Public relation in india and public relation firms

A RESEARCH PAPER A Public Relation Professional In Policy Making Of India Submitted By: Akshay Table of Contents Sr. No. | Topic| Page No. | 1| Introduction| 3| 2| Review of Literature| 20| 3| Methodology| 27| 4| Research Observation| 44| 5| Analysis| 48| 6| Conclusion| 64| 7| Scope for further research| 65| 8| Bibliography| 66| Introduction Public relations abbreviated as PR is the practice of managing the flow of information between an organization and its public groups. Public relations provide an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment.

The aim is often to persuade the public, investors, partners, employees and other stakeholders to maintain a certain point of view about the company, its leadership, and products or of political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication The Public Relations Society of America (PRSA), founded by Richard Rotman, defined public relations in 1982 as, " Public relations help an organization and its publics adapt mutually to each other. According to the PRSA, the essential functions of public relations include research, planning, communication, dialogue and evaluation. In 2011-12 the Society developed a crowd sourced definition which PRSA considers more accurate and descriptive: Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. It was announced on March 1, 2012 after a vote by public relations professionals.

The defeated definitions were " Public relations is the management function of researching, engaging, communicating, and collaborating with

stakeholders in an ethical manner to build mutually beneficial relationships and achieve results. ” and “ Public relations is the engagement between organizations and individuals to achieve mutual understanding and realize strategic goals. ” Public relations and its various definitions:

Edward Louis Bernays, who is considered the founding father of modern public relations along with Ivy Lee, in the early 1900s defined public relations as a management function which tabulates public attitudes, defines the policies, procedures and interests of an organization followed by executing a program of action to earn public understanding and acceptance. ” Building and managing relationships with those who influence an organization or individual's important audiences has a central role in doing public relations.

An earlier definition of public relations, by The first World Assembly of Public Relations Associations, held in Mexico City, in August 1978, was “ the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest. ”[Others define it simply as the practice of managing communication between an organization and its publics.

The European view of public relations notes that besides a relational form of interactivity there is also a reflective paradigm that is concerned with publics and the public sphere; not only with relational, which can in principle be private, but also with public consequences of organizational behavior [12] [13] A much broader view of interactive communication using the Internet,

as outlined by Phillips and Young in Online Public Relations Second Edition (2009), describes the form and nature of Internet-mediated public relations.

Specific public relations disciplines include: * Financial public relations – providing information mainly to business reporters * Consumer/lifestyle public relations – gaining publicity for a particular product or service, rather than using advertising * Crisis public relations – responding to negative accusations or information * Industry relations – providing information to trade bodies * Government relations – engaging government departments to influence policymaking Other public relations activities include: Publicity events, pseudo-events, photo ops or publicity stunts * Speeches to constituent groups and professional organizations; receptions; seminars, and other events; personal appearances * Talk show circuit: a public relations spokesperson, or the client, " does the circuit" by being interviewed on television and radio talk shows with audiences that the client wishes to reach * Books and other writings * Collateral literature, both offline and online Direct communication (carrying messages directly to audiences, rather than via the mass media) with, for example, printed or email newsletters * Blogs, Social media and social networks After a public relations practitioner has been working in the field for a while, he or she accumulates a list of contacts in the media and elsewhere in the public affairs sphere. Methods, tools and tactics Traditional public relations tools include press releases and press kits which are distributed to the media to generate interest from the press.

Other widely used tools include brochures, newsletters and annual reports. Increasingly, companies are utilizing interactive social media outlets, such as blogs, Micro blogging and social media. Unlike the traditional tools which

allowed for only one-way communication, social media outlets allow the organization to engage in two-way communication, and receive immediate feedback from various stakeholders. There are two types of Two-way communication, Two-way asymmetrical public relations and Two-way symmetrical public relations. An asymmetrical public relations model is unbalanced.

In this model an organization gets feedback from the public and uses it as a basis for attempting to persuade the public to change. A symmetrical public relations model means that the organization takes the interests of the public into careful consideration and public relations practitioners seek a balance between the interest of their organization and the interest of the public. Video and audio news releases (VNRs and ANRs) are often produced and distributed to TV outlets in hopes they will be used as regular program content, with or without acknowledgment of the source.

One emerging theme is the application of psychological theories of impression management. Advertising dollars in traditional media productions have declined and many traditional media outlets are seeing declining circulation in favor of online and social media news sources. One site even tracked the death of newspapers. As readership in traditional media shifts to online media, so have the focus of many in public relations. Social media releases, search engine optimization, content publishing, and the introduction of podcasts and video are other burgeoning trends.

The development of social media increased the speed of breaking news, so public relations professionals no longer have the luxury of time to construct

a news statement after a daily news deadline. The viral effect of social networks requires adequate training and real-time social media monitoring in order to detect the early signs of breaking news. Targeting the public A fundamental technique used in public relations is to identify the target audience, and to tailor every message to appeal to that audience. It can be a general, nationwide or worldwide audience, but it is more often a segment of a population.

A good elevator pitch can help tailor messaging to each target audience. Marketers often refer to socio-economically driven " demographics", such as " black males 18-49". On the other hand stakeholders theory identifies people who have a stake in a given institution or issue. All audiences are stakeholders (or presumptive stakeholders), but not all stakeholders are audiences. For example, if a charity commissions a public relations agency to create an advertising campaign to raise money to find a cure for a disease, the charity and the people with the disease are stakeholders, but the audience is anyone who is likely to donate money.

