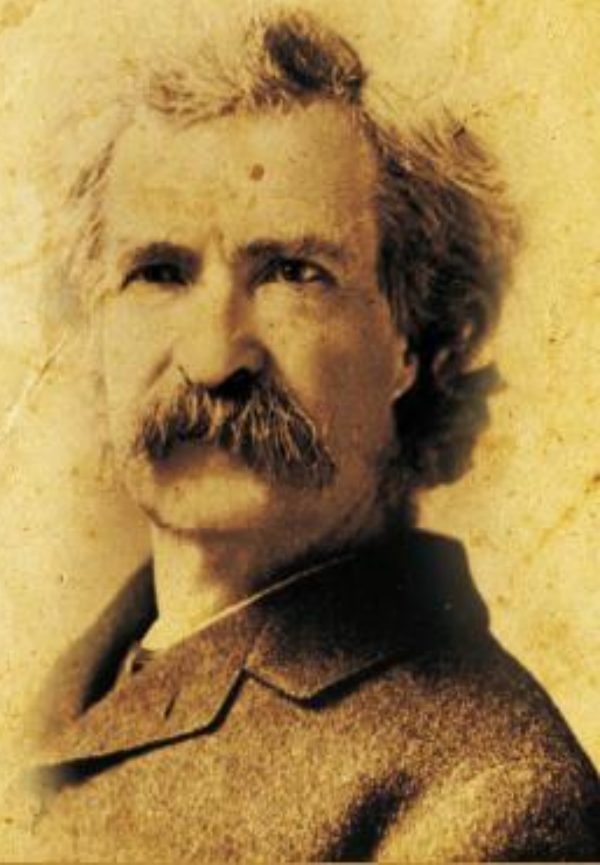


India is the cradle of the human race, the birth place of human speech, the mother of history, the grandmother of legend and the great grandmother of tradition. Our most valuable and most instructive materials in the history of man are treasured up in India only

- Mark Twain



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- Birth Place of World's Public Relations
- 5000 Years Back Before Christ
- Lord Krishna was the first Management Guru & the PR Professional
- Gautam Buddha, the Light of Asia - PR was born to preach Religion of Love, Non-Violence, Right Conduct & Equality



