

Role of PRO in Public and Private Sector



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Difference between Private and Public Sector: Basis of differences

1. Technology
2. Objective
3. Designation
4. Specialization
5. Ownership
6. Creative/Innovation
7. Work Delegation

Role of PRO in Private Sector:

Shareholders

- Attract affluent section of society
- Goodwill of shareholders
- Projecting Co's image to shareholders
- Organizing shareholders visit

Government

- Communicates with govt. Officials
- Invites ministers or govt. Officials to org. on occasions
- Intimates govt. abt co's problems
- Maintains personal contacts with govt. Officials
- Organizes data to be brought to notice of planning comm. govt.

Distributors

- 1. Cordial relation b/w manuf. and distributor
- 2. Helps in dealer's education, training prog.
- 3. Convey difficulties of dealers to mgt and to keep dealers updated
- 4. Impress dealers with publicity material
- 5. Lapses on the part of concerned deptt.

Local Community

- Plays role in inculcating the feeling of belongingness in workers & local community
- Projects co's image
- Development of that area

Customers

- Aid to marketing
- Evaluates customer attitude
- Guidance to the making, testing, selling of the product
- Respond's to customer complaints
- Organizes seminars and symposiums

Internal Communications

- Convey mgt. Decision to employees
- Feedback of employees reaction
- Sustain flow of information
- Motivates employees on safety prog., security, family welfare

Role of PRO in Government Sector

Functions

1. Make an effort to remove distortion of one side publicity
2. Duty to bridge gap between public and enterprise
3. Set the co's image
4. Responsible for planning of campaign for org.
5. Brief the press
6. Is also involved in decision making process
7. Inform whether the prog. are implemented or not

Thank you

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