Sometimes the interests of differing audiences and stakeholders common to a public relations effort necessitate the creation of several distinct but complementary messages. This is not always easy to do, and sometimes, especially in politics, a spokesperson or client says something to one audience that creates dissonance with another audience or group of stakeholders. Who are the Lobby Groups? Lobby groups are established to influence government policy, corporate policy, or public opinion. Such groups claim to represent a particular interest and in fact are dedicated to doing so.

When a lobby group hides its true purpose and support base, it is known as a front group. Moreover, governments may also lobby public relations firms in order to sway public opinion. A well illustrated example of this is the way civil war in Yugoslavia was portrayed. Governments of the newly seceded republics of Croatia and Bosnia, as well as Serbia invested heavily with UK and American public relations firms, so that they would give them a positive image in the USA. An Introduction to Perfect Relations and Dilip Cherian: India's leading PR lobbyist and Policy Maker: Regarded as ' India's Image Guru,' Mr.

Dilip Cherian is a top end lobbyist and Consulting Partner at Perfect Relations. Acclaimed to revolutionize corporate party images, Mr. Cherian's insights into the Indian political system with reference to crisis communications and providing privileged business intelligence are indispensible. He is a columnist, policy maker and former business editor and often lectures on his journey for being a journalist to a lobbyist and comments on the current flop show put up by the Government. Negative PR

Negative public relations, also called dark public relations (DPR), is a process of destroying the target's reputation and/or corporate identity. In other words, instead of concentrating efforts in the maintenance and the creation of a positive reputation or image of your clients, the objective is to discredit someone else, usually a business rival. Unlike the regular services in public relations, those in DPR rely on the development of industries such as IT security, industrial espionage, social engineering and competitive intelligence.

A common technique is finding all of the dirty secrets of their target and turning them against their very own holder. The building of a dark PR campaign, also known as a dirty tricks or a smear campaign is a long and a complex operation. Traditionally it starts with an extensive information gathering and follows the other needs of a precise competitive research. The gathered information is being used after that as a part of a greater strategically planning, aiming to destroy the relationship between the company and its stakeholders. Politics and civil society in Public Relations

Defining the opponent: In India and other Western Nations, but not in the larger public relations markets, the tactic known as " defining one's opponent" is used in political campaigns. Opponents can be candidates, organizations and other groups of people. In the 2004 US presidential campaign, Howard Dean defined John Kerry as a " flip-flopper," which was widely reported and repeated by the media, particularly the conservative media. Similarly, George H. W. Bush characterized Michael Dukakis as weak on crime (the Willie Horton ad) and hopelessly liberal " a card-carrying member of the ACLU.

In 1996, President Bill Clinton seized upon opponent Bob Dole's promise to take America back to a simpler time, promising in contrast to " build a bridge to the 21st century. " This painted Dole as a person who was somehow opposed to progress. In the debate over abortion, self-titled pro-choice groups, by virtue of their name, defined their opponents as " anti-choice", while self-titled pro-life groups refer to their opponents as " pro-abortion" or " anti-life". A policy is typically described as a principle or rule to guide decisions and achieve rational outcomes.

The term is not normally used to denote what is actually done, this is normally referred to as either procedure or protocol. Policies are generally adopted by the Board of or senior governance body within an organization whereas procedures or protocols would be developed and adopted by senior executive officers. Policies can assist in both subjective and objective decision making. Policies to assist in subjective decision making would usually assist senior management with decisions that must consider the relative merits of a number of factors before making decisions and as a result are often hard to objectively test e. . work-life balance policy. In contrast policies to assist in objective decision making are usually operational in nature and can be objectively tested e. g. password policy. A Policy can be considered as a " Statement of Intent" or a " Commitment". For that reason at least, the decision-makers can be held accountable for their " Policy. " The term may apply to government, private sector organizations and groups, and individuals. Presidential executive orders, corporate privacy policies, and parliamentary rules of order are all examples of policy. Policy differs from rules or law.

While law can compel or prohibit behaviors (e. g. a law requiring the payment of taxes on income), policy merely guides actions toward those that are most likely to achieve a desired outcome. Policy or policy study may also refer to the process of making important organizational decisions, including the identification of different alternatives such as programs or spending priorities, and choosing among them on the basis of the impact they will have. Policies can be understood as political, management, financial, and administrative mechanisms arranged to reach explicit goals.

The Impact of Policy Making: Intended effects The intended effects of a policy vary widely according to the organization and the context in which they are made. Broadly, policies are typically instituted to avoid some negative effect that has been noticed in the organization, or to seek some positive benefit. Corporate purchasing policies provide an example of how organizations attempt to avoid negative effects. Many large companies have policies that all purchases above a certain value must be performed through a purchasing process.

By requiring this standard purchasing process through policy, the organization can limit waste and standardize the way purchasing is done. The State of California provides an example of benefit-seeking policy. In recent years, the numbers of hybrid cars in California has increased dramatically, in part because of policy changes in Federal law that provided USD $1, 500 in tax credits (since phased out) as well as the use of high-occupancy vehicle lanes to hybrid owners (no longer available for new hybrid vehicles).

In this case, the organization (state and/or federal government) created an effect (increased ownership and use of hybrid vehicles) through policy (tax breaks, highway lanes). Unintended effects Policies frequently have side effects or unintended consequences. Because the environments that policies seek to influence or manipulate are typically complex adaptive systems (e. g. governments, societies, large companies), making a policy change can have counterintuitive results. For example, a government may make a policy decision to raise taxes, in hopes of increasing overall tax revenue.

