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Hkkjr ea tul Ei dz dk mnHko , oa fodkl % , d fo'yšk.k



Rajeshwer

Assistant Professor, Department of Journalism and Mass Communication, A.I. Jat H.M.(P.G.) College, Rohtak (Haryana)

Short Profile

Rajeshwer is working as an Assistant Professor at Department of Journalism and Mass Communication in A.I. Jat H.M.(P.G.) College, Rohtak (Haryana). He has completed Diploma., B.C.A., M.A., M.Phil., Ph.D. He has published more than 10 research papers in various journals.

Public Relations

# जनसंपर्क



I kjka k :

^200haI nh dk vkj fEHkd ; q: tul Ei dz dsmnHko , oafodkl dk Lo.kz; q: ekuk tkrk gA fo'ol uh; I #ka ds vuq kj I jdkjh Lrj ij tul Ei dz dh 'kq vkr vejdk I sekuh tkrh gS D; kAd i Fke fo'o; q ds ckjs ea tkuus ds fy, vejdk us ^tul Ei dz I puk I fevr\* dh LFkki uk dh rkfd og viuh turk rFkk I g; ksch ns kka dks I puk ns I dA oLr% 1920 ds nSku vejdk ea tul Ei dz dsek/; e I s turk dh jk; vS ml dh fo'ol uh; rk ij cy nsuk 'kq fd; k vS vks pydj tul Ei dz tul ok ds I kelftd nkf; Ro ds: lk ea fodfl r gA bl h rjg Hkkjr ea tul Ei dz vius orZku Lk: lk ds vUrZr 1912 ea i kjEHk gA vS futh {ks= ea bl s Vkvk vk; ju , M LVhy dEi uh \* }kjk vi uk; k x; kA vxsth

I jdkj usi Fke fo'o; q ds nSku turk dks; q dsl ekpkjal svoxr djkusdsfy, ^1 BVy i fcyfl Vh ckMZ\* dk xBu fd; k tksl jdkjh {ks= ea tul Ei dz dk i gyk dne Fkka LorU=rk dsckn Hkkjr ea tul Ei dz dk dk; Z^I puk , oai d kj.k ea-ky; \* dksfn; k x; kA orZku I e; ea tul Ei dz dk nkf; Ro futh o I jdkjh nSukaLrj kai j vfLrRo eagA oLr% i Lr% 'kksk&i = eaHkkjr ea tul Ei dz dsmnHko o fodkl ij i zdk'k Mkyk x; k gA\*\*\*

**KEYWORDS:** tul ok] I puk] tul Ei dz i Fke fo'o; q ] I kelftd nkf; RoA

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Hkkfedk %

Hkkjr ea tul Ei dz dh ych ifdz k jgh gA vk/kfud tul Ei dz foKku enyr% iz kkl u vks foi .ku 0; oLFkk dh nsu ekuk tkrk gA gekjh ykd dFkkvkaea, d svud jktkvkadsuke feyrsga tksjkr dsl e; NneoSk /kkj .k djds vi uh iztk ea?kærsFksvkj turk dh ifrfØ; k tkuusdk iz kl djrsFksrkfd tu l eL; kvkadk irk yxkdj mudk 'kh?kz lek/kku fd; k tk l dA gekjh ykd dFkkvkaea ukjn th dksl oE= ?kærsqg l uk tkrk gStks/kjrh ykd l sydj nøykd rd dsckjseal puk, a, df=r djrk jgrk FkA bl rjg tul Ei dz dsvud : lk Hkkjr rh; tu thou eai pÿyr jgsgA dkfynkl usbl seßknir dsek/; e l s0; Dr fd; k gA dbZdfo; kausbl dsfy, i f{k; kadk mi ; kx fd; k gA nij l pkj dsvkxeu l sigys; g dk; Ztu&l pkj dsek/; e l sgh l à uu gkrk jgk gA

tul Ei dz dk vFkZ&

ekuo thou ea tul Ei dz dk vi uk fo'ksk egRo gA vaxsth Hkk'kk ea tul Ei dz dks 'Public Relations' dgk tkrk gA tul Ei dz ea tu 'kCn 'i fcyd' rFkk 'l Ei dz 'kCn 'fjysku' ds: lk ea0; Dr gkrk gA bl dksl qks ea i h- vkj- dgk tkrk gA 'i h' dk vFkZ& ij QkWebl , oa ^vkj\* dk vFkZ& 'fj dks fu'ku' vFkZr LohdfrA vFkZr tks dk; Z turk dh Lohdfr l sgkrk gS tul Ei dz dgyrk gA fgnh Lohdfr dks ea MKW irki ukjk; .k V&u us tul Ei dz dks i fjHkkf'kr djrsqg dgk gS& ^tul Ei dz og f}i {kh; l à k.k gS ft l ea l gvflHkefr dk vkpkj l Ei wkZl R; j Kku , oal Ei wkZj puk, agkrh gS ft l earuko de gkrk gS, oavki l h l kgnZmRi uu gkrk gSA

