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ABSTRACT:

Public relations (PR) managers are concerned with helping a company, organization or government agency maintain a positive public image. This may be done using different forms of media to convey a positive message to a target audience. PR managers can direct special presentations, including business events, charity functions or media campaigns. They also perform such tasks as writing and reviewing press releases, monitoring social or political issues that can affect a company and preparing clients for public speaking announcements. PR managers often work on multiple projects simultaneously and must be adept in handling high-stress situations. Travel is also often required.

KEY WORDS: Public relations, programme management, business events, charity functions, media campaigns

INTRODUCTION:

Program management

Procedure of dealing with various related



Dr. Rathod Patwardhan

ventures without a moment's delay. Where venture administration is regularly used to portray one anticipate, program administration includes different undertakings that are all related and progressing in the direction of the same objective or result.

Program management or programme management is the procedure of dealing with a few related tasks, regularly with the aim of enhancing an association's execution. Practically speaking and in its points it is frequently firmly identified with frameworks building, mechanical designing, change administration and business change.

The system director has oversight of the reason and status of the tasks in a project and can utilize this oversight to bolster venture level action to guarantee the project objectives are met by giving a basic leadership limit that can't be accomplished at undertaking level or by furnishing the venture administrator with a system point of view when required, or as a



sounding board for thoughts and ways to deal with explaining venture issues that have program sways. In a system there is a need to distinguish and oversee cross-venture conditions and regularly the undertaking administration office (PMO) might not have adequate knowledge of the danger, issues, prerequisites, configuration or answer for have the capacity to helpfully deal with these. The system chief might be all around set to give this knowledge by effectively searching out such data from the venture supervisors despite the fact that in substantial and/or complex undertakings, a particular part might be required. In any case this understanding emerges, the system supervisor needs this to be agreeable that the general project objectives are achievable.

Overview and definition

Numerous projects are worried with conveying an ability to change. Just when that ability is exchanged to the line administration and used by the host association will the advantages really be conveyed. On this view, a system team cannot, all alone, convey advantages. Advantages must be conveyed through the usage of another ability.

Projects are typically intended to convey the association's procedure, for example, an aspiration to be the fourth greatest market in a locale by 2015 or lessen wastage by 5% in two year's opportunity.

Numerous associations just run one system at once, a system containing all their ventures. In Project Management Institute phrasing, this will probably be a venture portfolio than a system. Some bigger associations may have numerous projects each intended to convey a scope of changes. A few associations utilize the idea of Systems Engineering where others use program administration.



- + **Scope Management** – Counting work breakdown structure, articulation of work, temporary worker deliverable necessities list administration, and prerequisites administration
- + **Time Management** – Counting basic way investigation, breakthrough audit, turning point criteria improvement, and availability arranging and backing
- + **Cost Management** – Counting earned quality administration, portfolio administration, cost evaluating, rate of profitability/net present worth
- + **Quality Management** – Counting quality certification, quality reviews and quality designing
- + **Human Resource Management** – Counting authoritative arranging, staff obtaining and group

advancement

- + **Communication Management** – Counting peacemaking, media administrations, status reports, correspondence administration arrangements, site and SharePoint advancement
- + **Procurement Management** – Counting rivalry and obtaining arranging, demands for recommendations and source determination assessments, contracts bolster, securing backing, and contract closeout
- + **Risk Management** — Including hazard administration arrangement advancement, likelihood and effect lattice, hazard sway definitions, hazard rankings, Monte Carlo reenactments, hazard assistance
- + **Stakeholder Management** – Incorporates the undertaking administration arrange for that characterizes the procedures, strategies, devices and systems to successfully connect with partners in task choices and execution taking into account the investigation of their needs, premiums and potential effect
- + **Integration Management** – Counting partner investigation, vital arranging, program/venture administration and system administration arranges, hierarchical outline, and design administration

PLANNING OVERALL NEEDS AND SPECIFIC NEEDS EVALUATION PROCEDURES AND DOCUMENTATION.