Depending on the size of the tax increase, this may have the overall effect of reducing tax revenue by causing capital flight or by creating a rate so high that citizens are deterred from earning the money that is taxed. (See the Laffer curve.)[citation needed] The policy formulation process typically includes an attempt to assess as many areas of potential policy impact as possible, to lessen the chances that a given policy will have unexpected or unintended consequences. Because of the nature of some complex adaptive systems such as societies and governments, it may not be possible to assess all possible impacts of a given policy.

Policy cycle In public relations the policy cycle is a tool used for the analyzing of the development of a policy item. It can also be referred to as a " strategist approach". One standardized version includes the following stages: 1. Agenda setting (Problem identification) 2. Policy Formulation 3. Adoption 4. Implementation 5. Evaluation An eight step policy cycle is developed in detail in The Indian Policy Handbook by Peter Bridgman in its 4th edition lists the following under its belt: 1. Issue identification 2.

Policy analysis 3. Policy instrument development 4. Consultation (which permeates the entire process) 5. Coordination 6. Decision 7. Implementation 8. Evaluation REVIEW OF LITERATURE 1. What are public relations? – The formal practice of what is now commonly referred to as " public relations" dates to the early 20th century. In the relatively brief period leading up to today, public relations have been defined in many different ways, the definition often evolving alongside public relations' changing roles and technological advances.

The earliest definitions emphasized press a gentry and publicity, while more modern definitions incorporate the concepts of " engagement" and " relationship building. " Public relation is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. (America, 1982) 2. Introducing Public Relations (Theory and Practice) Introducing public relations is a guide to the basics of public relations: where it came from, what it means and what issues the industry faces today.

It takes the readers from the origins of PR to the latest theoretical debates, explaining along the way the changes and development of the role of the PR practitioner. With interviews and ' day in the life' examples from a wide range of professionals in the industry, students will learn what PR practitioners do, what they think and how the industry really works. It covers all aspects of public relations in practice, from in house consultancies to government, sport, NGO, and corporate PR. (Butterick, 2011) 3. Bureaucrats and Policy Making: A Comparative Book overview To what extent do civil servants influence the political process?

What is the proper role of the top-level bureaucrat – a role that was once clearly defined, but now seems to have become ambiguous after decades of profound change in politics and administration? This volume explores the relationship between bureaucrats and policy making in a variety of national and political contexts. 4. Effective Public Relations and Media Strategy This comprehensive book, written in an easy to understand language, aims at not only equipping the reader with the necessary tools for building a career in public relations but also assisting him or her in becoming an effective Public Relations Manager.

The book strives to cater to the different areas of public relations such as public relations in banks, tourism, NGOs, public transport, municipal government, media, and global public relations. In this text, Professor Narasimha Reddi compresses within the covers of a single volume his many decades of teaching and professional experience. He gives a masterly exposition of the theory and best practices of the profession. Divided into five parts, the book gives a clear analysis of the multi-dimensional aspects of public relations and communication, practices, and the different public relations media.

Key Feature * Provides teaching aids for easy understanding of the subject such as points to remember and review questions * Gives Seven Case Studies that reflect employee relations, media relations, customer relations, and crisis management. These would greatly help students know the practical aspects of public relations. The book is primarily intended as a text for students of Public Relations, Journalism, Mass Communication, and Advertising. In addition, it should be of great benefit to the teaching community and public relations practitioners. About the Author C. V. Narasimha Reddi (Ph. D. , the Editor of Public Relations Voice (a premier journal on Public Relations in India) has been University Grants Commission National Professor in Public Relations, Advisor, Public Relations. Professor Reddi is a multi-faceted personality with unique attributes of a PR practitioner, an academician, editor, publisher, writer, author and broadcaster – a rare combination in the Indian setting. During his career spanning several decades, Dr. Reddi has occupied many positions such as former Director (Public Relations) Andhra Pradesh (AP) government, Press

Secretary to four former Andhra Pradesh Chief Ministers, Director, Public Relations, A.

P. State Road Transport Corporation, Director, Bhavan's College of Communication ; Management, Advisor, Public Relations, Osmania University and Dr. B. R. Ambedkar Open University, Hyderabad. He was also Vice-Chancellor's Visiting Scholar, University of Canberra, Australia and visiting Professor to Universities in USA, UK and China. He was National President, Public Relations Society of India; Founding Member, Global Forum for Public Relations; and Member, Asian Media Information and Communication Centre, Singapore.

He has authored seventeen books and edited two books in the field of Communication and Public Relations. 5. Caste, Politics and Policy-Making Book Overview Politics in contemporary India is marked by the ' resurgence' of ' caste nd communal politics'. The past two decades have seen a dramatic collapse of the old political formations and parties which had dominated the politics of the Nehruvian eta. Even the movements of that period, right up to the mid-1970s, were largely movements on economic issues and questions of corruption, black-marketing, hoarding and food shortages.

Recent Indian experience points to the close link between rapid social change, breakdown of consensus on fundamental issues in society and the role of political parties, to deal with the resultant political instability. This book examines the principles underlining the Caste, Politics and Policy-maker. Despite the fact that the government of India has, for over sixty years now, applied these measures to overcome discrimination based on

caste, politics and policy respectively. About the Author Dr. Ravi Ranjan, is at present Asst.

Professor of Political Science at Government K. R. G. Autonomous College, Gwalior under Jiwaji University, did his B. A. (Hons.) from Patna University did M. A from Delhi University and M. Phil from Jawahar Lal Nehru University (J. N. U.), Delhi and is Ph. D. His is a widely acclaimed name in the sphere to which he pertains to. He has submitted Research Project under U. G. C. He possesses a prolong teaching experience closely to Fifteen years. He has several articles to his credit in a number of newspapers and magazines of national repute.

