



PUBLIC RELATIONS: A FUNCTIONAL ANALYSIS OF THE OBJECTIVES OF KURUKSHETRA AND BHIWANI DISTRICTS OF HARYANA

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Abstract: *Today Public Relation does play a significant role for establishing a harmonious relationship between government and the people belong to different strata of society in rural and urban areas of state. The present study examines the objectives of public relation department of Haryana. It is an empirical study, based on comparative study of Kurukshetra and Bhiwani districts of Haryana. In this context, there were 100 respondents, who have responded in accordance with changing development scenario. In order to get the desired results, a Hypothesis has been developed in accordance with responses, given by the respondents, belonged to Kurukshetra and Bhiwani districts of Haryana. In order to testify a Hypothesis on responses, a t-test has been used to get the desired results. The findings indicate that there is considerable regional disparity on multi-faceted views on the objectives of public relation department of Haryana which has been justified by t-test for observed data, taken from the respondents, belonged to these two districts of Haryana, taken for study.*

Key words: *Functional Objectives of PR, changing development scenario, Hypothesis, t-test, regional disparity of responses*

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INTRODUCTION:

The 'Public Relations' department has been playing a vital role to establish a relationship between the people and the government. In order to examine the views of respondents, and the functioning of the government in accordance with changing development scenario, various studies have been carried out by the authors and scholars, belonged to different streams. In order to throw an adequate light on 'Public Relations' various authors, had different views on this concept. According to Charter Institute of Public Relations, *The 'Public Relations'* is a strategic management function that adds value to an organization by helping it to manage its reputation" A wide variety of tactics and tools are used to manage and promote the reputation of company through news, speeches, seminars, etc.

Today, Public relations have a very significance for developing the image of development and maintaining it's through its existence. Most of the text considers the establishment of publicity Bureau in 1990 to be founding of public relations profession. However, academic have found early forms of public influences and communication management in the ancient civilizations during the settling of the new world and during the movement to abolish slavery in England.

Basil Clark is considered the founder of 'Public Relation' in the United Kingdom for establishment of editorial services in 1924, through academic Novel Turn ball belonged Turn ball believes PR was founded in British, first by evangelicals and Victorian reforms.

In India, the great religious teachers from Buddha and Sankaracharya to Nanak and Kabir were the master communicators. They preached in an idiom which common people founded easy to understand. The rock inscriptions of emperor *Ashoka* were written in local dialects for easy communication. He also sent his own children to Sri Lanka to spread the message of Buddhism from the angle, his daughter Sanghamitra can be described as the first woman public relation executive in the history of public relation in India.

At present, 'Public Relations' in India is a review of the history of public relations in the world and India and PR as an essential feature of the management function. The building a cause for citizen-centric public relations, *Vilanilam*, J.V. (2011) has discussed the citizen – centric public relations. In this context, the author argues that in India, PR must be viewed as a development tool geared towards socio-economic progress. A public relation officer attached to a department or ministry of government will not be able to discharge his



function adequately and properly if he does not know the problems of the government in its entirety. It is necessary for him to have an integrated thinking and approach. He must have a clear concept of the states' socio-economic development, economic plans and overall view of different sectors, their long and short term perspectives (Hand book of Public Relations in India 1968).

Bhatia, Mamta (1995) has discussed the significant of PR in her thesis, "Public Relation's Administration: Structure and strategy in context of Rajasthan, and found that the public relation department is playing a vital role to disseminate the development oriented *programmes through different mode of media to the people. It acts as a bridge between the government and the people belong to different strata of society.* Similarly, **Shiyuma, J** (2001) has examined the multifaceted role of media for disseminating the vital information of development phenomenon in relation to existing and prospective physical environment. He has focused on understanding the development of communication to inculcate the problem of *sustainable development* with the change of change in technological development scenario. He also focused on execution of public policy in accordance with changing local conditions in accordance with change in socio-economic conditions of rural and urban areas of the country.

