

PUBLIC RELATIONS: A PATH TOWARDS INCLUSIVE GROWTH



Dr. Tanushri Mukherjee

Assistant Professor,
Amity School of Communication,
Amity University Rajasthan,

Delegation to the 2nd International Congress on Human Rights & Duties
(Regd: 14ICHRD2)

Abstract:

The concept of Inclusive Growth emphasizes on the equal growth and development of all, giving equal opportunity to everyone to grow in such a manner that no one is exploited and the benefits of prosperity is shared equally amongst everybody. In the present digital era of media expansion, media has emerged as a very significant platform for dissemination of messages and sharing of thoughts and opinions, enabling the masses to be enlightened and empowered and also awakened about the meaning and relevance of “Inclusive Growth”.

Public Relations professionals serve a major purpose acting as communication professionals, interacting with diverse publics, creating an ideal environment of two-way communication and acting as watchdogs protecting the interests of just not the concerned organization but also of the publics in an equal manner thus taking care of their welfare and well-being. In the present scenario of Participatory Corporate Culture, Public Relations (PR) has emerged as one of the most important tool for the achievement of the goal of Inclusive Growth.

The paper tries to uncover the role of PR in the Inclusive Growth of the nation by acting as bridges of communication and mutual understanding. The study also focuses on how the concept of Corporate Social Responsibility (CSR) can be an effective means for the growth and development of the underprivileged and poor sections of the society either in the field of health or education or livelihood, thus bringing them at par with the masses. To make the study primary data based, it makes a detail Case Study of an NGO working for the upliftment of poor children and explores by employing Interview Method as to how its CSR Activities are contributing significantly towards the enlightenment of the deprived ones leading towards the Inclusive Growth of all.

Keywords: *Corporate Social Responsibility, Empowered, Inclusive Growth, Public Relations, Underprivileged, Upliftment*



“Bahujan Hitaya, Bahujan Sukhaya” or “Sabka Saath-Sabka Vikas” are golden words emphasizing on one underlying fact that a nation’s true development is always based on the development of all, irrespective of region, religion, class, caste, age or gender. India is a land known for its unity in diversity, having people of different culture, caste or creed residing together strongly interwoven into a spirit of unity and fraternity.

The time is such that there is a growing realization that if India wants to carve a strong image of itself in the global landscape, the concept of Inclusive Growth is the need of the hour. A nation in order to survive in the long run and to achieve the goal of sustainability, requires the all round development of the country with equal emphasis being given to the growth and prosperity of all. According to Diane Richler,

"Inclusion is not a strategy to help people fit into the systems and structure which exist in our societies; it is about transforming those systems and structures to make it better for everyone. Inclusion is about creating a better world for everyone."

The real essence of Indian society has always been togetherness and the concept of Inclusive Growth revolves around the same principle emphasizing on the creation of such a society which is based on the ideology of equal growth of all, giving equal opportunity to all to grow and express their opinion as well as equal responsibility of all towards the development of the nation in such a manner where no one is exploited and no one benefits at the cost of the other.

Media has always been one of the strongest driving factor behind every positive change taking place in the society. It has always been a strong vehicle for transforming the lives of mankind, playing the role of facilitator of development, disseminators of

information, and an agent of change. In such circumstances, we can expect the media to play an equally responsible role in the attainment of the goal of Inclusive Growth of the nation. All kinds of media, whether print or audio or audio-visual can act as strong tools for dissemination of messages which not only informs us about our surroundings but at the same time they change our perception, attitudes and priorities. Media has highly developed both in terms of number and content and in such scenario various forms of media ranging from newspapers to Web 2.0, all have provided a platform to the masses to voice their opinion and share their thoughts through open discourse and dialogue and to raise mass concern for issues like hunger, unemployment and insecurity, human rights and gender issues and above all the latest concept of Inclusive Growth. Media has emerged as a strong medium for creating awareness about Inclusive growth of the society and thus motivating each individual to fight for his interests and needs leading to empowerment of the masses.

