



The PR officer like a “Bhishma Pitamah” of any Organization

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Abstract: *We all are familiar with the name of “Bhishma Pitamah” and all people have heard their name. Bhishma Pitamah is a character in the epics of Mahabharata who, for hundreds of years, remained in the royal family of his life, and he only thought and served for good of royal family. There was a dispute between “Kaurava” and “Pandavas”, Draupadi's shame during the Chausad's game. Bhishma Pitamah had to be seen this and many other things also that he do not want to see. This happening in front of Dhritarashtra also due to the deep affection of his son. Another thing is till the death Bhishma Pitamah did not only meet yes but also obeyed every single royal word speak by Dhritarashtra in the Mahabharata. In this article, why I am comparing Bhishma Pitamah from a institute's public relations officer, there are many reasons for this. We will try to find these reasons through this research.*

Keyword: *Public Relations officers, Government and Non-Government organization, Mahabharata*

I. INTRODUCTION

Public Relations Officers of any government and non-government institution always think about the interests of the institute. He does not want to be able to stop wrongdoing. His hands are bound like as Bhishma-pitamah of Mahabharata. The public relations officer of the government knows many things that should be highlighted. But in which government, government department, ministry, chief minister's and prime minister's office, the President of the country and the governor of the state, he continues to work on maintaining and popularizing the popularity of all of them. He knows many such secrets which are justified and inappropriate donations, he knows many government officials, government ministers, politicians, and their immoral acts, which are very important to be exposed but these Public Relations Officers Like a “Bhishma Pitamah”, there is silence. His compulsion is also of Bisimpitamah. As soon as he does not want to speak, he does not want to do anything, he does not want to take any action, even if he does not want to give advice, he wants his job to his job. It is not able to leave because he is committed to running his family, just as Bhishma Pitamah till the time of his death, he was committed to work in that state or that time in mahabharata.

II. OBJECTIVE OF RESEARCH

The research objective is to create awareness to follow suggestion and advice of public relations officer and avoid ignorance of suggestion and advice of PRO.

III. RESEARCH METHODOLOGY

Conceptual Research

IV. LITERATURE REVIEW

Various article and books are published by various newspapers, magazines and authors on Public Relations. But In this article I try to focus widely on the ignorance of public relations officers by government and non-governmental organizations and its impact.

V. HYPOTHESIS

Government and non-government organization avoid advice and suggestions of Public relations officers/professionals.

VI. AN ANALYSIS FOR THE DECREASE ETHICS FROM THE MEDIA AS UNDER

As per my analysis on experience basis, now, if we talk about NGOs and private organizations. The situation of public relations in NGOs and private organizations is also the same as in government institutions, perhaps worse than that. In the non-governmental institutions, Public Relations Officers always work for the benefits of Institute, the popularity of the Institute, works



for the satisfaction of the customers. It is not that there is no wrong function in non-governmental institutions/organizations, whether it is theft of tax, large amount of money also send to government officials for complete the work of the institution.

Why not come in, or why there is no other gravity of that non-governmental organization. All these information is known to the public relations activist/officers, but he still works well for that institution, the non-governmental organization does not come in the lack of popularity and does not take any stain to that institution.

In order to save the image of the highest office-bearer of that institute and institution in a government and non-governmental organization, a public relations worker as like deaf, dumb and blind and mentally handicapped person, Same as “BhishmaPitamah”, in Mahabharata, supported Dhritarashtra with the help of the evil people, gave the support of evil, But the throne did not come to the flames and kept the king safe. It is a different matter that after the death the Pandavas got the all things.

In the same way, at the time of mahabharata, BhishmaPitamah, gave proper advice to Dhritarashtra and rescued him from many conspiracies and protected to him. In the same way, a public relations professional is the creator of the popularity of any institute/organization, who is always taking care of the interests of the institute, who is the right person to give right advice at the right time to the high-ranking people of those institute/organizations. There are many such occasions when a public relations consultant/officer/professionals of a government and non-governmental organization brings out the deep ditch and retains its popularity.

There are many situations when they (Public Relations Officers/Activist/Professionals) show mirror to the policy makers of that institutions/organizations whether they believe or not, but when those policy makers realize their mistakes, they not only consider the information of the public relations Officers/Activist/Professionals but also thank him and saintly also give them.

There are many such situations when the institution's paramours put their weapons, then the same public relations worker charges them again and again. In the Mahabharata too many such situations had come in front of Dhritrashtra, and he took the guidance of BhishmaPitamaha and considered his advice on many occasions, it is a different matter that even in deep affection of the son, there were not/not given even five villages for/to Pandavas.

The value of which was paid in the war of Mahabharata by all the Kurus sacrificing their lives and the Pandavas got the raj back.

Similarly, the government, ministers, officers, leaders, MD and GM of non-governmental organizations, follow the advice of public relations activists, they maintain themselves in the market continuously and those who do not accept the advice of the public relations officers, the situation for those same as the war of Mahabharata and after the war, whatever remains of Dhritarashtra has remained. Therefore, the public relations officer has face the compulsions of BhishmaPitamaha, but ultimately result is what he wants or what he says.

BhishmaPitamaha had also explained very much to Dhritarashtra that injustice was being done with the Pandavas but this was not considered by Dhritrashtra. BhishmaPitamaha had warned Dhritarashtra at that time that one day the negative result of his acts would annihilate him and after the death of BhishmaPitamaha, the Kauravas entire planet was destroyed and their voice spread out. Likewise, the officers, leaders, ministers, MD, GM, do not believe in the right thing/advise/suggestions of public relations officers, they also faced a similar situation, which happened in Mahabharata between Dhritarashtra and Kauravas.

VII. FINDINGS

As per the above research the following reasons for decrease ethics in media:

1. As per above mention analysis Government and Non-Government organizations avoiding suggestion and advice of PR professionals.
2. PR professionals/PRO are not free to keep their suggestions.
3. Those institutions and organizations follow suggestion and advise of PR professionals they are getting benefit.

VIII. RECOMMENDATIONS

Following recommendation for the organizations.

1. Government and non-government organization should follow suggestion and advice of the PR professionals.
2. Provide free work environment to PR professionals.

IX. CONCLUSION

From ancient time to till date every organization had PR professional and they ignore their advice and suggestions. As per above mention Conceptual Research I would like to say that the advice and suggestions of the Public Relations Officer of any government and non-government institution, should not be ignored by their highest officers, holders of that institute, it should take every advise and suggestion seriously and thoughtfully. If they follow them definitely it will be beneficial for them.