

ISSN: 2583-3693

**JPRA**

**JOURNAL OF  
PUBLIC RELATIONS  
AND  
ADVERTISING**


Peer Reviewed Journal  
Volume-3, Issue-1, Jan-June 2024





Department Of Advertising And Public Relations  
Makhanlal Chaturvedi National University  
Of Journalism And Communication,  
Bhopal. (M.P.)



Rasheed, BuhariOlaoluwa PhD, Ayenioye, Motolani Racheal

 Abstract

 Full-Text


 Full-Text PDF


Original Article | JPRA-Journal of Public Relations and Advertising, July-December, 2022, Volume-1, Issue-2


<https://www.mcu.ac.in/?p=14535>

Public Service Advertising in India: A Multimodal Discourse Analysis of health-based adverts

Riya Maurya, Dr. Dheeraj Kumar

 Abstract

 Full-Text


 Full-Text PDF


Original Article | JPRA-Journal of Public Relations and Advertising, July-December, 2022, Volume-1, Issue-2


<https://www.mcu.ac.in/?p=14551>

Corporate Social Responsibility practices enabling Public Relations goals: Analytical study of Corporate companies in Jharkhand

Dr. Jannes Punita, Dr. Neha Tiwari

 Abstract

 Full-Text


 Full-Text PDF


Original Article | JPRA-Journal of Public Relations and Advertising, July-December, 2022, Volume-1, Issue-2


<https://www.mcu.ac.in/?p=14554>

A Study of Government Advertisements on Article 370 in Jammu & Kashmir

Dr. Vinit Kumar Jha Utpal, Dr. Rakesh Kumar Goswami

 Abstract

 Full-Text


 Full-Text PDF


Original Article | JPRA-Journal of Public Relations and Advertising, July-December, 2022, Volume-1, Issue-2


<https://www.mcu.ac.in/?p=14558>

Advertising in the Digital age: Studying personalized Advertisements on Mobile and the Internet

Anurag Dwivedi, Shubham Kushwaha

 Abstract

 Full-Text


 Full-Text PDF


Original Article | JPRA-Journal of Public Relations and Advertising, July-December, 2022, Volume-1, Issue-2


<https://www.mcu.ac.in/?p=14562>


Ten Points Roadmap: Marketing & Branding During & Beyond COVID Times


Professor Ujjwal K Chowdhury


 Full-Text


 Full-Text PDF


 Editorial

 Guidelines for Authors

 Journal Ethical Policy

 Plagiarism Policy

 Subscription

 Archives





## **Corporate Social Responsibility Practices Enabling Public Relations Goals: Analytical Study of Corporate Companies in Jharkhand**

*Dr. Jannes Punita<sup>1</sup>*

*Dr. Neha Tiwari<sup>2</sup>*

### **Abstract**

In the commercial model of any corporate organization we find the significant presence of fundamental department that represents the corporate image. This wing comprises of Public Relations (PR) and Corporate Social Responsibility (CSR). Designing an effective positive image of an organization in the competitive climate of business is very essential.

Infrastructural progression, digitalization practices, industrialization showcases the story of development in Jharkhand. However, the state holds a back seat in various development indicators, presenting an inconsiderate picture of the state.

**Keywords:** Jharkhand, CSR, Corporate Social Responsibility, Public Relations, PR

### **INTRODUCTION**

A countless number of companies are investing a part of their profit percentage globally in the name of CSR irrespective of mandate. By investing in CSR a company not only does well for people and the environment but also for themselves by creating an intangible asset of goodwill among the people in the form of PR. Our study is focusing on this missing link of CSR expenditure for sustainable development. Every penny counts if used effectively and impacts millions of lives, calling it a worthwhile investment. Through planned CSR programs the corporate will also create goodwill among the local populace.

### **Public Relations**

Public Relations is an important instrument of the company for setting up prolonged intangible asset of goodwill with all the key associated elements like the stockholders, the employees, the customers, the suppliers, the community and the geographical surroundings.

To achieve the goals of the organization efficaciously and effortlessly, PR helps a lot. However, Public Relations does not support in establishing a positive picture of a negative group as it cannot be carried out in a long run. If the products or, services of an organization are excellent it needs PR campaign to engage, inspire and excite the public towards the product or service which is the ultimate goal of the drive. This not only boosts the public involvement but also strengthens its finer image.

---

<sup>1</sup> *PhD, Department of Journalism & Mass Communication, Jharkhand, Rai University, India  
Email Id: jpunita07@gmail.com*

<sup>2</sup> *Assistant Professor, Department of English & Professor In-Charge Department of Mass Communication, SKU*