In the keynote address delivered at a seminar on 'Communication for Inclusive Growth', organised by the Chandigarh Chapter of Public Relations Council of India (PRCI), Vipin Pubby, Resident Editor of The Indian Express, underlining the role of media as a force multiplier in creating awareness and informing the general public said, "No country can progress if only a section of population is doing well. All sections of the society should reap the benefit of progress and development. Communication plays a big role in bringing all people together."

The concept of Inclusive Growth does not just imply the inclusive growth of the Indian society giving equal representation and equal opportunity for development to all but it also means the inclusive growth of all stakeholders of an organization in an equal manner, where the cooperation of each one of them is important for the fulfillment of the



corporate mission as each stakeholder group is important with its own set of skills and expertise and its only the feeling of “We” which can help an organization to stand strong in the present ever changing and dynamic business environment.

ROLE OF PUBLIC RELATIONS IN THE ATTAINMENT OF INCLUSIVE GROWTH

With the ever increasing impact of Globalization, Economic Reforms and Liberalization, a new Participatory Corporate Culture has emerged which supports people’s inclusive growth and development and the need for securing an active participation of the people in all key decision making processes of the organization, leading to Value Co-Creation. Informed and Involved Citizenry is the need of the hour and forms a major aspect of a sound Corporate Governance Practice. Public Relations Professionals being communication managers and experts can play an instrumental role by using all latest communication strategies and tools in the direction of disseminating timely, accurate and balanced information to publics and at the same time receiving their feedback on various aspects of functioning of the organization to secure their active involvement in its functioning.

It has been rightly said that Public Relations act as the strongest bridge of communication between an organization and its concerned stakeholders. They are the people behind creating a strong Corporate Identity by employing various credible and consistent channels of communication resulting in the creation of a good Corporate Image amongst the public as desired by the organization. Public Relations Managers besides acting as Analysts, Advisor, Advocate and Antennae for the management of the organization also serve as watchdogs representing the needs and demands of the concerned publics. They are the sole person responsible for thinking in the direction of growth and development

of just not the organization but also of all the stakeholders in an equal manner.

Since times immemorial PR has always been used as the strongest device to reach out to the people, to influence public opinion and to build credible relations, thus uniting the masses into one, aptly executing the ideology of “One Nation-One Voice”. Mahatma Gandhi was always called as the best PR person because of his exemplary skills of winning the hearts of the masses by his ideologies which highly inspired them and united them into one strong nationalist force against the British Government. Thus it would not be wrong to say that his PR strategies were to a great extent aimed at achieving the goal of “One Nation-One Voice”. As rightly said by Dyer Samuel Load in Public Relations Quarterly (2007) that, “An organization has actually no choice whether to “have” public relations. All organizations are communicating with all audiences that are of importance to them. The decision is not whether to have PR, but whether these relations will be handled in a planned, organized manner, or allowed to be accidental, haphazard and possibly inconsistent”. The definition clearly establishes a fact that if a group or an organization wants to win public trust and support, PR is the sole communication function which acts as a very credible information source as well for the masses thus securing mutual understanding and cooperation leading to the building of bridges of trust.

The fact cannot be denied that whenever the question of creating bridges of understanding, cooperation and trust in an organization comes to the mind, the constructive and indispensable role of Public Relations (PR) professionals cannot be denied. In today’s fiercely competitive business market, dawn of new information age and media explosion, building equal strategic alliances with the partners of an organization and generating stakeholder satisfaction has become the need of the hour



and the only experienced and extremely professional personnels who can contribute significantly in the direction of building mutually beneficial ties with the public and who impartially thinks about the welfare of all publics are the PR Practitioners.