Joshi, P.C. (2002), has examined the significant role of media in relation to development of public relations to relation to responsiveness of the public grievances at a micro level as well the changing of development scenario at national level. The author also focuses on the challenges, posed by the executers of public policies in the different areas of the country. The other issues were the effective strategy of the development for five year-plans, the people's responsiveness and transformation of economy from agriculture to industries during this globalization period.

Sahib, Godara (2010) has highlighted the role of public relations in Haryana and Andhra Pradesh. The objectives of state are aimed at welfare of the people, belonged to different strata of society. The author has carried out a comparative study, by taking qualitative and quantitative parameters of both the states and drawn some of vital inferences of the development phenomenon and the impact of public relation on the awareness aspects of the people of both the states. Hence, it is obvious that the scholars of different streams



have discussed the public relations' issues in relation to development phenomenon in the socio-economic and political scenario of the country.

STATEMENT OF THE PROBLEM

Keeping in view various problematic areas of 'Public Relation,' the review of literature indicates that the functionaries of public relation department are multi-functional and varied. It acts as a bridge between the government and the people live in less and more developed areas of Haryana. The main functions of PR department are disseminating the government development works. Secondly, know the reactions of the people on public policy. Thirdly, build up the harmonious relations between government and the people. It has been observed that there is considerable variability between the responses, given by the people, belonged to different areas of Haryana. Meaning thereby, different levels of education and the levels of awareness become deciding factors for forming their views on the functionaries of public relation department of Haryana. In this context, there has been considerable objectivity and subjectivity has been noticed among the respondents, belonged to two different regions of Haryana. However, a t-test, employed on 200 respondents, indicate a hypothetically justification for variability in regional disparity. In this context, various functions of 'Public Relation' department have been performed by the professionals, working at different professional and administrative hierarchies.

OBJECTIVES OF THE STUDY

1. To examine the main functions of objectives of 'Public Relation' department of Haryana;
2. To examine the 'opinion-formation' of the people, belong to two regions areas of Haryana;
3. To test the Hypothesis on the views of the respondents of *two different* districts of located at different regions of Haryana;
4. To suggest some of suggestions for ameliorating the responsiveness of the people, belong to different strata of society.

MATERIAL & METHODS

In order to examine the various functionaries of the department of 'Public Relation' of the state, there were samples of 200 respondents have been selected in accordance with age, sex, income, level of education and the residence—two districts of Haryana. Keeping in view



this stratified sampling, a structured questionnaire has been formed for taking the views on various functionaries of the public relation department.

In order to know the variability among the respondents, various questions on the main and minor functions has been asked from the respondents belonged to two districts of Haryana, selected on the basis of socio-economic levels of development. In order to uniformity or the variability of the views on the functioning of PR of Haryana state t-test' technique has been employed to get the desired results. The 't-test' formula as follows:

TESTING OF HYPOTHESIS:

In order to testing the hypothesis a 't-test' technique has been employed for drawing the desired inferences.

Test t- test

$$t = \frac{\bar{x} - \bar{x}_2}{S} \sqrt{\frac{n_1 + n_2}{n_1 + n_2}}$$

Here is 't' is based on (n - 2) degree of freedom. If the calculated value of 't' exceed 0.05 for d.f. we say that the value 'r' is significant at 5 per cent level. Suppose the Null Hypothesis $H_0 = \mu_1 = \mu_2$

STUDY AREA

In order to review the various functions of 'Public Relation' department of Haryana, there was stratified sampling of 200 respondents of various age-groups, different levels of education, income-groups, occupation. The study area covers district of Kurukshetra and Bhiwani district of Haryana. The criteria of selecting of these districts have been highly and less developed regions. The Bhiwani region is characterized with low socio-economic profile. There is least level of 'urbanism' in the rural areas of Bhiwani district as compared with Kurukshetra District.

