

PUBLIC RELATIONS IN CENTRAL PUBLIC SECTOR
ENTERPRISES: MAHARATNA, NAVRATNA AND MINIRATNA
CPSES

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ABSTRACT

In the wake of accomplishing autonomy, the policy makers of our nation embraced the blended economy. The essential target of embracing a blended economy was to give level with significance to the public and private enterprises, to guarantee the social commitments towards the nation. It was that the accumulation of property should not be in the hand of few people, classes and bourgeoisie the country is heading towards improvement. The public relations have been instrumental in the advancement of CPSEs. PR of CPSEs has fused new patterns, in this manner influencing the working and structure of the public relations framework. The public relation departments of CPSEs are likewise not protected from these progressions. Globalization, industrialization, showcasing and coordinate remote venture energized the public relation departments to be outfitted with best in class assets and there have been across the board changes in the working and structure of PRD of CPSEs.

Keyword: Public, CPSEs, PR, PRD, HR

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INTRODUCTION

The public sector enterprises have been given the most astounding significance; endeavored liberality in the approach system. The administration has since underlined the significance of making open enterprises globally focused since July 1991. After 1991, endeavors have been made to take out different controls connected to CPSEs. The economy was changed and in CPSEs, uncommonly expanding administrative autonomy, more creation, and culture work culture the accentuation was on receiving the new style. CPSEs are under the administration, so its national significance and obligation is additionally across the board. The fundamental obligation of the public sector enterprises is to keep up the improvement of the country, with the goal that the overall population can get greatest advantage. As per the information of CPSEs India Development Insights on the part of people in general division, the new industrial policy of 1991 made another philosophy for the public sector enterprises wide administrative autonomy, generation development and market based courses of action. Public sector are predominantly occupied with the field of development, building, steel, substantial apparatus hardware, sustenance, solutions, materials, petrochemical, media communications, business and tourism and so forth. The aggregate number of open area endeavors in India in 1997-98 was 236. In 2006-07, this number expanded to 247 as it were. By and by, public sector is around 260 and CPSEs embraced is roughly 1300. Aside from this, there are Maharatna, Navratanas and Miniratnas. The aggregate disinvestment in the initial five year design was 29 crore and the aggregate units were 5, while the aggregate disinvestment in the eleventh Five Year Design is 6 lakh crore and its aggregate number has expanded to around 260. Open part units represented 8.23% of market an incentive in the nation's aggregate total national output in 2006-07, contrasted with 8.21% of every 2005-06. Around 20 lakh workers in general society segment are locked in, which 4.50 lakhs are utilized in supervisory and administrative evaluations, which is 22.12% of the aggregate HR. In 2005-06, Rs 45,625 crore was paid out in the Public Sector as compensation and generation was 7, 35,964 crores, which is 6.2% of the aggregate creation. The fast advancement in people in general area likewise acquired huge changes its hierarchical and auxiliary structure. Because of these progressions, there were convincing enhancements in the interdepartmental and outer departmental working, including people in general part administrative structure. The public relation departments of CPSEs are likewise not protected from these progressions. Globalization, industrialization, showcasing and coordinate remote

venture energized the public relation departments to be outfitted with best in class assets and there have been across the board changes in the working and structure of PRD in CPSEs.

ANALYSIS AND INTERPRETATION

Public relation departments of CPSEs are multi-layered. The PRD works under the top management. Keeping in mind the end goal to set up better coordination with different branches of best administration, the Public Relation Departments s are organized in such a way, to the point that they will have the capacity to accommodate between every one of the offices while remaining in the middle. The accompanying targets were conceived under the vision of the CPSEs:

- The centralization of property ought not be in a couple of the entrepreneurs and the adjusted improvement of the economy of the country,
- Activity gets ready for the satisfaction of national targets of communism;
- For the most recent innovation to expand creation,
- To accomplish institutional perfection,
- For the release of social obligation,
- To guarantee worker support in administration,
- For independence in territories like security and improvement,
- To make interior assets for reinvestment,
- To give greater business openings,
- To satisfy social obligation and so forth.

The Central Public Sector Enterprises (CPSEs) are divided into Maharatna, Navaratna and Miniratna individually.

Maharatna CPSEs

1. Bharat Heavy Electricals Limited (BHEL)
2. Coal India Limited
3. Gas authority of India limited (GAIL India Limited)
4. Indian Oil Corporation Limited (IOCL)
5. National Thermal Power Corporation Limited (NTPC Limited)

6. Oil & Natural Gas Corporation Limited (ONGC)
7. Steel Authority of India Limited (SAIL)
8. Bharat Petroleum Corporation Limited

Navratna CPSEs

1. Bharat Electronics Limited (BEL)
2. Container Corporation of India Limited
3. Engineers India Limited
4. Hindustan Aeronautics Limited
5. Hindustan Petroleum Corporation Limited
6. Mahanagar Telephone Nigam Limited
7. National Aluminium Company Limited
8. National Buildings Construction Corporation Limited
9. NMDC Limited
10. Neyveli Lignite Corporation Limited
11. Oil India Limited
12. Power Finance Corporation Limited
13. Power Grid Corporation of India Limited
14. Rashtriya Ispat Nigam Limited
15. Rural Electrification Corporation Limited
16. Shipping Corporation of India Limited