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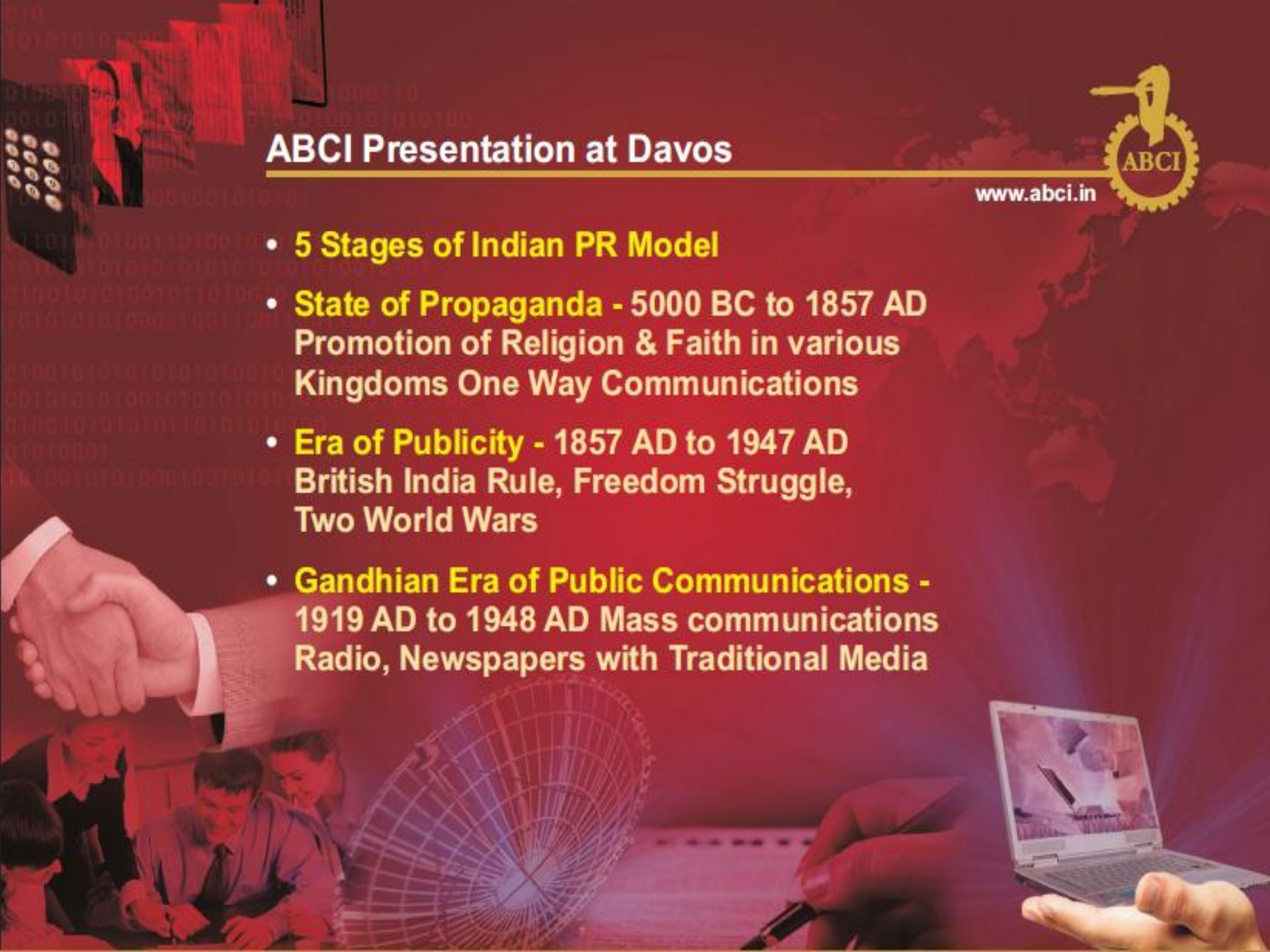
- **Unity in Diversity in India**
- **28 States, 7 Union Territories**
- **22 Official Languages**
- **6 Different Religions**
- **PR, Communication Industry worth \$ 2 Billion**
- **2 Million Engaged in Communication Industry catering 1.2 Billion Population of India, the World's Largest Democracy**

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- **5 Stages of Indian PR Model**
- **State of Propaganda - 5000 BC to 1857 AD**
Promotion of Religion & Faith in various Kingdoms One Way Communications
- **Era of Publicity - 1857 AD to 1947 AD**
British India Rule, Freedom Struggle, Two World Wars
- **Gandhian Era of Public Communications - 1919 AD to 1948 AD**
Mass communications Radio, Newspapers with Traditional Media