Speaking on the concept of inclusive growth Mr. Narendra Modi while addressing the 60th birth anniversary of spiritual leader Mata Amritanandamayi in Kollam said that, “The concept of inclusive growth is not new for India. This has been the message given by our sages since ages. Recalling that ancient Indian sages had given messages like, “Loka Samathsa Sukhino Bhavanthi (let the whole world be happy) ” and taught rulers to conduct affairs of the state with this concept. Further commenting on the occasion, Mr. Modi said, “ I firmly believe that if we stick to these ideals , India could march forward and become a super power”. The underlying principle of Mr. Modi’s philosophy of Inclusive Growth centers around the fact that people should be actively involved to serve the people and all projects undertaken should revolve around a Participatory Work Culture and through it the development of society at large.

Whether it is Mr. Modi’s concept of “Sabka Saath- Sabka Vikas” or his flagship Campaign of “Make in India”, we find an universal call in each one of them towards the attainment of the goal of building relations with all sections of the masses, thus leading towards the achievement of “One Nation one Voice”. An in depth analysis of Modi’s campaigns reveal a major fact that all of them are brilliant PR exercises in the direction of striking the mental chords of the people and uniting them to work for the achievement of the universal vision of “ One Nation One Voice”.

THE PRESENT ERA

Gone are the days where an organization just used to be concerned about the commercial benefits of the proprietor. It had a single-

minded approach of just framing such policies which benefit the owner. The present times is dominated by the principle of Corporate Citizenship, which includes a wide array of concepts in its domain like Corporate Social Responsibility (CSR), Sustainability, Performance Measurement, Return on Social Investment, Inclusive Growth, all pointing out towards the changing dimensions of the roles and responsibilities of a Public Relations Manager in the present times as most of these areas come under the jurisdiction of the PR professionals and they are solely responsible for framing PR strategies and action plans to achieve these goals. Ever since these concepts have become associated with the principles of Corporate Governance, the concept of “Sabka Saath Sabka Vikas” envisioned by our honourable Prime Minister Mr. Narendra Modi has become an integral part of the functions of Public Relations Professionals.

Today, with distrust of the corporate world at an all-time high, corporate credibility is an over-riding factor. Whether they like it or not, companies today are at the mercy of public constituencies. That means there is growing recognition of the need to foster a good reputation by developing positive relationships with various publics.

Quite literally, public relations is managing relations with various publics, a role that grows in importance as reputation becomes ever more critical to business success. Companies can restore trust in a number of ways, many involving traditional PR strategies, such as:

- Using integrity and fairness as criteria for all business decisions;
- Maintaining an emphasis on quality of products or services;
- Openly sharing truthful information with all publics;
- Actively seeking input from publics and being responsive to concerns;



- Renewing a commitment to local communities; and
- Creating forums to encourage dialogue with constituencies.

The bottom line is that companies must make it a priority to value the needs of all publics, and to forge good relationships with them. The cornerstone of a good relationship is trust, and trust is based on open and honest communication. Effective PR tells a company's story in a way that is accurate, honest, and easy to understand, helping in the establishment of a reputation which is credible and authentic. A good relationship also requires a willingness to listen, and true Public Relations is a two-way process. PR professionals recognize that to manage relationships, they must understand and respect public concerns and viewpoints. They must also go a step further, to serve as the public's advocate within an organization and such kind of thinking can play a major role in bringing together diverse sections of the community and uniting them strongly into one with the sole objective of working for the growth of the organization and thus the betterment of the nation at large.

Every organization for its smooth functioning requires sound and trustworthy relations with all publics and a strong Corporate Image amongst the masses, besides sound corporate governance principles and programmes. This fact in itself necessitates the day by day increasing demand for Public Relations in almost every organization. Growing significance of public opinion and public participation have made almost all business enterprises no matter whether public or private realize the importance of two-way communication practice, public involvement and the establishment of two-way mutual understanding and relationship building with its internal and external public.

