changed to "Association of Business Communicators of India (ABCI), when Mr. John Monteiro was the President. Mr. John Monteiro was heading the Communication Department at L & T. He was instrumental in changing the name to accommodate more or wider range of Business Communicators. Mr. Monteiro is now over 75 years. He lives in Mangalore.

From 2004, Mr Yogesh Joshi (Tata Steel) is heading the ABCI as President and he is the 25th President in the hierarchy.

Many eminent personalities like Mr Naval Tata (father of Mr Ratan Tata), Mr Nani Palkhiwala, many cabinet Ministers and Governors, IABC International leaders, Senior Editors have all participated in the activities of ABCI.

Presently ABCI has a membership of 782 members (excepting 50, other members are Corporates)

For the past 47 years ABCI has been giving Awards under various categories for the outstanding communication tools produced by the organizations. ABCI Awards are considered as 'Oscars' of Business Communication in India

PR-e-Sense salutes the great visionaries who founded ABCI and subsequent Presidents and members who brought ABCI to this glorious level

PR –eVIEWS – ABCI's 47th Annual Awards Night



ABCI received 559 entries for the year 2006, (the Awards relate to the performance of 2006) under 40 categories from 76

companies. Only a few new generation companies participated in the 47th Annual Awards Nite held at Mumbai.

Of the 76 companies, only 53 companies won awards under different categories. Even giant companies in

the remaining 23 companies could not feature in any awards. I feel there should be more participation from the new generation companies, particularly from the IT companies.

Winning awards is not too important. But by participation in the Annual Awards, you get quality in creativity and strategy in communication. It will help the organisations in benchmarking them in the qualitative standards.

Yogesh Joshi, President, ABCI
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PR –e- STIGE – Expert views

Ms K. Bhavani, Director of Communication, Govt. of Singapore and the President of Institute of Public Relations of Singapore received the Global Communicator Award from ABCI. PR-e-Sense interviewed her at the venue. You may also listen to her podcast. Excerpts



- I compliment ABCI for introducing Global Communicator Award from this year in the Annual Awards Scheme.

- Now all the organisations should understand the importance of Global Communication. You cannot look at your own country. We need to look at as to how to build business in other countries too. For this, you need to understand the cultural differences, how the media operates in other countries and principles and practices

of public relations and communication practiced in other countries.

- To bring about the understanding across the countries, organizations like ABCI and other PR organizations in various countries should get together and share experiences. This can be done through joint conferences, training programmes developed jointly or simple networking sessions where members get together.

- Global Communicators have to think about two issues. The first is 'openness and transparency'. This is what is demanded from all organizations globally. The second one is the Corporate Social Responsibility (CSR). Companies can no longer think of making money. They have to think of how to become good corporate citizens.

Ms K Bhavani can be reached at bhavani_k@mica.gov.sg

PR – e- Groups – Have you joined Corporate groups?

Image Management Group – Second largest yahoo group on PR with nearly 1550 global members. Click here

http://finance.groups.yahoo.com/group/Image_Management/

PRpoint Group - The largest Indian group for PR/CorpComm /academic professionals with 800 plus members. Click here

<http://finance.groups.yahoo.com/group/prpoint/>

New Media Forum Group – A group for Indian journalists with around 350 members. Click here

http://groups.yahoo.com/group/New_Media_Forum/

India Vision Group – A group for Indian youth on India Vision 2020 with around 1600 members. Click here

http://groups.yahoo.com/group/India_Vision_2020/

PR –e- STIGE – Expert views

Dr G P C Nayar, Chairman of SCMS Group of Educational Institutions at Kochi, Kerala received the 'Life Time Achievement Award' from ABCI. Mr Nayar is the first person in India to introduce communication education in private sector three decades back. PR-e-Sense interviewed him at the venue. You may also listen to his podcast. Excerpts:



- Public Relations, Business Communication and PR education are integrated activities. All the three are complimentary to each other. One leads the other. Public Relations is the general aspect of whole activity. Business Communication and PR education helps the PR activities.

- All the media communication comes under the ABCI activities. ABCI and educational institutions like ours should design courses to supplement PR courses. It cannot be an independent programme. Seldom

companies appoint editors exclusively to bring out their house magazines and external magazines. They will be in charge of Public Relations also.

- When India's economy was integrated with global economy, there was a need for management students in large numbers. Government and Private sector started a number of Business Schools. This made students to go for Management education, rather than Public Relations education. There is a gap now. The scope for Masters degree in Business Administration is better than the Masters degree in Communication. Globalisation has affected the communication education to some extent. Still, I believe it has tremendous scope. Without Business Communication and Communication in general, nothing can work in this world.

Mr Nayar can be reached at gpcnayar@scmsgroup.org

This ezine is integrated with Podcast. Some of the stories published in the ezine are also available in audio (podcast) format.