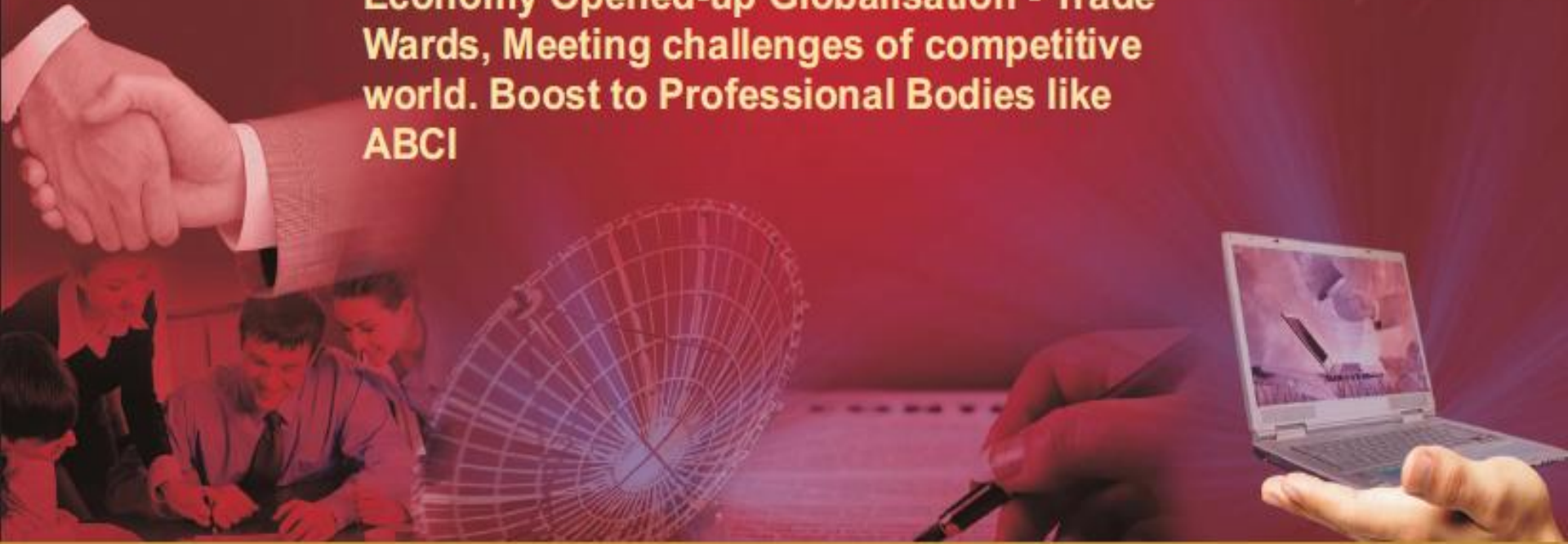


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- **Age of Public Relations – 1947AD - 1991 AD**
Democracy, Development through Five Year's of Plan, General Elections, Campaigns ,Beginning of Two Way communications
- **PR with Global Perspective 1991 AD....**
Economy Opened-up Globalisation - Trade Wards, Meeting challenges of competitive world. Boost to Professional Bodies like ABCI



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- **The Association of Business Communicators of India was formed in 1956**
- **Aimed at promoting, recognising and rewarding excellence in creative business communication and PR in India. Bring-in Professionalism, Values & Ethical Conduct in Communication**
- **Only Professional Body in India who have been organising a Conference & an Annual Awards in a year for the last 51 Years**



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- **Internal Mission**
- **Non- Governmental Body to a Professional Body**
- **Systems Driven rather than Men Driven**
- **Activating All Members to participate in ABCI Activities 107 members 952 nominations What if 200 Members participate???**
- **Opening Chapters across Nation**
- **Getting Next-Gen Companies as Members which are mostly the companies in SME Sector**