Research Methodology Topic of the Study: Public Relations as a tool for Policy Making in India with special reference to Perfect Relations and the work of Mr. Dilip Cherian Locale of the Study The study explores the basis of public relations in India not only as a fast growing media and communications industry but also as a tool for policy making, lobbying and influencing Governments in power. Geographic Group My target group for the survey and data analysis method will be the journalists, columnists and policy makers. A review will be made of their works.

For this I will be targeting junior and senior public relations and media relations people as well as professionals in the corporate communications sectors of India who play a similar role in maneuvering the minds of people in authority. Rationale for the Topic The Policy Making procedure has been researched and written about extensively in India and in the international media. However, the coverage of the role of public relations as a tool for

policy making, decision making and lobbying for rural and urban, private and public sectors has never been critically analyzed.

Through the research paper, ' Public Relations as a tool for Policy Making in India with special reference to Perfect Relations and the work of Mr. Dilip Cherian,' I would like to explore this. Research Questions * What is the importance of public relations in policy making? * How do public relations play a role in influencing Government decisions? * How does Perfect Relations function as India's largest Policy making, public relations and image consultancy firm? * What is the role of leading PR companies in lobbying? * What is the scope for lobbying in India? Do lobbying, Public relations and decision making go hand in hand? OPERATIONAL DEFINITIONS 1. Public relations is a tool that provides an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment. The aim is often to persuade the public, investors, partners, employees and other stakeholders to maintain a certain point of view about the company, its leadership, and products or of political decisions. 2. Policy Making is typically described as a principle to guide decisions and achieve rational outcomes.

The term is not normally used to denote what is actually done. This is normally referred to as either procedure or protocol. Policies to assist in subjective decision making would usually assist senior management with decisions that must consider the relative merits of a number of factors before making decisions and as a result are often hard to objectively test e. g. work-life balance policy. OBJECTIVES: * To find the importance of public relations in policy making. * To study how the role of public relations plays a

role in influencing Government decisions. To study how Perfect Relations functions as India's largest Policy making, public relations and image consultancy firm. * To analyze the role of leading PR companies in lobbying. * To understand the scope for lobbying in India. * To calculate how lobbying, Public relations and decision making go hand in hand. HYPOTHESIS Policy Making and Lobbying are completely influenced by the Indian Public Relations scenario and Perfect Relations has played an important role in lobbying against Governments like the Congress.

METHODS FOR THE RESEARCH Methodological Considerations For investigation providing the methodology with various sets of techniques, instruments, and strategies of particular data collection, functional means of testing abstract hypothesis, and so on and so forth is the primary research step. In the research it should be noted here that the way of creation of knowledge can never be completely value-neutral, purely factual and objective. To paraphrase Robert Cox, it always serves someone and some purpose.

This is especially true in cases of studies engaged in certain conflict situations that usually postulate at least two diametrically different (subjective) interpretations of referenced events. Momentarily available publications, articles, and other sources of secondary nature in English might present only very limited and biased part of the whole multilayered story. Last but not least, dealing with delicate information regarding lives and deaths of people caught in the midst of violent interstate conflict requires certain amount of sensitivity towards potential ethical repercussions, too.

Principles of Qualitative Methods In sharp contradistinction to quantitative methods, which derive their basic paradigms from the field of natural sciences, qualitative ones do not primarily work with numerical data. Within the realm of social sciences, they mostly work with variables that are not principally quantifiable. Through their lenses, one should ideally be able to observe given phenomena in their unique, unrepeatable as well as multiform and complex essence which can never be merely quantified. Furthermore, whilst quantitative research ordinarily deals with quantitative e. g. statistical) data about relatively large number of cases, qualitative one is rather concerned with mainly qualitative variables in a reasonably smaller, exclusive number of cases. Besides, qualitative research can be distinguished from quantitative one by at least two specific epistemological standpoints; causal explanation, which is also largely used by adherents of the quantitative approaches, and interpretative understanding. Each of them is based on totally different prepositions related to fundamental rules of scientific cognition of outer world? s assumed nature.

Interpretative approach is utmost doubtful about possible revelation of hidden casual inter-relationships within the social reality. Instead of that, it prefers an idea of mutual constitutive character of social phenomena. In the end, it does not strive for ideally objective description of chosen phenomenon from distant perspective but it seeks to reconstruct purely subjective insight of involved participants of that event and then to interpret it thoroughly. Explanatory approach on the other side, presupposes certain level of unity between natural and social sciences.

According to it, both of them principally ought to be able to clarify hidden casual connectedness of surveyed reality. Even though a classical experiment, which would eventually prove the ultimate validity of hypothesis under examination, is not, strictly speaking, achievable in social sciences, it can be partly overcame by gathering as much historical data as possible in order to retroactively reconstruct a fictional experiment that, through a process of analytical explanation, might finally indicate the existence (or nonexistence) of casual relationship.

A CASE STUDY IN GENERAL Every single moment within the constant flow of cognizable social reality is literally influenced by myriads of contributing factors. Thus, the main purpose of case study is customarily not to describe the entire system and the ways it functions but to capture this multidimensionality through very detailed analysis of clearly defined and strictly delimitated subject, institution, phenomenon, process or any situation of interest and evaluate their causes, effects and roles they perform within the system.

