

The Growth of Organization's Identity and Brand through Corporate Public Relations

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Abstract-Liberalization, however, has also presented the Indian economy with significant difficulties. After implementing the liberalisation process, the Indian agriculture economy has been steadily declining. Since the majority of Indian farmers fall into the marginal group, assuming one consider the entire nation, our farmers did not have the opportunity to benefit from liberalisation as much as they should have. The ability of our sector's enterprises to compete with MNCs falls short of expectations. The tourism industry has numerous challenges in the service sector as well. The significant sites in the historical cultural area are not being effectively developed, despite their enormous potential. Likewise, because of our economics Public relations play a significant part in the growth of any organisation in the dynamic business and economic environment of the globalised economy, it is vital to note. If they wish to be successful in business, the new generation of professional industry managers must acquire the idea of strong public relations. Our nation can no longer exist economically in isolation in this era of economic globalisation and liberalisation. To transform our economy qualitatively so that it is in line with the rest of the world will require a bold undertaking. To thrive in this new economic climate, Indian businesses must qualitatively upgrade both their business and organisational structural strategies. Communication with the general public is developed through the process of public relations. It involves the theory and application of many different disciplines, including management, media, communication, and psychology. Information given through public relations is always based on the fullest possible truth. The terms "public" and "contact" together make up the term "public relations." Public refers to the broad populace, public, or everyday individual, and contact denotes the beginning or upkeep of a relationship. In order to keep a contact with the general public, one develops public relations. Hindi also uses the word "public relations" frequently to describe this topic. The English word "Public Relations," which is shortened to "PR," is referred to as "Public Relations."

INTRODUCTION

A process of economic reform called liberalisation aims to free Indian trade and industry from all pointless prohibitions and limitations. A new economic strategy known as "liberalisation" gives the nation's businesses and industries the chance to grow autonomously. Through liberalisation, attempts are made to lessen the limitations on business and industry so that business class and entrepreneurs can receive the possibility to function in their workplace without any obstacles. Furthermore, the government works to liberalise trade policy in order to eliminate tariffs, subsidies, and other obstacles to the free movement of products and services between nations. The liberalisation, privatisation, and globalisation model (LPG model) emerged as a new model of reforms throughout the 1980s, which can be considered as a key policy shift in the Indian economy. This new model's major goal was to integrate India's economy swiftly with the biggest ones on the globe. The industrial policy of 1984 and 1985 marked the beginning of economic liberalisation in India, however it was not fully implemented at this time. The Industrial Program of 1991, which listed three economic reform processes—liberalization, privatisation, and globalization—as part of its holistic approach to economic reform, was India's first such policy. Economic reform meant lessening governmental meddling in the economy and putting more reliance on the market system, and liberalisation was a significant step in that direction. These three industries—agriculture, business, and services—have seen the greatest effects of liberalisation. Market growth, attractive prices for producers, and reasonable prices for consumers were all benefits of agriculture sector liberalisation. As agricultural technology has become more sophisticated,

The state of industries significantly improved after liberalisation, and industrial production also exhibited a great deal of diversity. The industrial sector faced increased global competition as a result of advanced technology imported from outside India. The service industry saw the most positive effects of liberalisation, and as a result, the service sector's contribution to India's GDP is the largest. Under which we can observe that India's software, tourism, medical, and BPO services have become the dominant industries. Liberalization, however, has also presented the Indian economy with significant difficulties. After implementing the liberalisation process, the Indian agriculture economy has been steadily declining. Since the majority of Indian farmers fall into the marginal group, assuming one consider the entire nation, our farmers did not have the opportunity to benefit from liberalisation as much as they should have. The ability of our sector's enterprises to compete with MNCs falls short of expectations. The tourism industry has numerous challenges in the service sector as well. The significant sites in the historical cultural area are not being effectively developed, despite their enormous potential. Likewise, because of our economics Public Relations play a significant part in the growth of any organisation in the dynamic business and economic environment of the globalised economy. If we wish to be successful in business, the new generation of professional industry managers must acquire the idea of strong public relations. Our nation can no longer exist economically in isolation in this era of economic globalisation and liberalisation. To transform our economy qualitatively so that it is in line with the rest of the world will require a bold undertaking. To thrive in this new economic climate, Indian businesses must qualitatively upgrade both their business and organisational structural strategies. Communication with the general public is developed through the process of public relations. It involves the theory and application of many different disciplines, including management, media, communication, and psychology. Information given through public relations is always based on the fullest possible truth. The terms "public" and "contact" together make up the term "public relations." Public refers to the broad populace, public, or everyday individual, and contact denotes the beginning or upkeep of a relationship. In order to keep a contact with the general public, one develops public relations. Hindi also uses the word