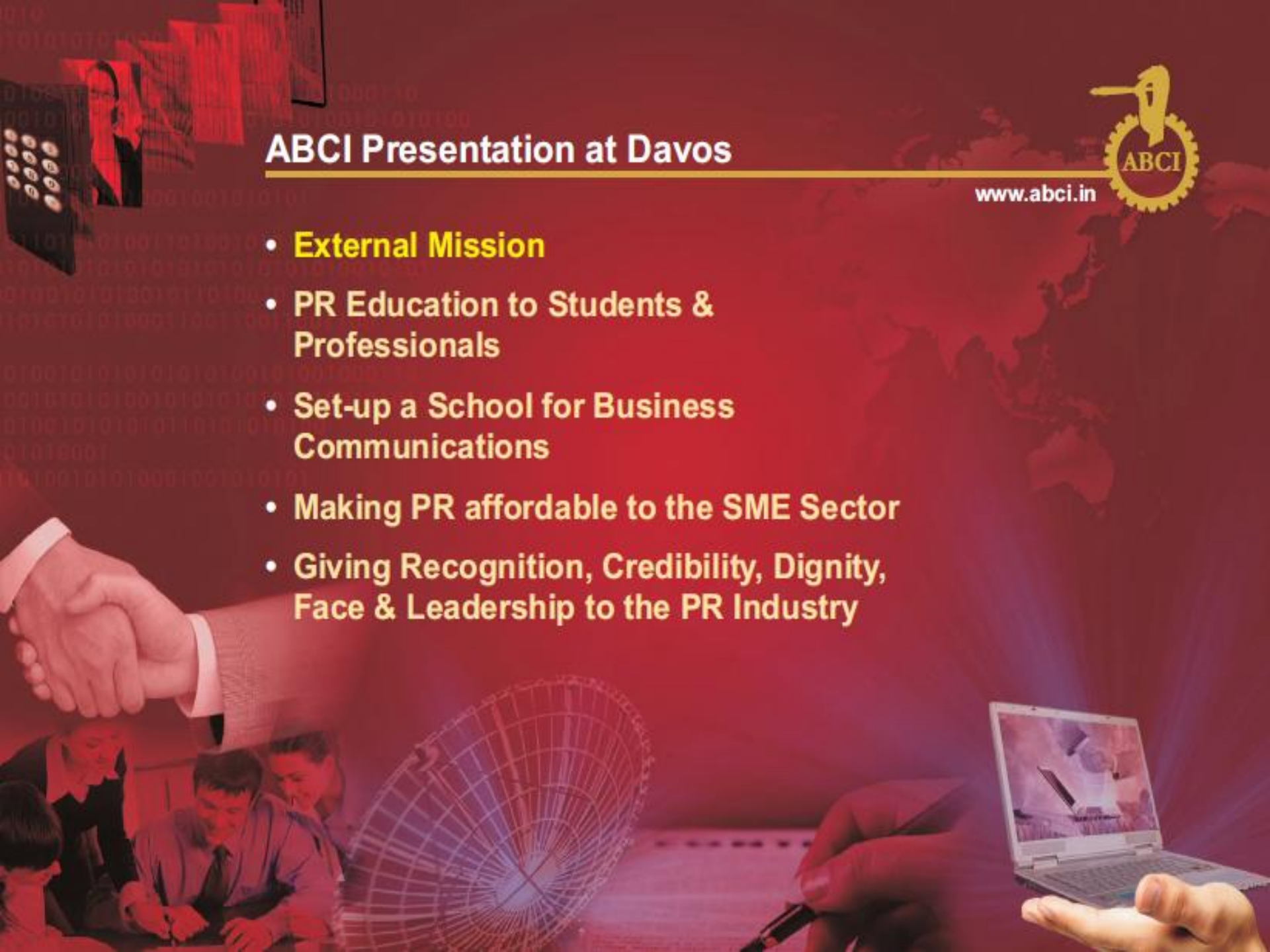


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- **External Mission**
- **PR Education to Students & Professionals**
- **Set-up a School for Business Communications**
- **Making PR affordable to the SME Sector**
- **Giving Recognition, Credibility, Dignity, Face & Leadership to the PR Industry**



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- **The Final External Mission**
- **One Mr Roger Pereira, a World Renowned PR Consultant can become a Member of the Team of Mr. Lee Kuan Yew and reposition Singapore, why can't ABCI help build India in Global Perspective?**
- **Singapore All Have not's, Still a Developed Nation Why can't India Be?**
- **India, Brazil, Russia & China are the emerging as Big Four Economies**
- **ABCI will correct Business Communications**

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- I am a World Citizen
- Where there is richness in the Heart, there is Beauty in the Character,
- Where there is Beauty in the Character, there is peace in the Society,
- Where there is Peace, there is Harmony in the Nation,
- Where there is Harmony, there is effective Communications,
- Where there is Effective Communications, there is Development of a Nation....

- Swami Vivekananda



**Thank you
for listening to me...**