RESULTS AND DISCUSSION

The following tabulated figures show the respondents who have formed their opinion in accordance with their levels of education, age, income, occupation, and general awareness of the respondents, belonged to two districts of Haryana, as follows:



**VIEWS OF RESPONDENTS ON MAIN FUNCTIONS OF PUBLIC RELATION OF KURUKSHETRA
AND BHIWANI DISTRICTS OF PR DEPARTMENT OF HARYANA**

Sr no	FUNCTIONS	No of Respondents of Kurukshetra district.	No of Respondents of Bhiwani district.	Total No of Respondents
1	To establish better relationship between Govt. & Public	19 (19)	17 (17.0)	36 (18)
2	To know the reactions of the public	17 (17)	13 (13)	30 (15)
3	To publicity	9 (9)	14 (14)	23 (11.5)
4	ALL	16 (16)	12 (12)	28 (14)
5	To establish better relationship between govt.& public &publicity	13 (13)	13 (13)	26 (13)
6	To establish better relationship between govt.&public &entertain	6 (6)	12 (12)	18 (9)
7	To publicity & entertainment	7 (7)	11 (5)	18 (9)
8	To establish better relationship between govt. & public and taking reactions from the public	7 (7)	4 (4)	11 (5.5)
9	To establish better relationship between govt. and public, publicity and entertaining the public	6 (6)	4 (4)	10 (5)
TOTAL		100	100	200 (100)

Source: Field Study

* Percentages are given in brackets.

Keeping in view the tabulated figures of varied responses, given by the 200 respondents indicate their objective and subjective views on various functions of department of public relation of Haryana. It is obvious from the tabulated figures which indicate that the 19 per cent of the respondents of *Kurukshetra* district had a clear cut opinion on main function of PR department aimed at establishing better relationship between the government and the public. On the other hand, there were 17 percent of the respondents, belonged to *Bhiwani* district, who have pointed out that the main objectives of PR department are more or less same views, as pointed by the respondents, belonged to *Kurukshetra* district.

On the other hand, only 17 percent of the respondents of Kurukshetra district consider it as a source of knowing the *reactions of the public*, whereas 13 percent of the respondents of



Bhiwani have indicated their views as a source of *knowing the reactions* of the public. In this context, 9 per cent of *Publicity* as pointed out by the respondents of *Kurukshetra* district. The corresponding figure of the respondents of *Bhiwani* district has been 14 per cent. Keeping in view the multiple responses, it has been observed that the all above mentioned objectives of PR have been advocated by the 16 per cent of the respondents, belonged to *Kurukshetra* district. On the other hand, those who have indicated more or less same views by the 12 per cent of the respondents belonged to *Bhiwani* district of Haryana.

In order to analysis objectivity and subjectivity of the views on the objectives of the respondents, it has been observed that there were 13 per cent of the respondents, belonged to *Kurukshetra* district have indicated their views as 'the main function of PR department is to establishing the *better government and public relationship* as well as '*Publicity*' for the public works, performed by the government. In case of the respondents, belonged to *Bhiwani* district, there were also 13 per cent of the respondents, who had more or less same views on the aims of '*Public Relation*' in Haryana. In this context, there were only 6 per cent of the respondents, belonged to *Kurukshetra* district have advocated their views as the main objectives of '*Public Relation*' is to *establish better government and public relationship* as well as *entertaining the public*. On the other hand, the 12 per cent of the respondents of *Bhiwani* have also highlighted more or less same views on this perception.

The main objectives of the PR are '*Publicity & Entertainment*' as pointed by the 7 per cent of the respondents, belonged to *Kurukshetra* district. The corresponding figures of the respondents belonged to *Bhiwani* district has been 5 per cent.

There were only 7 per cent of the respondents, belonged to *Kurukshetra* district who have admitted that the main objectives of the PR department are to establish better government and public relationship as well as taking reactions of the public. The corresponding figures of respondents, belonged to *Bhiwani* district, indicate their views as 'More or less same' as pointed out by the 4 per cent of the respondents.