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In the age of the information revolution, Public Relations has become a management and scientific process. By the help of new technologies and platforms, effective public relations is now achievable. Creating connections with individuals is the process of public relations, and by doing so, an organisation can win their hearts and increase its credibility. Public relations is a two-way communication process in which the government or any institution's policies and programs are shared with the target audience while also receiving feedback from the general public on its reactions and issues. With the help of public relations, your organization's management and the general public can communicate with each other about one another's opinions. As news media's influence and reach grow, public relations efforts must continue to be made to ensure that the public retains awareness of the institution., public relations professionals must constantly assess the public's mental state while advancing the institution's goals. As a result, a number of programs are created, the general public is made aware of them, and improved communication is achieved by getting in touch with them. Additionally, an effort is made to maintain their connection with the organisation. A well-thought-out and effective communication strategy is called public relations, and it is used to establish communication between a company and its target audience. It is regarded as a foundational component and crucial component for every organisation. The term "public" in the context of public relations is used to refer to a "target group" or a large population. The administrative task of public relations places a strong emphasis on interpersonal and intra-organizational communication. Establishing mutual understanding and cooperation is its goal. Because of this, public relations is sometimes referred to as the creator, guardian, or nurturer of deep connection between a company and its stakeholders. Clients, employees, shareholders, rival companies, suppliers, or clients are a few examples. Each of the preceding groups is referred to as "public relations" or "those who fall within the general public's jurisdiction. The sole means of creating public relations is through keeping in successful touch with these particular individuals or communities. A scientific method of

communicating the traits and goals of any organisation is through public relations work. Public relations has been seen by a number of academics as a skill for building relationships with the general public. By laying the groundwork for public relations in a deliberate manner, the contactor uses this art to reveal his institutional features and shape public perception. Since public relations is a practical process, it is impossible to give it a precise definition. However, in order to shape public relations, it would be appropriate to assess the definitions and concepts of public relations that have been supported by some Indian-Western scholars and various public relations organisations. The following are the key definitions that public relations specialists have offered from various angles:

ACCORDING TO THE WEBSTER'S NEW INTERNATIONAL DICTIONARY

The promotion of rapport and goodwill between a firm or institution and other persons, special publics or the community at large, through the distribution of interpretive material / development of neighbourly interchange, and the assessment of publics.

According to the Institute of Public Relations is:

"The deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its public.

On the basis of the above definitions, we can say that if the use of mass, printed, and audio-visual and electronic media of public relations is the product of science, then public relations is the art which uses these mediums to do propaganda work and always aim to do with and tries to reach.

In order to influence a wide number of individuals, public relations' crucial goal is to shape "public opinion" in the desired direction. Information forms the foundation of public relations. One-sided objectives of public relations also include providing information. Accurate and truthful information is the foundation of public relations. Providing information and receiving comment on it are both parts of the bilateral process known as public relations. Public relations plays a significant role in India's social and economic growth. The field of public relations is growing and has become much more respectable than it formerly was. Public relations is the heart of creation-connection, and it requires a lot of creativity.

Public relations moved from the market and the government to Bollywood in the newly formed information society because of the mobile internet. Public Relations is a growing industry in India, where more than 5 lakh individuals are already working in the sector. The use of public relations experts by businesses is on the rise. For the past few years, candidates for the assembly and Lok Sabha elections have heavily relied on the services of public relations specialists. Due to the impact of India's economic liberalisation strategy, the usage of public relations is also being observed in establishing and boosting trust in the corporate and public sectors.