No matter whether its relationship management or cross platform marketing or crisis management or investor relations or

reputation management or creating and enhancing online presence and image shaping or management of Digital Business and Brand building or delivering strategic counseling or advisory services, every such function requires building up a consistent two-way communication system with a strong base of trust and mutual concern between the organization and its partners and PR is the only discipline or department specialized in this area. Every organization, whether it be a for-profit business, not-for-profit organization, educational institution or government agency, depends on people. Their attitudes, attention, understanding and motivation can be critical to the success or failure of the organization and as a result most of the organizations respond to the call of public relations these days which has fuelled its growth as a strategic management function.

But still to achieve the idealistic vision of "One Nation- One Voice", a lot needs to be done.....Public Relations Professionals have to take the plunge and adopt various well planned PR Programmes and measures which would turn out to be instrumental in the direction of securing socio-economic development of the nation at large and more and more of people's equal participation in the development process.

CSR: A MAJOR PR TOOL TOWARDS THE REALIZATION OF THE GOAL OF INCLUSIVE GROWTH

In modern times with tremendous emphasis being given to Corporate Social Responsibility, if there is someone who can make a difference and create an impact on Corporate Policies and Corporate Mission Statement, then they are the Public Relations officials who can strive to bring inclusive growth and an all round human development and overall community welfare by their various innovative projects and campaigns in this direction. 'Sabka Saath- Sabka Vikas' is a philosophy that truly suits the present expectations from a Public Relations



Practitioner as today companies are recognized not just on the basis of their position in the commercial market but the concept of Corporate Citizenship has also assumed a great significance. Corporate Citizenship emphasizes on the fact that the aim for a business organization is to create higher standards of living and quality of life in the communities in which they operate, while still preserving profitability for stakeholders. The concept of Corporate Citizenship revolves around the meaning of CSR given by Archie B. Carroll which means an organization cannot be just economically responsible but social, legal and ethical parameters are also equally significant to analyze the responsibility of an organization towards the community and to call it a good Corporate Citizen.

Needless to say that therefore Public Relations professionals have to expedite their work more effectively in the direction of satisfying all these philanthropic, economic, legal and ethical expectations of society and secure an all round development. Inclusive Growth means people's development, empowerment, employment and participation of all in an equal manner in order to achieve the goal of "Sabka Saath- Sabka Vikas" and thus an all round holistic development of the nation.

Public Relations Professionals have to take the plunge and adopt various well planned PR Programmes and measures which would turn out to be instrumental in the direction of securing socio-economic development of the nation at large and people's participation in the development process. The multi-dimensional functions which comes under the jurisdiction of a Public Relations Manager needs to be expanded beyond the boundaries of just securing a competitive edge and a good image for an organization. The concept of Inclusive Growth and the role of Public Relations Managers in it means that the time has come for them to step out of their routine affairs of just handling all communication and publication functions of

their organizations. The need is for Public Relations Managers to take an initiative and plan out various constructive PR measures which would be like stepping stones in the direction of creating a more informed and a more developed society.

Public Relations Managers being experienced professionals in the field of creating and preserving cordial goodwill relations between an organization and its stakeholders, can be the best persons to think about their welfare too at large and create a perfect "win-win" situation for both the organization and its publics. The present trend says that it is just not the responsibility of government to take care of development of the nation but the efforts should be made by every person in this direction and equal opportunities should be granted to all to showcase their skills and knowledge and to contribute in the field of all round development. Sustainable growth which is demanded by today's public also requires inclusive growth. As rightly said by the OECD Secretary General, "Tackling inequalities in incomes, health outcomes, education and well-being, requires breaking down the barriers to inclusive growth and reaching new frontiers in policymaking and implementation. Everyone should be able to realize their potential and to share the benefits of growth and increased prosperity."

When we talk of in terms of Inclusive Growth, the concept of CSR cannot be neglected. The very principle of strategic CSR speaks about the overall development of the society on all fronts and the legal, economic, ethical and philanthropic responsibility of an organization towards its stakeholders. Presently, when the Indian Government has made Inclusive Growth a key element of their policy clearly stating that, "Achieving a growth process in which people in different walks in life feel that they too benefit significantly from the process." (Ahluwalia, 2007), CSR can serve a major purpose by aiming at the development of the



nation too by satisfying the varying needs of the deprived, exploited and helpless people creating good community relations along with the profit maximization of the company.