Projects are the engines of change within most organizations

When you conclude that you require something new, or you require something old done recently, a task is conceived. From that point on, endeavors concentrate on arranging, get ready, executing, checking, and dealing with this anticipate. In any case, have you ever had an undertaking that eventually didn't convey the advantages you required?

A lot of time can pass between the time that a task is made, and its fulfillment. Things can change along the route as you overcome obstructions. Furthermore, even little moves in undertaking configuration and execution can influence whether the advantages you needed when you made the venture are still tended to in the last result.

At the point when there's a powerless association between the undertaking's deliverables and the association's needs, then there's a danger that the advantages of a venture might be lost along the way. (This is especially the situation when the task group is particular from the undertaking's customer.) This is the place it bodes well to build up an unmistakable case for the venture – with the goal that you can ensure that the deliverables meet desires, and give the association the advantages it anticipates.

Starting With the End

"Advantages Management" is the procedure by which you guarantee that your undertakings convey what you need. Done viably, it guarantees that your undertaking's deliverables offer quality to the business, and the proper rate of return.

- Why would we say we are doing this?
- What business target will this anticipate meet?
- Have we characterized the greater part of the advantages we're anticipating?
- Have we supported the time and cost of the undertaking?
- How will we gauge the advantages?
- Is the undertaking still legitimate?
- Are the advantages still applicable?

Putting your time in advantages administration helps you diminish the general danger of the venture. It compels you to take a gander at hierarchical issues that may hurt a venture's prosperity, and afterward manage those issues in the undertaking arrangement. After all you start by recognizing what you need the deciding result to appear as though, you'll likely enhance your capacity to anticipate and maintain a strategic distance from numerous potential snags.

The Benefits Management Process

An advantage is the craved aftereffect of an undertaking that was made to meet a specific operational need. For instance, an undertaking intended to decrease the time it takes to prepare a request has advantages, for example, enhanced client administration, expanded deals, and lessened dissatisfaction for deals staff who need to manage client protests.

The general purpose of advantages administration is to ensure that your undertaking gives clear advantages – rather than essentially ensuring the task is finished inside particular time and asset restrictions. In this way, while the accomplishment of venture administration is to convey on time and on spending plan, the achievement of advantages administration makes it one stride further – to guarantee that the activity conveys the normal results.

Public Relation

1. Meaning and Importance

Public relations (PR) is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates it from advertising as a form of marketing communications. Public relations is the idea of creating coverage for clients for free, rather than marketing] or advertising.] An example of good public relations would be generating an article featuring a client, rather than paying for the client to be advertised next to the article.] The aim of public relations is to inform the public, prospective customers, investors, partners, employees and other stakeholders and ultimately persuade them to maintain a certain view about the organization, its leadership, products, or political decisions. Public relations professionals typically work for PR and marketing firms, businesses and companies, government, government agencies and public officials as PIOs and nongovernmental organizations and nonprofit organizations. Jobs central to Public Relations include account coordinator, account executive, account supervisor and media relations manager.

The Importance of Public Relations

Advertising experts accomplish more than draft official statements and construct associations with key media agents. They should likewise be acquainted with the dispositions and worries of purchasers, representatives, open vested parties, and the group keeping in mind the end goal to build up and keep up helpful working connections.

Notwithstanding satisfying their customary part of getting an organization's message out to its gathering of people, the individuals who have finished their studies in correspondences and advertising may likewise be in charge of creating and running projects intended to keep the lines of correspondence open amongst organization and association delegates and their different crowds. This may incorporate such exercises as planning talking engagements for key organization staff and discourse composing

Why is Public Relations Important?

At its center, advertising spins around this generally accepted fact: individuals act based upon their view of realities. By overseeing, controlling, or affecting individuals' discernments, advertising experts would like to start an arrangement of practices that will prompt the accomplishment of an association's targets. At the point when those in advertising effectively make, change, or fortify feeling through influence, their essential target is proficient.

How Does Public Relations Work?