Public relations is regarded as an important component of company management, and in order to improve outcomes, we use both internal and external public relations. For instance, in corporate public relations, any brand is promoted to the media as well as the general public. The process of informing the general public about a business entity or corporate brand is known as corporate public relations. Corporate PR informs the wider public about that product. It creates trust in the product and aims to forge a connection between the brand and its intended audience. It's crucial to use corporate PR to give your brand a respectable reputation in the minds of your target market. The target audience can be easily reached through effective public relations. For a brand to directly connect with the target audience, press conferences, media interactions, press releases, various PR campaigns through various PR campaigns, major media of public relations like newspaper, magazine, TV, radio, social media are used. In this way any corporate organization makes its brand known to the general public. The most important thing in corporate public relations is how, through what medium and why to convey the right message to the right people at the right time. The product or service of any corporate organization is considered successful only when we give the right message in our public relations campaign, which is of importance for the interest of the general audience. Only a product that meets all these points can emotionally connect with its target audience.

The public has always accepted the Public Relations system, to speak of the historical component of the discipline. The life of a kid, or the life of any human being, can be incomplete without a variety of actions without public relations from the moment of his birth

until his death as a result of many ceremonies. Festivals, fairs, and other social gatherings are common examples of public relations in folk culture. Through these events, the younger generation is exposed to the constraints of their culture. In addition, as both Mahatma Buddha (BC 623-543) and Adi Shankaracharya (AD 623-543) travelled throughout their respective countries, it would be fair to examine their campaigns and country tours from the perspective of public relations. 1950 to 1970 marked the early years of public relations in India. The kind of public relations that has emerged in modern times was virtually impossible to predict. A global village has emerged as a result of Liberalisation, Globalisation, and information technology. Given that there is a vibrant market for producers today, India cannot be ignored in the global economic zone. The potential for foreign investment is therefore very high. In the present, the financial market is changing. All of these have led to the merger of huge business conglomerates like Tata, Mittal, Reliance, Godrej, Wipro, and other comparable conglomerates in the nation with multinational corporations. This has led to a number of fresh problems. As a result, there has also been a change in the scenario.

1. Enhancing the institution's reputation
2. Defining the Institute's identity.

CONCLUSION

Corporate Public Relations primarily aims to establish the organization's identity and brand. The process of creating images is a result of human thought. The primary objective of public relations in this situation is to assess how the company is perceived by its target audience. What do people believe of the company? As a result, Corporate Public Relations works hard to uphold the organization's reputation and credibility at all times. Contact between the business, the institution, and the public is a crucial task in today's corporate management system. Any industrial organisation can take action in the field of community connectedness, from welfare programmes for the neighbourhood to long-term initiatives to improve the social standard of living.

The profession of corporate public relations should uphold the social obligations listed below:

1. The public should be provided full opportunities to participate in the profits of the business of the company. From this point of view people can be given the facility of employment. They may be given contracts or other work related to the company's product.
2. By making public facilities for health, education, and cultural activities available to the general public, the government can help raise the standard of living for its citizens.
3. The business should constantly engage with the public in order to uphold a friendly and long-lasting relationship. If they offer any comments, they should also be informed of the actions performed in response to those suggestions.
4. The organisation should use natural resources judiciously in that direction so that the valuable resources are preserved for a long time and the geographical environment of that area is not harmed in any way.
5. Citizens who live close to a company's plant, office, factory, workshop, etc. should be treated as participants in the company's operations and advancement.
6. The corporation should conduct its operations and those of its associates in a way that causes the local population no excessive hardship.
7. The surrounding area of the business should not only be safeguarded, but also developed to the advantage of the business and the community as a whole.

Corporate public relations has presented a challenge to the global scene in this period of liberalisation. The biggest businesses in the world compete with one another. The world's situation has changed, particularly since liberalisation, and not only in India. International corporations have begun to set up shop in India, as have domestic corporations. At the same time, private sector banks, insurance companies, builders, educational institutions, and financial firms competed with one another, the responsibilities of corporate public relations rose even more than before. Today, the use of corporate public relations has expanded to include media, music, cinema, software, consumer goods, business entities, and service industries. Business-related news is prominently published and disseminated in today's media.

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