- **cduj ds vud kj %** orZeku 'kkl u ea tul Ei dz i pkj&i l kj dk og l kku gS ft l dsek/; e l s turk dh bPNkvkavkjs Hkkoukvkadk vudko gkausdsl kFk&l kFk mudk vi uh dk; Zi zkkyh eal ello; djds npxjk turk rd i gpk; k tkrk gA\*\*
- **MKW cyno jktxr ds vud kj %** ^tul Ei dz turk l sl Ecu/k LFkfi r djusdh , d dyk gS ft l dsek/; e l s l Ei dz Ukkz vi usl l Fkkr xqkkadksmtkxj djds; kstuc) i) fr l stul Ecu/kkadksvk/kkj cukdj tuer dk l tu djrk gA\*\*

oLr% tul Ei dz vkt l cdsfy, vfuok; & vijgk; ZgA Hkkjr , d iztkrkfu=d 'kkl u iz kkyh okyk ns k gS ft l ea puk thrus dsfy, ifrfuf/k; ka vkj jktuhfrd nyka dks, d tuk/kkj dk fuezk djuk i MFrk gA iz kkl u j 'kkl d vks 'kkl r l s, d&, d depkj h l sud vkj fl ikgh l gh rkyey fcBkusdsfy, bl foKku dk iz kx djrk gA foi .ku ds {ks= eami HkkDrk dksl Eekgr djusdsfy, tul Ei dz dh enn yuh i MFrh gA mRi knu ds {ks= eadkexkj o fdl ku l sl gh l ello; djuk gkrk gsvkjs l Ei wkZl kepkf; d thou eavi usi yisi fjos k dsl kFk l ghkkf xrk fuHkkuh i MFrh gA bl hfy, vkt futh o l jdkjh nksuka {ks= kaea tul Ei dz, d vfuok; Zo vijgk; Zdk; Z gA HkæMyhdj .k ds; q ea tul Ei dz jk'Vh; l hek, ayk&kdj vUrj k'Vh; rk dsnk; jseavk x; k gA ; gh dkj .k gSfd vkt cgj k'Vh; dEi fu; karFkk l jdkjh m | e nksuka vi us; gkW tul Ei dz vf/kdkfj; ka dh 0; oLFkk djrs gsrkfd tul Ei dz ds }kj k osviusm | e dksok&Nr y{; rd i gpk l dA l jdkjh Lrj ij Hkh tul Ei dz dk dk; Zmruk gh egRo i wkZgS ftruk futh Lrj ij A vr%; g vijgk; ZgSfd ge tul Ei dz dh ml fodkl ; k=k dh foopuk dja tks; gkard i gph gA

¼1-½ LorU=rk l si wZ tul Ei dz % ; g l ofofnr RkF; gSfd l ekt dh mRi fr tul Ei dz ds dkj .k gh gPZgA vkfndky eabl dk Lo: lk bl dsorZeku Lo: lk l sfHkuu gks l drk gA i jUrqi kphu l e; eaHkh jktk gks; k futh 0; ki kj dk; Z l Hkh tul Ei dz dsegRo l svPNh izdkj l si fjfr FkA tc l sl keftd thou dh 'kq vkr gPZ fdl h u fdl h : lk ea tul Ei dz dk egRo Hkh jgk gA i kphu dky eal ekt Nks/h&Nks/h bdkb; ka ¼i fjokj k dchyka; k oal k&eac&k gpk FkA tc euq; usvi uh ckr dks vi usi fjokj ij 0; Dr djusvkjs ml svi usl kFk l ger djusds

iz kl fd, vksj fdl h Hkh fl ) kUr vFkok fopkj/kkj dks l ekt }kjk Lohdr djkusdsfy, dne mBk; kj rHkh l s tul EIdZdh vo/kkj .kk dk l w i kr gq/kA