Apart from gaining really profound insight into the phenomenon in hand, it can subsequently serve as an instrument towards further testing other related hypotheses or even creating brand new ones by the medium of induction method which can derive generalized conclusions out of them. Naturally, case studies are comparatively more efficient in identification of scope conditions, during which the concerned phenomenon typically occurs, then in defining the exact proportions of causal significance of each and every variable involved in its final realization.

On the other hand, either due to the fact that the final state might have been caused by more than just one factor or it could eventually be achieved as an unexpected result of a inimitable synergy of several diverse reasons, it is not always possible to positively specify necessary or sufficient condition for its materialization in different cases. Besides, the subject of inquiry regularly differs from the case itself. While the subject is a general phenomenon, whose nature the inquiry is supposed to reveal, the case is basically a particular event that is used in order to analyze certain general hypothesis more holistically and intensively.

By taking into account more and more cases of specific social, economic, geographical and temporal conditions, we may also slightly contribute to the endless process of empirical enrichment, deepening of analytical insight and further improvement of existing limited theoretical equipment in the field. Moreover, parsimonious specifications of dependent variables as well as reasonable identification of searched independent variables within a carefully chosen theoretical framework are tightly related to the subject of inquiry.

Consequently, if they are defined too vaguely at the beginning, it is usually very difficult to accurately assess their values lter on. In this thesis, the independent variable is identified with a prevailing notion of legitimacy, whose content has been socially constructed in accordance with specific historical processes of formation of respective national political cultures. Next important step is to evaluate all the involved variables in order to make them mutually comparable. The ability to define a truthfully plausible scale

of values has a connection with qualitative operationalization of the concept that is analyzed.

Not only theory itself, but an inductive insight is equally required at this point. From a purely strategic point of view, all the selected cases should, furthermore, offer enough independent, mediating and dependent variables in order to fit smoothly into presumed theoretical scheme. Apart from all that, the question of fruitful cooperation between used method and theories can be also perceived as the question of compatibility between ontological assumptions stated by the theory and epistemological considerations of the method as well as its own ontological prerequisites.

In general, case studies can be virtually located at certain relatively blurry zone in between two extreme poles presented by the so-called grounded theories on the one side and ethnographic/anthropologic approaches on the other. While grounded theory approaches choose data with minimal theoretical background and accomplish its observational processes with formulation of a brand new theory, research that is conducted according to ethnographic method is, on the other hand, driven by clear theoretical postulations that have been identified from the very beginning.

QUANTITATIVE RESEARCH METHOD Questionnaire survey and result analysis through Factor Analysis Questionnaire survey Questionnaire Survey – In context to the Coverage of the Maoist movement in India a list of research questions can be asked to the respondents which can mostly be constituted of journalists from various print houses. This survey will be designed to

takeout precise information from people who have worked and lived amongst tribals and naxals.

It serves four basic purposes: * It collects the appropriate and necessary data needed for the understanding of the Maoist movement in India * It makes the data comparable and open to do analysis by other journalists in comparison to other mediums of journalism * The survey method minimizes the biased ways in formulating and asking questions to people of various socio-economic and cultural backgrounds, * To make the questions engaging, comprehendible and diverse. Sample space: The questionnaire will be filled by 50 people who have an interest in art or are a player in the art field.

Questionnaire design: The questionnaire will consist of 8-10 questions, 2 of which will involve five point Simple rating scale for the rating of different attributes. In the Simple rating scale which will be used 1 will refer to ' Least Important' and 5 will refer to ' Most Important'. Response Platforms: The questionnaire will be put up online through a social networking platform, through which a good response is expected to be generated from the people who are interested in art. It will also be printed and people will be personally approached for their responses in Pune.

Analysis technique: An advanced research technique called ' Factor Analysis 'will be used to analyze the responses of respondents. It is a correlation technique to determine meaningful clusters of shared variance . Factor analysis begins with a large number of variables and then tries to reduce the interrelationships amongst the variables to a few numbers of clusters or

factors. It also finds relationships where variables are maximally correlated with one another and minimally correlated with other variables and then groups the variables accordingly.

It refers to a collection of statistical methods for reducing co relational data into a smaller number of size or factors. Factor Analysis – is a method for reducing co relational data to a lesser number of proportions or factors; starting with a correlation matrix a small number of components or factors are extracted that are regarded as the basic variables that account for the interrelations observed in the data SAMPLING For the questionnaire the sampling can be of 2 types – 1.

Proportionate allocation uses a sampling fraction in each of the strata that is proportional to that of the total population. For instance, if the population consists of 60% in the male stratum and 40% in the female stratum, then the relative size of the two samples (three males, two females) should reflect this proportion. 2. Optimum allocation (or Disproportionate allocation) – Each stratum is proportionate to the standard deviation of the distribution of the variable. Larger samples are taken in the strata with the greatest variability to generate the least possible ampling variance. A real-world example of using stratified sampling would be for a political survey. If the respondents needed to reflect the diversity of the population, the researcher would specifically seek to include participants of various minority groups such as race or religion, based on their proportionality to the total population as mentioned above. A stratified survey could thus claim to be more representative of the population than a survey of simple random sampling or systematic sampling.

Similarly, if population density varies greatly within a region, stratified sampling will ensure that estimates can be made with equal accuracy in different parts of the region, and that comparisons of sub-regions can be made with equal statistical power. For example, in Ontario a survey taken throughout the province might use a larger sampling fraction in the less populated north, since the disparity in population between north and south is so great that a sampling fraction based on the provincial sample as a whole might result in the collection of only a handful of data from the north.