Ashok Chauhan, MD & CEO, BSE Ltd, said that “The Indian corporate are changing from not interested in doing social responsibility activities to active CSR involvement. The modern India demands corporate to not only be responsible towards its stakeholders but also towards customers, employees and to the country.”

The theory of inclusive growth which speaks about the growth and development of everyone in the same manner, somewhere having a pro poor approach striving to seek the participation of all in the development and prosperity of all. In this direction Indian companies can play a major role by initiating various innovative programmes and projects in the field of health, employment, livelihood and education through their different CSR efforts conducted on a routine basis, thus contributing significantly in the socio-economic development of the nation and paving the path towards the inclusive growth of the country.

According to Dr. Nanjunda (2015), “It is found that CSR has much bigger implications for development of any country. It reduces dependency on the government for social expenditure and helps for speedy inclusive growth.” Ever since the government has made it mandatory for the companies to spend 2% of their profit behind CSR activities, the concept has become an indispensable element behind securing the equitable development of all as it encompasses the persistent efforts of corporations towards securing the economic and social development of communities in which they operate, thus helping in the development of the society in many ways and leading towards the achievement of the goal of Inclusive Growth”. Strategic CSR has motivated the companies to introduce all such programmes and projects which are

meant for the betterment of the needy people of the society, no matter whether its offering services towards the socio-economic growth of the poor and underprivileged ones or it is in terms of providing vocational training to the deprived enabling them to earn their livelihood or starting a literacy project or contributing towards rural development through various innovative programmes. Corporate Social Responsibility is a concept that integrates a company's social concerns with their business operations. As rightly said by Dr. Vastradmath, N., “The corporate sector has a vital role to play in ensuring that the private investment flows in these rural areas that have been left out of the development process till date and work for sustainable development of rural areas in general.”

Highlighting the significance of CSR as a major PR Tool behind Inclusive Growth of the nation, S.K. Panda, secretary, ministry of textile said at the “ CSR for Inclusive Growth” conference organized by Governance Now magazine that,

“Corporates should focus on resolving environmental degradation and social exclusion. When we talk about sustainability or sustainable development, we have to focus on environmental degradation, keeping a tab on pollution, carbon emission, global warming.” Panda also remarked that, “ Corporates can't prosper while the society is moving towards failure. India has 1/6th of the of the world's population, but it has only one 1/16th of the world's resources.”

The statement of Panda makes it amply clear that for a nation to prosper and bring an all round development of all and to achieve the goal of sustainability, CSR strategies and policies can be the best means to achieve the objective as Inclusive Growth by its very definition implies an equitable allocation of resources with benefits incurred to every section of the society.” (Bagg, 2011)



OBJECTIVE OF STUDY

The following were the objectives behind the study:

1. To make an in-depth study about the meaning, implication and relevance of Inclusive Growth
2. To develop an understanding as to how PR professionals can be major agents in the area of inclusive growth by building mutually beneficial ties with the public and impartially thinking about the welfare of all publics.
3. To understand the relation between CSR and Inclusive Growth and how this principle of Corporate Citizenship and Corporate Governance can play a major role in the Inclusive Growth of the nation.
4. To make a detail Case Study of a non government organization (NGO) and to critically study its various CSR efforts in the direction of realization of the goal of Inclusive Growth which is basically a pro poor concept striving for the equitable distribution of resources and the equal development of all.

RESEARCH METHODOLOGY

One of the major objective of the study was to develop an understanding about how Public Relations can contribute towards Inclusive Growth by carrying out its chief function of satisfying the needs and taking care of the welfare and well being of all the publics of an organization in an equal manner. In order to frame a better idea on the issue the relation between Corporate Social Responsibility (CSR) and Inclusive Growth has been studied.