Advertising experts take after an arrangement of standards keeping in mind the end goal to make progress. Most crusades start with the distinguishing proof of the issue or test, then proceed onward to setting the advertising's objective. Keeping in mind the end goal to accomplish the objective, the advertising master makes convincing messages and executes key correspondence strategies while checking advance and adjusting as fundamental.

Career Opportunities in Public Relations

The individuals who have either earned their degree from an authorize correspondences and advertising instructive program, or got an advertising graduate declaration, have a wide assortment of vocation choices. Occupations range from being utilized by an individual, for example, VIP marketing experts, to substantial firms, for example, corporate advertising supervisors and administrators.

Public Relations for the Stars: Publicists

Marketing experts can transform somewhat known performing artist into a family unit word. Basically, they are in charge of supporting and forming a star's vocation by making a picture however different advertising exercises. Some of the time known as reputation operators, marketing specialists work to get their customers the right sort of press scope and help them to reestablish or "rehash" their open picture on the off chance that it's been harmed. One of the best known marketing experts is Lois Smith. Through the span of her vocation she has worked with stars and film executives including Marilyn Monroe, Meryl Streep, Rosie O'Donnell, Dustin Hoffman, Anthony Hopkins, Martin Scorsese, Robert Redford, and Steven Soderbergh.

Working For Companies: Public Relations Firms

While some organizations keep the capacity of advertising altogether in house, others select to outsource every single open connection capacities. Others strike a parity in which in-house advertising endeavors are supplemented by the work of an outside office. A decent case of an office battle that has expanded item deals while bringing issues to light and setting up an organization as a concerned corporate native is Yoplait's "Spare Lids to Save Lives" crusade. This extraordinary bosom growth mindfulness and raising support battle has Yoplait making a gift for each pink yogurt compartment cover sent once again into the organization. The crusade has not just brought issues to light and subsidizes (Yoplait has given over \$10 million for bosom disease research), it has likewise given the brand included perceivability and brought about expanded deals.

Considering a Public Relations Career?

Its a well known fact that relational abilities are vital for those considering a profession in the advertising field. Matching an English or Journalism degree with courses in marketing, sales, advertising, and business can be a compelling approach to get ready for a profession in this industry.

There are additionally numerous brilliant online correspondences and advertising degree projects and advertising graduate testament projects to browse which can make finding out about this energizing industry advantageous and compensating.

2. Tools of Publicity- Annual Report , Annual day function , Transparency ,

At the point when experts need to convey data to the media, they can look over a few exposure devices and systems. Some of these instruments (things you get ready) and strategies (things you do) might be sent to the media with different materials that supplement them. (See supplementary devices later in this segment.)



THE STRUCTURE OF GOVERNMENT

- 1) The Executive
- 2) The Judiciary
- 3) The Legislature

1) The Executive

The official comprises of the President, the Deputy President and the Cabinet clergymen at national level, and the Premier and Members of the Executive Councils (MECs) at commonplace level. It additionally incorporates government offices and government employees.

The obligation of the Executive is to run the nation and to make approach to the greatest advantage of its residents and regarding the Constitution. They are engaged to actualize enactment, create and execute arrangement, direct and co-ordinate the work of the administration offices, get ready and start enactment and perform different capacities as called for by the Constitution or enactment.

The Executives can't pass laws, in any case, however may propose to the Legislature new laws and changes to existing laws.

2) The Judiciary

Legal power is vested in the courts, which are autonomous and subject to the laws of the Constitution. The courts are:

- the Constitutional Court
- the Supreme Court of Appeal
- the High Courts
- the Magistrates Courts and
- various different Courts.

The Constitutional Court

The Constitutional Court is the most elevated court for established matters. It is situated in Johannesburg and directed by a most extreme of eleven judges.

The Court ensures the essential rights and opportunities of all persons. Its judgements are authoritative on all organs of government, including Parliament, the Presidency, the police drive, the armed force, the general population administration and all different courts.

It is likewise the main court that may choose debate between organs of state in the national and common circles. The debate may concern

- the protected status, power or elements of any of those organs of state;
- the legality of any national or commonplace Bill or Act;
- the dependability of any change to the Constitution;
- the conceivable disappointment of the Parliament or the President to satisfy a protected commitment; or
- certifying a commonplace constitution.