Randomized stratification can also be used to improve population representativeness in a study. This dissertation features QUALITATIVE RESEARCH TECHNIQUES as well such as review of literature, screening and analysis of newspapers covering the Public Relations movement on Lobbying and Policy Making in India, papers, etc. due to the nature of the topic chosen. Owing to this fact, I'm also taking the liberty of making hypotheses as I progress with the research, the findings shall be revealed in the course of the study as well as in the conclusions.

THE DISSERTATION CONTAINS FOUR MAJOR VARIABLES THAT REQUIRE RESEARCHING: * Public Relations and Policy Making Processes * The scope for lobbying by Public Relations companies * Public Relations as a tool for decision making * The work of Dilip Cherian with respect to policy making strategies. Sub-variables include a comparative study between the opinions analysis of the role of Public Relations in Policy Making – how ethical was the role of the media and the counter impact and reactions. These in turn relate back to variables (III) and (IV). Conclusion:

The following Research study will enable a researcher to gain an in depth knowledge about the Policy making and decision making strategies in India that can be influenced by Public Relation companies and lobbying groups, such as Perfectt Relations. This can be proved using the above research techniques and data analysis. RESEARCH: Observation and Analysis For finding the specific factors which are important to a public relations company while taking into context the process of policy making and lobbying, the question was formed listing the following 8 attributes: 1. Who is the policy maker 2.

Who is the public relations company? 3. Work done by the Policy maker 4. Work done by the lobbyist 5. What government body is the target for influence? 6. Review of the PR company 7. Review of the Policy Making body 8. Number of other companies/bodies lobbying for the same cause For each attribute, the respondent had to rate the importance at a 5 point Simple rating scale where: 1 stood for Least Important 2 stood for Moderately Important 3 stood for Important 4 stood for Very Important 5 stood for Most Important The responses of respondents were analyzed through the advanced research technique of ' Factor Analysis'.

From the following table from the output generated by SPSS software for Research analysis: Communalities| | Initial| Extraction| Who is the policy maker| 1. 000| . 615| Who is the public relations company? | 1. 000| . 892| Work done by the Policy maker| 1. 000| . 753| Work done by the lobbyist| 1. 000| . 652| What government body is the target for influence? | 1. 000| . 842| Review of the PR company| 1. 000| . 757| Review of the Policy Making body| 1. 000| . 553| Number of other companies/bodies lobbying for the same

cause| 1. 000| . 691| Who is the policy maker| 1. 000| . 651| Who is the public relations company? | 1. 00| . 773| Work done by the Policy maker| 1. 000| . 761| Work done by the lobbyist| 1. 000| . 772| What government body is the target for influence? | 1. 000| . 660| Review of the PR company| 1. 000| . 682| Review of the Policy Making body| 1. 000| . 827| Number of other companies/bodies lobbying for the same cause| 1. 000| . 729| Extraction Method: Principal Component Analysis. | ANALYSIS: The attributes listed according to importance from highest to lowest are as follows: Attribute| Percentage importance of each attribute (rounded to two decimal points)| Who is the policy maker| 89%| Who is the public relations company? 84%| Work done by the Policy maker| 82%| Work done by the lobbyist| 77%| What government body is the target for influence? | 77%| Review of the PR company| 76%| Review of the Policy Making body| 76%| Number of other companies/bodies lobbying for the same cause| 75%| Who is the policy maker| 73%| Who is the public relations company? | 69%| Work done by the Policy maker| 68%| Work done by the lobbyist| 66%| What government body is the target for influence? | 65%| Review of the PR company| 65%| Review of the Policy Making body| 61%| Number of other companies/bodies lobbying for the same cause| 55%|

The factors analyzed through following output table: Rotated Component Matrix| | Component| | 1| 2| 3| 4| 5| Who is the public relations company? | . 187| . 113| . 634| . 359| -. 193| Work done by the Policy maker| . 265| . 210| . 107| . 875| -. 025| Work done by the lobbyist| . 081| . 061| . 065| . 852| . 116| What government body is the target for influence? | . 708| -. 105| . 154| . 297| -. 167| Review of the PR company| . 046| . 882| . 070| . 159| . 176|

Review of the Policy Making body| . 116| . 659| . 469| -. 043| . 294| Number of other companies/bodies lobbying for the same cause| . 322| . 505| . 420| . 037| -. 28| Who is the policy maker| . 124| . 575| . 159| . 367| -. 430| Who is the public relations company? | . 473| -. 055| . 163| . 419| . 472| Work done by the Policy maker| . 772| . 377| . 136| -. 041| . 118| Work done by the lobbyist| . 665| . 524| . 110| . 084| . 158| What government body is the target for influence? | . 773| -. 156| . 235| . 297| -. 080| Review of the PR company| . 752| . 274| . 104| . 053| -. 074| Review of the Policy Making body| -. 101| . 185| . 118| . 065| . 787| Number of other companies/bodies lobbying for the same cause| . 088| . 189| . 873| -. 034| . 141| Who is the policy maker| . 25| . 101| . 792| . 118| . 164| ANALYSIS: According to the analysis, 4 factors are important for the success of the exhibition: 1. The image of the Public Relations Company 2. Number of Companies and bodies lobbying for the same policy 3. Review of the Policy Making Body 4. What Government Body is the target for influencing the decision making process FACTORS AFFECTING THE ROLE IF PUBLIC RELATION AS A TOOL FOR POLICY MAKING AND LOBBYING For finding the specific factors which are important to a person while rating a Public Relations company the question was formed listing the following 17 attributes: . Press coverage on the PR firm| 2. Press coverage on the Government policy in question| 3. Theme/ concept of the policy| 4. Visual appeal of policy and PR firm and lobbyists | 5. Depth of meaning of policy| 6. Quality of materials used – documentations and press releases| 7. Previous work by the Public Relations firm lobbying| 8. Previous work by the Government in the Policy making process| 9. PR professional/lobbyist's work experience and education| 10. Recommendation by other PR firms and corporate groups| 11. PR Firm's appearance| 12. PR