To make the study more factual, it employs Case Study method to develop a deeper understanding about how CSR related efforts of an organization can help in bringing about the Inclusive Growth of the nation by imparting significant function in the area of health, education, environment and

livelihood. As a part of the Case Study method, it makes a detail study of an NGO which has been rendering highly important service to the poorer sections of the society in the area of health and education as a part of its CSR Activity. Interview was also conducted of the chief managing personnel of the organization along with a senior and experienced volunteer of the NGO to know about how the various CSR projects and programmes of their organization is contributing towards the welfare and well-being of poor children in the area of health and education thus leading towards the Inclusive Growth of all .

CASE STUDY

Dream Girl Foundation is one such step towards helping the needy and underprivileged sections of the society thus serving as a major CSR initiative in the form of empowering the poor and weaker ones. The very motto of the organization, “we are changing thousands of dream into reality” speaks about the mission of the organization which is chiefly empowering the poor children of the society by imparting fundamental and elementary education to them as well granting services in the area of health care.

Dream Girl Foundation is one of the eminent non-profit organization engaged in providing a better future to the underprivileged girls of the society. The organization has been making sincere efforts to reduce the miseries faced by the children in the area of Delhi and Mumbai. Education is the basis of development, thus the organization provides education to the girls in order to enhance their as well as the future of the country. A woman is the creator of this beautiful world and Dream Girl Foundation makes sure that she gets a respectful life.

The NGO works hard to provide better health, education and shelter to the girls with a team of teachers, medical practitioners and other volunteers, who whole heartedly work



for the betterment of deprived girls. The organization also focuses on providing proper medical facilities to the children. The team members leave no stone unturned to prevent exploitation against girl child and to provide for the betterment of impoverished girls.

The organization works with great dedication and sincerity for the overall improvement of girls including education, sanitation, health, income generation, AIDS awareness and other major issues. As a major means to Inclusive Growth, the organization makes the underprivileged girl children capable enough so that they can compete and come at-par with this fast growing community and tries to work hard to provide a better future to the deprived. The organization works as a catalyst and tries to fulfill the basic requirements of life such as food, clothing, shelter, education and health to the needy children. The organization has been very active in making arrangements for proper health treatment of various critical diseases through its financial assistance to ensure that a girl child gets proper education and medical facilities.

The NGO provides assistance in the area of health and education to the poor and deprived ones of the society. Following are the functions carried out in these areas:

Education- Dream Girl Foundation works rigorously to educate every child they come across from the weaker sections of the society and give them an ability to stand on their own feet and contribute towards the economy of the nation. The NGO has organized a number of camps and workshops in various areas to create awareness about the importance of education among the people. The organization also helps the children in monetary terms. Further, it provides stationary to the needy children. The main motive of the NGO is to create awareness about education amongst the marginalised children.

Health- In the Field of Health Care the organization works for providing Health Benefits, conducting awareness programmes, providing free Health services for poor & needy children, taking care of providing financial assistance in case of certain critical ailments, providing nutritious & healthy meals and above all organizing health camps, workshops dealing with health related issues and health plays etc. Through workshops and plays the organization tries to create awareness about health issues, diseases and essential precautions that can be taken in order to stay healthy. At times the organization also demonstrates this through plays and nukkad nataks that further help in creating awareness in the rural areas. A very commendable aspect of the functions of this NGO is that it helps the needy children suffering from major health disorders by bearing the cost of their medical treatments and make the medicines available at cheap rates. The mission and vision of the organization is to raise the medicinal clinical benefits for small and weaker sections.

(Source: Dream Girl Foundation)

FINDINGS OF THE INTERVIEW

To gather more detail information about the mission, objectives and the nature of operations of the NGO and to make the study more fact based, interview was conducted. For this purpose, the chief of the NGO holding the position of the Manager of the organization was interviewed along with an experienced volunteer serving the NGO from a long time.