i kphu l e; ea onkq i gk.kkq Lefr; ka vkn ea tul EIdZ ds egRo o Lo: lk dk foLrkji wdZ o.kZ egkHkkjr dky o jkek; .kdky eafeyrk gA egkHkkjr dky eadkso&i mVokads; q) dksjkudusdsiz kl d' .k }kjk fd, x, A ijUrq; q) dh fLFkr ead' .k usvtu dksxhrc dk minsk ndj ml sorZeku ; qe dh /kjsj cuk fn; kA vkt ge xhrc dksvej xFk ekursgA xhrc dsl nsk dksvk/kfud ; qe rd ykusdsfy, fd, x, l eLr iz kl tul EIdZdh Jskh eavkrsgA xhrc dsminsk vkt Hkh vej gA xhrc dsl oknka dks i pkfjr djusdsfy, xhrc dsl 'Vh Hkxoku Jh d' .k dsl EiwkZthou dks tul EIdZdyk dsl Hkh ek/; eka }kjk i Lrq fd; k x; k gA

bl h rjg jkek; .k ; qe eaHkh , d sn'Vkar feyrsgftul sfl ) gkrk gSfd ykder dk i Hkko ml l e; Hkh FkA mu fnukat urk dh ykdfiz rk i kl djusdsfy, 'kkl d oxzykder dsvud kj dk; ZdjrsFkA tc jke dks ; qjkt cuk; k x; k rksl Hkh jktkvkad h l Hkh cykdj mudsfopkj tkusx, vksj l Hkh useDr dB l sje dk xqkxku fd; kA bl fo'okl dksjkepfjrekul eaHkh txg feyhA jke ustuer dsdgusl sl hrc dk i fjr; kx fd; k FkA bl h izdkj Hkkjr dh l eLr ijEijk, j l keftd thou eaykder dsegRo vksj ykder dsfuekZk dh dk; fof/k; ka ij vk/kfjr gA ofnd dky eanokl g l ake eanorkvka }kjk fotrkvka ij i d akud kj i qk o'kkZ ukjn th dk l oknokgd ds: lk earhukaykda k Hke.k jkt l w ; Kkad h 0; oLFkk & ; sl Hkh ykder dsfuekZk dsl k/ku FkA e/; dkyhu Hkkjr eaykdfuekZk dsfy, dyk l kfgR; vksj /kkfed ijEijkvka dk iz kx gj txg feyrk gA jkek; .k vksj egkHkkjr tS segkdKO; ka us ijEijkxr vkn'kkZ vksj fl ) karkads i pkj eagj ; qe ea; kxnku fn; k gA vi usfl ) kUrka dk i pkj djusdsfy, egkRek q) vksj vkn'kad jpk; Zus tksvfhk; ku pyk, mul svkt dy ds tu&l EIdZUkkZdk Qh d n l h [k l drsgA ml gkaustu l epk; kae aHk'k.k fn, vksj tuLkEIdZLFkfi r fd; kA

; | fi l e; dsl kFk&l kFk tul EIdZdk Lo: lk cnyrk jgkA , d l e; , d k Fk tc eks [kd 'kCnka dk iz kx ughagkrk FkA dbZckj 'kksj epkdj] fofHku l adrka; k epkvkads }kjk vi uh vfHko; fDr dh tkrh FkA ekuo usvi uh ckr l e>kkusdsfy, o{kka ufn; k) tkuojkadsfp= cuk, A fp=fyfi dk iz kx , d fo'ksk mnas ; dsfy, gkrk FkA vkt dy pukokaea tksfplg ; k irhd iz kx eayk, tkrsgA og Hkh i kphu dh fp=fyfi gh gA fp=fyfi dsek/; e l sekuo usirhdka dks/ofu; kal stkb/ek 'kq dj fn; kA vkxspydj Hk'kk dsfyf [kr vksj eks [kd : lk dk fodkl gq/kA i kjEHk eafy [kusdsfy, uphysi RFkj o ykgsdsdhy] dka/kal snhokjka ij v{kj ; k fp= cuk, A epz k dyk dsfodkl l stu&l pkj eadkar vkbZ vksj NibZ ds vfo'dkj l sigystks i rdagkFk l sfy [kh tkrh Fkh] Nki s [kkus ds vfo'dkj l sikBu l kexh dk izdk'ku turk dh igp eavk x; kA ifjogu dsu, l k/kuka usHkh tu l pkj dks l Qy cuk; k vksj gokbz tgtk ds vfo'dkj ustul pkj dh mi yfc/k; kavksj l Qyrk dh dgkuh fy [k nhA bl l stul EIdZearsth vkbA tu l EIdZearfr vkusl stul EIdZdsl k/kuka dk vkdkj cny x; k vksj vc dlnh; tul xBu dh vo/kkj .kk dk tle gq/kA i R; d l xBu vi uh turk ds i Hkko l sl EIdZearjgusy xk vksj ml us turk dh vko' ; drkuq kj Lo; adks <kykA vkt l jdkj ds gj : lk ea tul EIdZdk egRo l ofofnr gA tul EIdZ dsfy, i kphu l e; ea i RFkj k) f'kykys [kk) rkei = ka vkn ij tul nsk fy [ks tkr FkA Nki s [kkus ds vfo'dkj dsckn budk LFkku dkxt usysfy; kA vkt i pkj dsfy, tksl EIdZdsl k/ku vi uk, tkrsg) osdkxt ij gh fy [ks gkrsgA

