

Importance of Public Relation in Government Policies & Schemes: An Analysis

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ABSTRACT: Indian Government made several schemes and policies for improving the living status of every Indian citizen. Every schemes and polices have different benefits for the citizens. The government emphasis on successful implementation of polices and schemes in the ground level. Public Relation is the best way to aware the public about the Schemes and policies. So the public relation is closely related to the success of any of any scheme and policies. In this paper researcher try to know the importance of Public Relation in framing and implementing of any government schemes and policies. In this researcher try to find out the barriers and challenges which are occurring in public relation and also find out the possible solution removes such kind of problems.

Key Words: Public relation, Higher education, institutes, environment

I. Introduction

“Public Relation is the deliberate, planned and sustained effort to establish and maintain mutual understanding between on organization and it’s Public”

Institute Of Public Relation, USA

Public Relation is a most important wing of Indian Government and State Government. Through it government take the basic information and gather views of the public before framing any policies and schemes. After framing any policies and scheme, the next step is implementation in which Public Relation plays a very crucial role. Government use public relation as a tool for spreading information and awareness about every schemes and policies in between the citizens of the country. So Government creates a special department for Public relation. The success of any scheme is depended on the public relation. Through the various platforms (like:- email, sms, posters, calls, camp etc) government tries to interact with every single citizen of India. Because public relation create a positive and strong bonding between the government and public.

1.1 Works of Public Relation

1.1.1 Communication :-

Only public relation helps to fill the communication gap between the government and citizens. It will help to establish a strong and positive relationship.

1.2 1.1.2 Awareness:-

Government use public relation for conveying the information and spreading messages related to schemes and policies. Through it government try to educate about the current and running schemes and policies

1.3 Feedback:-

Government use public relation for knowing the view of public and getting feedback on current and running schemes and policies. By this government know about the impact of the policies and schemes.

II. Challenges of Public Relation

2.1 Political perception

If the political conditions and government working style are in the negative way. It will create big problem for public relationship

2.2 Public Perception :-

If the public are having the negative thoughts and thinking in their mind about the government . it will also create a huge problem in the public relation.

2.3 Negligence of public relation officer

If the public relation officers or employees performing their works and task with negligence. It will also create a problem.

2.4 Finance:-

If the fund & money are not adequate for public relation. So it will also create a challenge.

2.5 Platform of communication

If the government not using the right platform of communication according to time, geographic condition, updated and public status. So it will also create a problem.

III. Objectives

- 1) To analysis the effect of public relation in implementing of government policies and schemes.
- 2) To find out the gap of public relation in Higher Education Institution.

IV. Literature Review

Public relations are used to build relationships with employees, customers, stockholders, voters, or the general public (Al-Jenaibi, 2012).[1]Almost any of the company which owns a stake in how to visualize it in the public arena employs some level of public relations. There are a number of public relations disciplines and areas falling under the banner of corporate communications, such as analyst relations, media relations, investor relations, internal communications and labor relations. Most of them contain the aspect of peer review to get liability (PRO Convention, 2011).[2]

PR research, as the name indicates emphasizes on the entire public relations process and examines the communications relationships that exist among and between organizations and their key target audience. For the public relations or public affairs officer, a suitable definition of public relations research is that it is an important tool for fact and opinion gathering a systematic effort aimed at discovering, confirming and, or understanding through objective appraisal the facts or opinions pertaining to a specified problem, situation, or opportunity (Public Relations Research for Planning and Evaluation,2006) [3]

The key goal of a public relations department is to enrich a company's reputation. Staff that work in public relations, or as it is commonly known, PR, are skilled publicists. They are capable to present a organizations or individual to the world in the best light. The role of a public relations department can be seen as a reputation protector (Conjecture Corporation, para. 1, 2003).[4]

V. Discussion and Conclusion

Researcher find various problems in the study which directly effects the implementation and framing the schemes and policies. With that researcher also found solutions to remove such kind of challenges and barrier. Government must provide proper training to the employees and staff for public relation and put proper attention on employees working style. Government must provide proper funds and finance .Public relation helps to change the perception of public towards the government .And its also aware the information which are helps or beneficiary for the citizens .public relation create familiar relation between the government the citizens and the government .and full fill the needs of citizens its also through the public relation .government do everything for the welfare of citizens .So finally conclusion is that remove all the berriers and problems which are faces by the government and citizens and vice versa through the public relation.

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