firm's website| 3. PR firm's blog| 14. PR firm's past positive interviews| 15. Future appreciation in price of the PR firm and its clientele| 16. Reviews of the PR firm by its clientele| 17. Authenticity guarantee of the PR firm in policy making as ethical| For each attribute, the respondent had to rate the importance at a 5 point Simple rating scale where: 1 stood for Least Important 2 stood for Moderately Important 3 stood for Important 4 stood for Very Important 5 stood for Most Important The responses of respondents were analyzed through the advanced research technique of ' Factor Analysis'.

Please note that this questioned was asked for the general image of an Artist. The importance of each attribute can be analyzed by the following table obtained from the SPSS output: Communalities| | Initial| Extraction| Press coverage on the PR firm| 1. 000| . 612| Press coverage on the Government policy in question| 1. 000| . 749| Theme/ concept of the policy| 1. 000| . 649| Visual appeal of policy and PR firm and lobbyists | 1. 000| . 792| Depth of meaning of policy| 1. 000| . 735| Quality of materials used – documentations and press releases| 1. 000| . 736| Previous work by the Public Relations firm lobbying| 1. 00| . 871| Previous work by the Government in the Policy making process| 1. 000| . 879| PR professional/lobbyist's work experience and education| 1. 000| . 781| Recommendation by other PR firms and corporate groups| 1. 000| . 840| PR Firm's appearance| 1. 000| . 714| PR firm's website| 1. 000| . 810| PR firm's blog| 1. 000| . 833| PR firm's past positive interviews| 1. 000| . 736| Future appreciation in price of the PR firm and its clientele| 1. 000| . 784| Reviews of the PR firm by its clientele| 1. 000| . 851| Authenticity guarantee of the PR

firm in policy making as ethical| 1. 00| . 805| Press coverage on the PR firm| 1. 000| . 755| Press coverage on the Government policy in question| 1. 000| . 788| Theme/ concept of the policy| 1. 000| . 693| Visual appeal of policy and PR firm and lobbyists | 1. 000| . 846| Depth of meaning of policy| 1. 000| . 649| Extraction Method: Principal Component Analysis. | ANALYSIS: The attributes listed according to importance from highest to lowest on the basis of the above tabulated results are as follows: S. no. | Attribute| Percentage Importance (rounded to two decimals)| 1| Press coverage on the PR firm| 88%| | Press coverage on the Government policy in question| 87%| 3| Theme/ concept of the policy| 85%| 4| Visual appeal of policy and PR firm and lobbyists | 85%| 5| Depth of meaning of policy| 84%| 6| Quality of materials used – documentations and press releases| 83%| 7| Previous work by the Public Relations firm lobbying| 81%| 8| Previous work by the Government in the Policy making process| 80%| 9| PR professional/lobbyist's work experience and education| 79%| 10| Recommendation by other PR firms and corporate groups| 79%| 11| PR Firm's appearance| 78%| 12| PR firm's website| 78%| 13| PR firm's blog| 75%| 4| PR firm's past positive interviews| 75%| 15| Future appreciation in price of the PR firm and its clientele| 74%| 16| Reviews of the PR firm by its clientele| 74%| 17| Authenticity guarantee of the PR firm in policy making as ethical| 73%| We can see that previous exhibitions and artwork, Artist's website, Online reviews, Selling history of the artwork, Recommendations and reviews by Art experts such as art consultants and Art critics are the top attributes which influence the image of an artist. The factors which affect an Artist's Image can be analyzed through the following output table: Rotated Component Matrixa| Component| | 1| 2| 3| 4| 5| 6| Press coverage on the PR firm| . 554| .

419| . 074| . 054| . 165| . 306| Press coverage on the Government policy in question| . 277| . 792| . 161| . 043| . 131| . 016| Theme/ concept of the policy| . 227| . 176| . 670| . 199| . 279| . 021| Visual appeal of policy and PR firm and lobbyists | . 004| -. 062| . 867| . 118| . 041| . 148| Depth of meaning of policy| . 364| -. 197| . 725| . 052| . 158| . 101| Quality of materials used – documentations and press releases| -. 054| . 188| . 789| . 272| . 029| -. 037| Previous work by the Public Relations firm lobbying| . 54| -. 002| . 212| . 892| -. 028| . 163| Previous work by the Government in the Policy making process| . 034| . 162| . 250| . 869| . 164| . 083| PR professional/lobbyist's work experience and education| . 312| . 717| . 009| . 163| -. 108| -. 361| Recommendation by other PR firms and corporate groups| . 161| . 892| -. 049| . 088| . 020| . 085| PR Firm's appearance| . 207| . 629| . 220| . 023| -. 214| . 426| PR firm's website| . 886| . 126| . 015| -. 019| -. 026| . 084| PR firm's blog| . 775| . 166| . 102| -. 148| . 335| . 247| PR firm's past positive interviews| . 117| . 030| . 082| . 344| . 174| . 52| Future appreciation in price of the PR firm and its clientele| . 194| . 768| -. 096| -. 049| . 378| . 047| Reviews of the PR firm by its clientele| . 330| . 365| . 324| . 000| . 706| -. 074| Authenticity guarantee of the PR firm in policy making as ethical| . 351| -. 077| . 149| . 205| . 718| . 310| Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. | | | | ANALYSIS: S. no. | Attribute/s| Factor| 1| Press coverage on the PR firm| Reviews and coverage| 2| Press coverage on the Government policy in question| Artist's profile| 3| Theme/ concept of the policy| Art work quality| | Visual appeal of policy and PR firm and lobbyists | Work History| 5| Depth of meaning of policy| Internet presence| 6| Quality of materials used – documentations and press releases| Recommendation by family/ friends|