i utkzj.k dky ea l kfgR; vksj dyk vdkdkj ; qe l sfudydj vk/kfud ; qe ea i fo'V gqA bl h l e; epz k dyk dk vfo'dkj gq/k l pkj vksj ; krk; kr dsu, l k/ku fodfl r gq vksj 0; ki kj eai fjoZu vk; kA bl h ds dkj .k /keZl qkkj vkUnksy dh 'kq vkr gqA bl ; qe eaykder ds i Hkko vksj vi s {kr fn'kk eatuer dsfuekZk ij fopkj & foe'kz'kq gq/kA ykder ds i Hkko vksj ykder dsfuekZk dh vko' ; drk dks bruk egRo i wZ l e>k x; k fd 17oha l nh ea 0; ki kj ds {ks= eaHkh u, & u, {ks= ka l suohu tkudkj h i kl djusdsfy, tui frfuf/k Hksts tkus yx& bl h rjg e/; dky eaexy l eka/kavksj nu jscM&cMajktk rFkk 'kkl d l ekpj l xg dk izU/k djrsFkA vBkjogha 'kriknh ea tuer dh /kkj .kk Li 'V dh xbZ vksj ykdfu.kZ ds fl ) kar dk ifri knu gq/kA Hkkjr ea tul EIdZvi usvk/kfud vFkZearf}rh; fo'o; q) dsckn gh vLrRo eavk; kA 1911&12 ea'Vkvk vk; ju , M LVhy da uh fyfeVM\* dsl LFkki d te'kn th Vkvk us; kstukc) rjhds l sl kempf; d fodkl l ficU/kka dsfodkl dh

vo/kkj.kk ij tkj fn; k vksj bl dsfy, tul Ei dzvf/kdkjh dh fu; qDr dhA i Fke fo'o; q dsnkj ku Hkkjr l jdkj usbl dsfy, '1 w/y i fcyfl Vh ckMz dh LFkki uk dhA 1921 eabl s'1 w/y C; i jksvkd bUQj eak ku\* ds: lk eacnyk x; kA bl s1923 ea'Directorate of Public Instration\* vksj 1931 ea^ Directorate of Information & Broadcasting\* uke l stkuk x; kA f}fr; fo'o; q dsnkj ku dbZl xBu bl dke eayx x, vksj 1945 eaVkvk dsi zkku dk; kzy; cEcbZ}kjk ^tul Ei dzfoHkkx \* LFkfi r fd; k vksj vU; vksj kfxd ?kj kukaushkh bl dke dksvksx c<k; kA 1947 eaHkkjr dh Lorark dsckn ; g vfuok; Zl e>k x; k fd ykdrka=d Hkkoukvkads' kkl u ea txg feyuh pkfg, A bl l sl jdkjh {ks= ea tul Ei dz dk dk; Z'kq gqKA futh vksj l koZtfud {ks= ea tul Ei dz dk vk/kfud : lk cgj k'Vh; dEi fu; kausi kjEHk fd; kA bl dsfy, ; kx; tul Ei dzvf/kdkfj; kadh fu; qDr; kldh xBA