Lastly, there were another 6 per cent of the respondents of *Kurukshetra* district, have considered the main objectives of the PR department are to establishment of *better government and public relationship as well as publicity & entertaining the public*. On the other hand, there were 4 per cent of the respondents of *Bhiwani* district, who have



considered the main functions of PR have been more or less same as pointed out by the respondents, belonged to *Bhiwani* district of Haryana.

Hence, it is obvious from the tabulated figures of the respondents, belonged to *Kurukshetra* and *Bhiwani* districts of Haryana. They had aired their objective and subjective views on the single and multiple objectives of public relation department of Haryana. The uniformity and differentiation in views of both the districts can be justified by testing the **Hypothesis** as follows:

TESTING OF HYPOTHESIS

Suppose the Null Hypothesis $H_0 = \mu_1 = \mu_2$ Suppose there is no difference between the respondents of Kurukshetra and Bhiwani districts of Haryana, taken for the study, as a resulted the calculated & tabulated values have been worked out as follows:

Sample	Kurukshetra	Bhiwani	Calculated value	Tabulated value
Mean	11.11	11.11		
			5.77	4.48
S.D.	6.11	7.85		

$$V = 100 + 100 - 2 = 198$$

According to t-test, the calculated value is more than the tabulated value. It is, therefore the hypothesis is rejected. Hence, the attitude of the respondents of the rural areas towards functioning of Public Relation department is different to a considerable extent. With the help of t-test, it is obvious that there is considerable subjectivity, found among the respondents, belonged to rural and the urban areas of the respondents of the four districts, taken for the study. It has been tested at 5 % of the sample respondents, taken for the study.

SUGGESTIONS

FOR MAKE IMPROVEMENT IN PUBLIC RELATION RESPONSIVENESS AMONG THE PEOPLE

- Increase the literacy rates among the people belong to less developed regions.
- By increasing the political awareness among the people, particularly those who belong to SC/OBC communities of Haryana.
- A periodic feedback given by the public particularly the people belong to less developed areas like *Bhiwani*.
- Fully transparency in the public policy formulation and execution of the development projects, to be undertaken by the district administrative machinery.



- Increasing people-participation in public-policy making process at apex level (Surat Singh, 2005)
- The public policy should be executed in accordance with prevailing local conditions.
- In order to develop fully credibility among the rural and urban masses, there should be narrow gap between '*statement announced*' and '*Actual implementation*' on the ground (Sharma, Om Prakash 2007)
- The government machinery should be functioning in accordance with the need of programme rather than political vested interests.

CONCLUSIONS

'Public Relation' department of Haryana government has been playing a significant role to create the awareness among the people belonged to different areas of Haryana. The '*public relation*' had a glorious historic past, where the kings and the Emperors of ancient India, used to send their messages through '*vernacular*' mode of media to the people, belonged to different strata of society. In the present study which is an empirical study, based on 200 respondents, taken from rural and urban areas of the Kurukshetra and Bhiwani districts, taken for the study. In this study, the single and multiple responses indicate that there has been considerable subjectivity in response among the respondents; who belonged to different strata of society. The stratified sampling of 200 respondents, there were 100 respondents from Kurukshetra and 100 respondents from Bhiwani district, have indicated their views on different objectives of PR in Haryana. In order to testify the uniformity or variability in the views of the respondents, belonged to two different areas, a '**t-test**' has been applied on the observed data from two different district, having different levels of development, have been selected.

The differences between the **tabulated** and **calculated** values of the observed data indicate that the calculated value is much higher than that of tabulated value. It is therefore, obvious that there has been considerable difference between the respondents, belonged to Kurukshetra and Bhiwani districts of Haryana. Lastly, there were some of suggestions which could be proved conducive to ameliorate the responsiveness among the masses of highly and less developed regions of Haryana.



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