On being asked about the chief function of the organization, they replied that the NGO works in the direction of providing health and education services to the very poor and underprivileged children of the society, thus acting as significant catalysts of positive change in their lives. They also revealed that the NGO works for children upto the age of 14 yrs and has been actively working in the Delhi, NCR region as well as in Virar(East),



a suburban area in Taluka Vasai, Palghar district of Maharashtra.

The interviewees were also asked as to what was the source of finance behind the running of the organization and the manager replied that it chiefly functions on the basis of funds raised from different projects and programmes as well as donation received from people.

A key area of the case study was to know the organizational structure of the NGO and the key officials behind its operation. The interviewees said that the organization basically runs on the sincere and dedicated efforts of skilled volunteers chosen from all over India. There are 5-6 permanent staff members of the organization headed by the Manager followed by fund raisers, project managers and project teachers. The manager also replied that at present the NGO has almost 1000 registered volunteers and whenever they want to implement a project, an email is sent to all the volunteers explaining the nature of the project and the area of specialization required from the volunteers to be associated with the project. On receiving the email reply of interested volunteers, the organization conducts telephonic interviews of the volunteers finally leading to the selection of the best volunteer ready to deliver his specialized knowledge for the successful execution of the project. The manager also gave a useful piece of information that the organization also advertises on Google Ad world to recruit volunteers for the organization.

The most important part of the case study was to study the contribution of the organization towards empowering the poor and deprived children finally leading to Inclusive Growth. The manager described that the NGO works chiefly in the area of providing health and education services for the poor and needy children up to the age of 14 yrs. As a part of its function, the organization runs non-formal education centres in the backward urban areas of Delhi-

NCR region, Gurgaon and Virar (East) region of Mumbai. Children of slum dwellers and laborers who basically cannot afford to go to private school to receive education are selected for these centres. The volunteers conduct survey and select families who belong to poor economic strata of the society and their children are selected for receiving education at the centres. The manager pointed out that their education centre in Virar (East) region of Maharashtra is located near Jivdani Temple, a very famous tourist destination of suburban Maharashtra. The temple area is surrounded by slum area called Arnapada which is inhabited by laborers who work in the near by areas for their daily livelihood. The area is so undeveloped that there are no private or government schools near by and nor even proper water or sanitation facility in the area. In such conditions, the education centre of Dream Girl Foundation serves a major purpose of making the poor children of the laborers who cannot afford to go to private schools to get at least the basic elementary education. He also expressed that as the area for this centre is very small, hence the centre conducts combined classes. The Virar (East) centre has 30 students and the centre is managed by two persons, namely one teacher and one volunteer. The class timings are different in Delhi and Mumbai region. The classes are run from 10-12 in Delhi-NCR region and from 11-1 p.m. in Virar (East) region of Maharashtra. To achieve the goal of Inclusive Growth of all the sections of the society, the centres play a major role in disseminating knowledge to the poor children where they are taught English, basic Mathematics like tables as well as poetries so that they at least become semi-literate to face the world. Another major fact which was explored as a part of the interview was that the NGO also convinces the parents to enroll their child in the nearby schools for higher education and at times helps some of the studious and intelligent children in getting admission in the nearby schools and also bears the fee for them. The centre not only pays the admission fee but it also provides



the basic requirements of admission like uniform and stationaries to the children who get admission in the schools.

The Virar centre is managed by a well qualified teacher who has been appointed to provide the children with basic education required. The teacher besides teaching the students is also responsible for convincing the parents of the children by visiting the families from door to door and thus enlightening them about the importance of education in life. The interview revealed that the members of the organization feel that their sincere efforts help in getting the basic necessities of the poor children get fulfilled like other kids of the society, thus playing a major role in bringing them at par with other children and helping in the Inclusive Growth of all.