3) The Legislature

The term "legislature" means a body of elected representatives that makes laws. The prime function of legislatures, therefore, is to formulate debate and pass legislation which is needed for the government and the country to function. The legislature also provides a forum in which the public can participate in issues and watch over the executive arm of government.

In South Africa the national legislature is Parliament and each of the nine provinces also has a legislature. These ten legislatures function autonomously and co-operatively within the framework provided by the Constitution, particularly section 3 which outlines the obligations of co-operative governance.

4. Department Of Women and Child Welfare

Vision and Mission

Vision

Engaged ladies living with respect and contributing as equivalent accomplices being developed in a situation free from savagery and segregation. Furthermore, wellnurtured youngsters with full open doors for development and advancement in a sheltered and defensive environment.

Mission

Advancing social and financial strengthening of ladies through cross-cutting approaches and programs, mainstreaming sex concerns, making mindfulness about their rights and encouraging institutional and administrative backing for empowering them understand their human rights and

create to their full potential. Guaranteeing improvement, consideration and assurance of youngsters through cross-cutting strategies and programmes, spreading mindfulness about their rights and encouraging access to learning, nutrition, institutional and administrative backing for empowering them to develop and create to their maximum capacity.

The Ministry of Women and Child Development, a branch of the Government of India, is the peak body for definition and organization of the principles and directions and laws identifying with ladies and tyke advancement in India. The present pastor for the Ministry of Women and Child Development is Menaka Gandhi having held the portfolio since May, 2014.

History

The Department of Women and Child Development was set up in the year 1985 as a part of the Ministry of Human Resource Development to give the greatly required impulse to the comprehensive advancement of ladies and kids. With impact from 30.01.2006, the Department has been moved up to a Ministry

Mandate

The wide order of the Ministry is to have all encompassing improvement of Women and Children. As a nodal Ministry for the progression of ladies and youngsters, the Ministry defines arrangements, strategies and projects; institutes/changes enactment, aides and directions the endeavors of both administrative and non-legislative associations working in the field of Women and Child Development.

Policy Initiatives

The expansive order of the Ministry is to have all encompassing improvement of Women and Children. As a nodal Ministry for the progression of ladies and youngsters, the Ministry details arrangements, strategies and projects; institutes/corrects enactment, aides and directions the endeavors of both legislative and non-administrative associations working in the field of Women and Child Development.

Organization

The Ministry of Women and Child Development is going by Smt. Maneka Sanjay Gandhi, Minister; Mr. Shankar Aggarwal is the Secretary and Mr. A.B.Joshi and Ms. Preeti Sudan are Additional Secretaries of the Ministry of Women and Child Development. The exercises of the Ministry are embraced through seven bureaux. The Ministry has 6 self-governing associations working under its aegis.

- National Institute of Public Cooperation and Child Development (NIPCCD)
- National Commission for ladies (NCW)
- National Commission for Protection of Child Rights (NCPCR)
- Central Adoption Resource Agency (CARA)
- Central Social Welfare Board (CSWB)
- Rashtriya Mahila Kosh (RMK)

5) Department Of Social Welfare

The Department of Social Welfare gives welfare projects and administrations to the persons with inabilities, standardized savings for the matured and dejected through the system of private

consideration homes and non-institutional administrations. Other than this the Department additionally furnishes boulevards of persons with inabilities and makes mindfulness amongst overall population in regards to the welfare measures of the Department

The Ministry of Social Justice and Empowerment is a Government of India ministry. It is in charge of welfare, social equity, and strengthening of burdened and minimized areas of society, including booked standings (SC), Other Backward Classes (OBC), the handicapped, the elderly, and the casualties of medication misuse. The Ministry of Tribal Affairs is in charge of the welfare of booked tribes (ST).

The Minister of Social Justice and Empowerment holds bureau rank as an individual from the Council of Ministers. The present clergyman is Thawar Chand Gehlot, who is helped by a Minister of State, Sudarshan Bhagat.

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