Podcast I - Interviews of Mr Yogesh Joshi, Ms K Bhavani and Mr G P C Nayar



Podcast II - Exclusive interview with Mr K S Neelakantan – [click here](#)

<http://poduniversal.blogspot.com/2008/01/abci-celebrates-golden-jubilee.html>

or

<http://www.primepointfoundation.org/presense0108.htm>

PR –eVENTS – ABCI's 47th Annual Awards Night

Saluting all the 'Life Time Achievement Award' winners



L to R : Mr Yogesh Joshi (President, ABCI) Dr CVN Reddi (for the year 2005), Mr K S Neelakantan (2003), Mrs Zelma Lazarus (2004), Dr G P C Nayar (2006 current), Mr Anand Akerkar (2002 – First awardee)

Current prestige Award winners (for the year 2006)



L to R: Mr.Sujit Patil (Tata Chemicals), Mr. Eknath Thakur (Member of Parliament), Mr. G.P.C. Nayar (SCMS Group, Kochi), Mr. Dilip Dandekar (CMD Camlin Limited Guest of Honour), Mr.R. Chandurkar (MD - IPCA Laboratories Limited Guest of Honour), Mrs. Rajashree Birla (Chairperson, Aditya Birla Group Chief Guest), Ms. K. Bhavani (Director Communications, Government of Singapore), Mr Anil Kumar Khandelwa (CMD bank of Baroda), Mr. M.B. Jayaram (Karnataka Power Corporation Limited), Mr Yogesh Joshi (President, ABCI).

PR –eVENTS – ABCI's 47th Annual Awards Nite

Madhya Pradesh Government won five awards

Madhyam a fully owned Agency by the Government of Madhya Pradesh (under Department of Information & Public Relations) participated in more

Madhyam has their own studio set-up and other facilities in Bhopal where state of art technology is not easily available like other metros.



Mr. Laxmikant Sharma, Hon minister, Public Relations & Cultural Affairs, Govt of M P with Mr. Manoj Srivastava, IAS, Secretary Public Relations & Cultural Affairs, Govt of M P & other team received the award. Their website <http://www.mpmadhyam.in/>

For contacts :
Dr. Prakash Gaur, Addl MD, Madhyam, MP is pgaur@sify.com

than 10 categories and won 5 Medals (3 Gold and 2 bronze). What many giant private companies could not achieve, this Government organisation has achieved silently.

PR-e-Sense congratulates the Madhyam team. Bravo! Well done!! Keep it up !!!

PR –eNews – Neelu takes over as National President of PRCI



Mr. R. Neelmegham, (popularly known as Neelu) is currently Chief Executive Officer of Akshara Advertising, a

National Advertising Agency of repute. Recently, he took over as the National President of PRCI.

Mr Neelu wants to pool all the available resources effectively and focus on training and education to the young professionals.

Now PRCI has reduced the term of office to two years to improve the efficiency of the team. Mr Neelu may be reached at prci.president@gmail.com

PR-e-Sense congratulates Neelu and extends full support in all his endeavours.

PR –eVENTS – PRSI holds 29th All India PR Conference



Public Relations Society of India (PRSI) held their 29th All India Public Relations Conference from 13th to 15th December 2007 at Chennai.

During this conference they honoured Ms Zelma Lazarus, a veteran communication professional with “Life Time Achievement Award”

Ms Zelma Lazarus is also the recipient of “Life Time Achievement Award” from ABCI in 2004..

PR –e- SENSE receives ‘Gold’ Award under ezine category

Your ezine *PR-e-Sense* was honoured with ‘Gold’ Award during the 47th Annual Awards Nite of ABCI under ezine category. This ezine is being published for the past 23 months without break, covering one corporate theme every month.



All the past issues may be downloaded from <http://www.corporateezine.in>



PR –eVENTS PR-e-Sense is the Media Partner for MarcusEvans



Marcus evans is an International business events and information company with four main areas of business activity. PR-e-Sense will be the Media Partner for Proactive Rural Marketing Strategies programme to be held at Mumbai on 8th and 9th May 2008.

The Indian rural market is a goldmine that has not been effectively tapped into. Delegates attending this event will educate and enlighten themselves on the various approaches an organization or industry could possibly take to benefit from this large pool of wealth.

Special rebates for subscribers/members of PR-e-Sense when registering with Ms. Kelly Lee. For more information, delegates registration or event brochure, please contact Ms. Kelly Lee at +603 2723 6798 or KellyL@marcusevanski.com

PR eTTY - Why read Holy Books?

An old Farmer lived on a farm in the mountains with his young grandson.

Each morning Grandpa was up early sitting at the kitchen table reading his Bhagavat Geeta. His grandson wanted to be just like him and tried to imitate him in every way he could.

One day the grandson asked, "Grandpa! I try to read the Bhagavat Geeta just like you but I don't understand it, and what I do understand I forget as soon as I close the book. What good does reading the Bhagavat Geeta do?"

The Grandfather quietly turned from putting coal in the stove and replied, "Take this coal basket down to the river and bring me back a basket of water."

The boy did as he was told, but all the water leaked out before he got back to the house. The grandfather laughed and said, "You'll have to move a little faster next time," and sent him back to the river with the basket to try again.

This time the boy ran faster, but again the basket was empty before he returned home. Out of breath, he told his grandfather that it was impossible to carry water in a basket, and he went to get a bucket instead. The old man said, "I don't want a bucket of water; I want a basket of water. You're just not trying hard enough," and he went out the door to watch the boy try again.



At this point, the boy knew it was impossible, but he wanted to show his grandfather that even if he ran as fast as he could, the water would leak out before he got back to the house.

The boy again dipped the basket into river and ran hard, but when he reached his grandfather the basket was again empty. Out of breath, he said, "See Grandpa, it's useless!"

"So you think it is useless?" The old man said, "Look at the basket."

The boy looked at the basket and for the first time realized that the basket was different. It had been transformed from a dirty old coal basket and was now clean, inside and out.

"Son, that's what happens when you read the Bhagavat Geeta. You might not understand or remember everything, but when you read it, you will be changed, inside and out. That is the work of Krishna in our lives."

"Celebrate Life. Care for others and share whatever you have with those less fortunate than you. Broaden your vision, for the whole world belongs to you."

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