1/2%1947 dsckn tul Ei dz% vktknh dsckn Hkkjr ea tul Ei dz dk; Zrsth l sfodfl r gksusyxkA 'kkl dh; {ks= ea tul Ei dz dk dk; Zvf/kd gksusdsdkj.k bl dsfy, i Fkd ea=ky; LFkfi r fd; k x; kA Hkkjr ea^dbnh; l puk ea=ky; \* vksj ins'kkaeal puk funs'kky; ; k l puk l fpoky; l puk RkFk id kj ds l kFk & l kFk tul Ei dz dk dk; ZHkh ns'krs gA Hkkjr ea dbnh; l jdkj dk tul Ei dz mi de vR; kf/kd 'kDr'kkyh gA bl ds vrfjDr vkdk'kok.kh njn'kZu] i 8 ] bUQj es'ku C; i jk i dz'ku foHkkx] {ks= i pkj funs'kky; ] xhr rFk ukV; i Hkkx vkfn Hkh tul Ei dz dsdk; Zea; kxnku nsjgsgA ins'k l jdkj }kjk ftyk l puk vf/kdkjh\* ftyseafu; qDr fd; k tkrk gA bl s'kkl dh; tul Ei dz dk es naM dgk tkrk gA ml stul Ei dz ds dUkD; kadk fuoZu djuk i M=k gA ^f t y k l puk vf/kdkjh\* tul Ei dz dsfy, fu; fer : i l sfodkl dk; kad dsfy, i 8 foKflr; kA Qhpj vkfn fy [krk gA 1958 eavud vlrj k'Vh; dEi fu; kaus tul Ei dz vfHk; ku l pkfyr fd, A 'Hkkjr; tul Ei dz l LFkku\* dk xBu cEcbZeafd; k x; kA 1960 eal cl sigysVkvk ustul Ei dzvf/kdkfj; kadsif'k{k.k dh 0; oLFk ^dydUk es'usteV , l ksl , 'ku\* ds rRok/kku ea dhA 1968 ea igyh ^vf[ky Hkkjr; tul Ei dz dUQd \* fnYyh ea gpl ftl us tul Ei dzvf/kdkfj; kadsfy, , d vkpkj l grk ij fopkj fd; k rkfd tul Ei dz dsdk; Zds, d 0; ol k; ds: lk eaLFkfi r fd; k tk l dA 1976 ea ikpoh tul Ei dz dUQd eami l Fkr 260 eal s100 i frfuf/k futh {ks= l svk, FkA orZku eal jdkjh Lrj ij tul Ei dz dk dk; Z'1 puk vksj id kj.k ea=ky; \* dsgkFkkaeagA

fu"d"KZ%

vkt cnysrifjosh ea tul Ei dz dk dk; Z, d nkf; Roi wkZ dk; ZgA 1975 eavki krdky ds l e; dbnzea eq; l puk vf/kdkjh] eq; ; i 8 ijke'kZkrk dk dk; Zl Hkkj ysk FkA ml dk l cl sigyk iz kl ; g gkrk Fk fd og l Hkh tu& ek/; eakds, d l w l sl ekpkj ; k l puk nA ; q ds l e; jk'Vh; l g {kk l okfj gkrh gA , d h flFkfr ea id kfjr gksusokyh l kexh dk fujh{k.k o voykdu djuk l puk vf/kdkjh dk i ed[k nkf; Ro gkrk gA vki kr flFkfr ea tul Ei dzvf/kdkjh dks viuh dUkD; fu'Bk ij [kjk mrjusdsfy, cMh l w&cu> l stul Ei dz dk dk; Z djuk i M=k gA foxr dN o'kka ea Hkkjr ea tul Ei dz dsfy, , d u, {ks= dk fodkl gksjgk gA ml s l koZtfud {ks= dsuke l stkuk tkrk gA bl {ks= eafuth {ks= dh ryuk ea tul Ei dz dsfl ) karkavksj 0; ogkj kads i ed[krk nh tkrh gA vr% tul Ei dz dk dk; Z djusokys 0; fDr dks gj rjg l stuer ds l kFk rkyesy LFkfi r djuk vR; Ur vko' ; d gA okLro ea tul Ei dz gh og 0; oLFk gStksLorark l simZvksj vksj ckn eavi usdk; ka dks l pk: <x l sfuoZu dsfy, iz kl jr jgh gA vRk%'1 puk vksj id kj.k ea=ky; \* o id bUQj es'ku C; i jks dks pkfg, fd os tul Ei dzvf/kdkfj; kadsdk; kadh l eh{kk djds mudsfy, mUkjnk; h i f'k{k.k dh 0; oLFk djsrkd tul Ei dz, d 0; Okl k; ds: i eavi kj l Hkkouk, aryk'k l dA

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