The interviewees were also asked about the functions of Dream Girl Foundation in the area of health. A noticeable exploration of the interview was that the manager reciprocated by revealing that the organization provides financial help to those poor children who are suffering from serious health problems like cancer, heart problems like hole in the heart, tumors etc and their this endeavour has been given the name of Health Project, "Zindagi". He discussed about the fact that volunteers conduct surveys like they visit AIIMS hospital in Delhi or sometimes they get applications from the side of poor parents seeking financial help from the NGO for the treatment of the health problem of their children. The NGO before deciding about whether to provide financial assistance or not , it first conducts a rigorous investigation related with checking the background of the child. The volunteers gather complete information about the financial status of the family of the aggrieved child and then after gathering all facts and information the final decision is taken. The financial help granted from the side of the NGO is mostly in the form of bearing the cost of treatment or surgery of the poor child suffering from

critical health problem. The manager remarked that till now the organization has dealt with almost 10-11 such cases where they have provided financial support to the poor families by paying the cost of operation of the affected child.

Some testimonials of financial help provided by Dream Girl Foundation to the diseased children as a major part of its Health Project named "Zindagi", a CSR effort

8 years old girl Preeti, who is suffering from a very rare disease of developing copper in her lungs. With the help of donors the organization has successfully raised sufficient funds for Preeti and now treatment of Preeti is going on in AIIMS.

Madan Kumar, a 7 month old child who was suffering from cardiac disease of hole in heart and as prescribed by the AIIMS doctor a sum of Rs. 40,000/- excluding approx Rs. 10,000/- on Medicines was needed for his treatment. Dream Girl Foundation has decided to take over the charge to add one more in the list of more fortunate people and within 20 days they were able to submit the required amount to the AIIMS hospital with the help of their donors.

Kashish was suffering from Atrial septal defect formally known as hole in heart. Doctors of AIIMS had estimated a total amount of Rs. 60,000 of whole procedure in which two operations were required. The whole amount of first operation of baby Kashish has been paid by Dream Girl Foundation with the support of their Donors.

Tanvi was suffering from the pain of having a hole in her heart. Within 30 days Dream Girl Foundation had successfully submitted the required amount to AIIMS Hospital and now she has been successfully operated in AIIMS



Rohit was suffering from nerve blockage in his neck. Dream Girl Foundation, has pledged to help Rohit fight his disease to win the battle for his life

(Source: Dream Girl Foundation)

CONCLUSION

Finally to conclude we can say that if India wants to be a super power and secure a place for itself in the global front, Public Relations people have to come in the forefront and take an initiative by introducing various programmes, planning innovative CSR projects and secure the participation of the public in all development projects of the nation. They have to act as perfect liasoning officers between an organization and its public representing their viewpoints, needs and demands in front of each other in such a manner in order to bring about an equitable growth and development of both the two sides, leading to the inclusive growth of all and finally resulting in the development of the nation as a whole.

REFERENCE

Dyer, S., & Samuel Load.(2002). Managing public relations in non profit organizations. *Public Relations Quarterly*, 47, 13-17.

Vastradmath, N. (2015). The Role of Corporate Social Responsibility for an Inclusive Growth in the Society, "The Practice of CSR in the context of Rural Development in India". *International Journal of Scientific and Research Publications*, Vol 5, Issue 10

Nanjunda. (2015). A Review on Corporate Social Responsibility and Inclusive Growth. *IBMRD's Journal of Management and Research*, Vol-4, Issue-2

Ahluwalia, M. (2007). Business Standard, 29th June 2007

Panda, S.K. (2015). *CSR is vital for inclusive growth of India*. Retrived from www.governancenow.com/news/csr/inclusive-growth-india-proper-csr-vital

Chauhan, A.(2015). *CSR is vital for inclusive growth of India*. Retrived from www.governancenow.com/news/csr/inclusive-growth-india-proper-csr-vital

Richler, D. *The Pathway to Inclusion: From Principle to Profit*. Retrived from : www.nchpad.org › Article Categories › F.I.T.T. Column