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Synergizing Public Relations: The Catalyst for Atmanirbhay Bharat's Triumph

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In an era marked by the pursuit of self-reliance and empowerment, the role of public relations has emerged as a dynamic force shaping the trajectory of Atmanirbhay Bharat. As a nation strives to establish its resilience and assert its presence on the global stage, effective communication and strategic engagement have become paramount. This introductory exploration delves into the pivotal role played by public relations in advancing the vision of Atmanirbhay Bharat, igniting progress, and fostering a collective sense of purpose. Join us as we unravel the intricate tapestry of public relations and its profound impact on India's transformative journey towards self-sufficiency and growth.

The phrase "self-reliant India" Atmanirbhay Bharat, which translates to "self-reliant India," was adopted and made popular by Indian Prime Minister Narendra Modi in connection with the nation's economic development objectives. The idea is a catch-all for the Modi administration's aspirations for India to participate more actively in the global economy and to improve its efficiency, competitiveness, and resilience. Since 2014, Modi has referred to the phrase regarding national security, poverty, and digital India. Atmanirbhay Bharat Abhiyan (Self-Reliant India Mission), mentioned during the 2020 announcement of India's economic response to the COVID-19 epidemic, is credited with coining the phrase in Hindi. Since then, the Ministry of Consumer Affairs, Food and Public Distribution, the Ministry of Education, and the Ministry of Defense have used the phrase in press releases, pronouncements, and policies. The government has also used the word in reference to the 2021 Union Budget and India's new National Education Policy. Modi's government has modified the idea from prior uses of the phrase in the Indian subcontinent.

The fundamental objective of the Atmanirbhay Bharat program is Built around five pillars of Economy, Infrastructure, Systems, Vibrant Demography, and Demand; the package was aimed at opening up new avenues of trade, investment, and employment in the post-pandemic economy.

The government introduced a modified version of the concept of self-reliance during the coronavirus pandemic in India, the lockdown, an ongoing slowdown in the growth of the domestic economy, and the economic consequences of the pandemic. Shankar A (2020) on May 12, 2020, Prime Minister Modi made use of the Hindi phrase for the first time in public "The status of the world now shows us that the only way forward is Atma Nirbhar Bharat "Self-reliant India." Our texts contain the phrase Eshah Panthah. That is an independent India." Mishra (2020), Even though the address was in Hindi, several people were confused by the Press Information Bureau's usage of the terms "self-reliance" and "self-sufficiency." Following Modi's speech, the Indian government unveiled the Atmanirbhay Bharat Abhiyan, or "Self-Reliant India" Initiative. The Indian government has announced a stimulus package worth Rs 20 lakh crore for the Atmanirbhay Bharat Abhiyan (Self-reliant India) initiative. These actions will boost the COVID-19 pandemic-affected economy and spur expansion in industries like agriculture and micro, small, and medium-sized businesses (MSMEs).

Although the purpose of Atmanirbhay Bharat is very good, it also has many challenges like liquidity, a lack of demand, a lack of backward and forward links, a growing fiscal deficit, difficulties mobilizing funds, and so forth. These challenges can be overcome by

1. Increasing Demand: The nation's economic recovery plan from the lockout calls for a stimulus to increase demand across the board. Spending money on Greenfield's infrastructure is the best solution for this. Purchasing services develop specialized procedures that increase efficiency and broaden purchasing power to the segment of society most touched by the lockout, including everyday wage employees.
2. Mobilizing Finances: India's foreign reserves are at an all-time high, which might be strategically used to support the stimulus package. The remaining funds may need to come from privatization, taxation, loans, and more international aid.
3. Holistic Reforms: It will be easier to show the trickle-down effect once improvements follow a stimulus package in numerous industries.

To overcome the issue and challenges in Atmanbhay Bharat, PR plays a significant role as it helps to establish and preserve a favorable reputation and healthy two-way communication. PR acts as a catalyst between the government, non-government organizations, corporate organizations, and society. PR's main goal is to make an organization more

socially acceptable by communicating openly, consistently, and continually to obtain credibility, public support, respect, and understanding. Public relations are always moving towards professional advancement if it tries to develop bridges of trust and the correct image with consistent efforts based on the truth. Shri Narendra Modi has become the PR Man of the decade for his first-class performance and second-class use of modern media. Due to its role in fostering understanding between various organizations and groups, public relations aids in the decision-making process and enhances the efficiency of our complex and multicultural society. It serves to reconcile private and public policies. Singh (2019) Public relations is a technique the government uses to inform and educate the public about its programs and policies. Therefore, the government establishes a unique department for public relations. Any scheme's success is dependent on its public image. Building relationships with employees, clients, shareholders, voters, or the general public is accomplished through public relations (Al-Jenaibi, 2012). Almost every firm with a stake in how the public perceives it uses some form of public relations. Corporate communications include a variety of public relations specialties and fields, including analyst relations, media relations, investor relations, internal communications, and labor relations. Most of them include peer review to obtain liability (PRO Convention, 2011). The focus of PR research, as its name suggests, is the entire public relations process. It also looks at the communications connections that exist inside and between businesses and their main target audiences.

For a public relations or public affairs officer, a good definition of public relations research is that it is a crucial tool for fact and opinion gathering and a systematic effort intended to uncover, confirm, and/or understand through objective appraisal the facts or opinions about a specific problem, situation, or opportunity (Public Relations Research for Planning and Evaluation, 2006). Enhancing a company's reputation is the main objective of a public relations department. Publicists are professionals who work in public relations, or PR as it is more often known. They can make an organization or person look their best to the outside world. A public relations department's function might be viewed as reputation protection (Conjecture Corporation, 2003). Public relations aid in transforming the public's opinion of the government. Additionally, it is aware of the information that benefits or assists the citizens. Public relations help the government and its constituents establish comfortable relationships. And meet the demands of the general public through public relations. The government goes above and above for the welfare of its people. Therefore, the conclusion is that all of the obstacles and issues that the government, citizens, and vice versa confront may be resolved through public relations.

The country will be better equipped to compete in the global supply chain if it is self-reliant, and winning this competition is crucial. IF people were well aware and communicated its purpose, there would be more visibility and awareness about Mission Atmanirbhay Bharat. The economic crisis brought on by the Covid-19 pandemic is comparable to the one in 1991, which was a sign of a paradigm shift through liberalization, privatization, and globalization. The post-Covid-19 period may bring about previously unheard-of prospects if the implementation gap is sufficiently closed. Lastly, I would like to conclude by stating the quote by . – – Yakov Zel'dovich “Without publicity there is no prosperity.”

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