Thus, the 6 factors which affect the image of a PR firm with respect to policy making are: Press coverage on the PR firm| Press coverage on the Government policy in question| PR Firm's appearance| PR firm's website| PR firm's blog| Reviews of the PR firm by its clientele| Authenticity guarantee of the PR firm in policy making as ethical| AN INTERVIEW WITH MR. DILIP CHERIAN Topic for Discussion: The Open Lobby

Regarded as ' India's Image Guru,' Mr. Dilip Cherian is a top end lobbyist and Consulting Partner at Perfect Relations. Acclaimed to revolutionize corporate party images, Mr. Cherian's insights into the Indian political system with reference to crisis communications and providing privileged business intelligence are indispensible. In this interview columnist, policy maker and former business editor, Mr. Dilip Cherian talks about his journey for being a journalist to a lobbyist and comments on the current flop show put up by the Government. Q: What is your take on the Government's ' slow paced' approach towards eradicating corruption?

A: It's a huge problem and is deeply embedded. It involves too many players, but most importantly it involves the Government at the Centre and in the states. It involves corporations, departments, judiciary etc. and so I'm not surprised it's taking this long. But hard decisions have to be taken because the levels of corruption have gone up hugely. Corruption has attained unprecedented levels and public anger is very high. The silly thing about the fight this time is that the government painted itself into a corner in a Government versus Hazare battle.

It was never meant to be this way, but because the government worked in opposition to him, it unwittingly made him rise in the public eye. Q: What would be your solution to improve the ' image' of Congress today? A: The Congress needs to be seen on the same side as the people. It needs to be seen going with the tides of public anger and it needs to set up an internal champion who can be the leader of the cause rather than the prime objector. The moment the Congress can do that, it will win back some of its lost ground. This is fundamental.

The government has achieved a lot – RTI, NREGA, Right to Education etc – but it has failed to project these achievements. It's a hopeless case of image management. Q: Are image management, public relations and lobbying as dissociative as they appear to be? A: PR in India is essentially a form of advocacy, so lobbying is a natural progression. Lobbying is information based influencing of decision making processes. In a democratic system like India, traditionally, information has been sought by Governments to craft major policy decisions from industry bodies, Corporatism and other think tanks.

After liberalization, the practice of mainstream advocacy/lobbying became an accepted alternative. Even today, despite liberalization, policy is determined by political exigencies, and these can change from day to day, month to month. Coalition politics with its continuous push and pull results in shifting policies. Besides, there is still a great deal of government interference. Therefore, influencing government is still and likely to be in the foreseeable future a critical function. Today, increasingly, lobbying is an intrinsic part of public affairs strategy.

Government relations make up for almost 30 per cent of services that some large PR companies offer today. Q: What role does ' Perfect Relations' play with reference to lobbying in India? A: Navigating the Indian government environment successfully requires developing an insider perspective on India's policy implementing environment, the bureaucracy. Companies need to find an expert, discrete and direct interface between themselves and the government – at the local, state and national level. That is where our expertise comes in.

Most of what we do at Perfect Relations, in our lobbying work, is totally in the public domain. While I cannot comment on practices elsewhere, I believe that public lobbying is what really works best with public policy lobbying. Q: How has your journey from being a business editor to running the largest image management consultancy firm been? A: The switch from business journalism to PR took place many years ago and it was from an effort to try and be part of the process rather than be part of the commentary or the commentators.

Having seen the limits to reporting on business from the outside, it is today a wonderful experience to look back and recognize that being on the inside track of business gives you information and perspective that simply cannot be gained by being on the outside. Also, working with government showed me that all of government is not about shady deals and corrupt practices, but more often about understanding the philosophy behind the policy changes and the methodology of influencing them in a practical and open manner.

The combination of this ensured that I was able to make the transition with some degree of confidence and ease, but of course it proved to be immensely more difficult than I had imagined it at the start. Conclusion The Hypothesis " Policy Making and Lobbying are completely influenced by the Indian Public Relations scenario and Perfect Relations has played an important role in lobbying against Governments like the Congress" is proved to be correct through the factors obtained through ' Factor Analysis technique' from questionnaire respondents and the interviews with the esteemed people from the Public Relations industry itself.

Though a point to note here is that the Public Relations industry works for Policy making decisions and lobbying in the long run and no successful company takes a hasty decision into lobbying! This point is also proved by the factors obtained, which affect a Policy Maker and Public Relations industry's image, where in one factor is ' The Policy Makers and Company's work Quality and Authenticity. ' From the analysis of responses in the questionnaire survey, it is clear that PR and Publicity indeed plays a very important role in the image building and success of a policy, company or government.

The same applies for other Public Relations players like lobbyists, image consultants, policy makers and decision making bodies. Scope for further study (if any) Topics for ANALYSIS: Each player in art world needs to be targeted with different pr tactics. One which works for a media person would not work for a Public relations executive or lobbyist working in a PR FIRM. Further studies can be done on the different pr strategies which EFFECTIVE ON DIFFERENT PLAYERS OF THE POLICY ARE making market. BIBLIOGRAPHY

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