Miniratna Category - I CPSEs

1. Miniratna Category - I CPSEs
2. Airports Authority of India
3. Antrix Corporation Limited
4. Balmer Lawrie & Co. Limited
5. Bharat Coking Coal Limited
6. Bharat Dynamics Limited
7. BEML Limited

8. Bharat Sanchar Nigam Limited
9. Bridge & Roof Company (India) Limited
10. Central Warehousing Corporation
11. Central Coalfields Limited
12. Chennai Petroleum Corporation Limited
13. Cochin Shipyard Limited
14. Dredging Corporation of India Limited
15. Kamarajar Port Limited
16. Garden Reach Shipbuilders & Engineers Limited
17. Goa Shipyard Limited
18. Hindustan Copper Limited
19. HLL Lifecare Limited
20. Hindustan Newsprint Limited
21. Hindustan Paper Corporation Limited
22. Housing & Urban Development Corporation Limited
23. India Tourism Development Corporation Limited
24. Indian Rare Earths Limited
25. Indian Railway Catering & Tourism Corporation Limited
26. Indian Renewable Energy Development Agency Limited
27. India Trade Promotion Organisation
28. IRCON International Limited
29. KIOCL Limited
30. Mazagaon Dock Limited
31. Mahanadi Coalfields Limited
32. Manganese Ore (India) Limited
33. Mangalore Refinery & Petrochemical Limited
34. Mishra Dhatu Nigam Limited
35. MMTC Limited
36. MSTC Limited
37. National Fertilizers Limited
38. National Seeds Corporation Limited

39. NHPC Limited
40. Northern Coalfields Limited
41. North Eastern Electric Power Corporation Limited
42. Numaligarh Refinery Limited
43. ONGC Videsh Limited
44. Pawan Hans Helicopters Limited
45. Projects & Development India Limited
46. Railtel Corporation of India Limited
47. Rail Vikas Nigam Limited
48. Rashtriya Chemicals & Fertilizers Limited
49. RITES Limited
50. SJVN Limited
51. Security Printing and Minting Corporation of India Limited
52. South Eastern Coalfields Limited
53. State Trading Corporation of India Limited
54. Telecommunications Consultants India Limited
55. THDC India Limited
56. Western Coalfields Limited
57. WAPCOS Limited
58. Ed.CIL (India) Limited
59. HSCC (India) Limited
60. National Small Industries Corporation Limited

Miniratna Category-II CPSEs

1. Bharat Pumps & Compressors Limited
2. Broadcast Engineering Consultants (I) Limited
3. Central Mine Planning & Design Institute Limited
4. Central Railside Warehouse Company Limited
5. Engineering Projects (India) Limited
6. FCI Aravali Gypsum & Minerals India Limited
7. Ferro Scrap Nigam Limited

8. HMT (International) Limited
9. Indian Medicines & Pharmaceuticals Corporation Limited
10. M E C O N Limited
11. Mineral Exploration Corporation Limited
12. National Film Development Corporation Limited
13. P E C Limited
14. Rajasthan Electronics & Instruments Limited
15. Artificial Limbs Manufacturing Corporation of India

Structure of Public Relations Departments of CPSEs:

Public relation departments of CPSEs are multi-layered. The PRD works under the top management. Keeping in mind the end goal to set up better coordination with different branches of best administration, the Public Relation Departments are organized in such a way, to the point that they will have the capacity to accommodate between every one of the offices while remaining in the middle. As indicated by the size, notoriety, cost, creation and nature of open undertakings, the structure of public relation departments is likewise influenced. The public relation departments are large in structure in the five CPSEs in the class of Maharatna. The size of PR division, specialized gear and hardware, PR staff, preparing and so on is everywhere level. The public relation departments have medium size in the CPSEs held in the class of Navratanas. Public Relation Departments are intended to make public relation departments open situated, responsible and responsible. The obligations of the public relation departments are resolved and they are relied upon to grow better relations between the foundation and general society. The CPSEs works in concordance with numerous other related offices. Public Relation Departments are identified with HR office, individual office and occasion administration office. Because of the investigation of the structure of a few CPSEs, it has gone to the fore that numerous CPSEs have blended numerous related offices into the public relation departments has gone. The structure of the public relation departments has been made such that it is additionally subject and has less work to do less.

Functions of Public Relations in CPSEs:

Public Sector has an extraordinary utility in the improvement of the national economy and the welfare state. It is dependably an overwhelming errand to remain on government and open measures. In such a way, the significance of open's part and obligations increments. In the post-autonomy India, the public sector enterprises through its public relations have played out its part and obligations in accordance with the desires, yet a portion of the real ones are:

- Image Building,
- To win attraction,
- To win belief,
- To win goodwill,
- To counter rival industries,
- To aware, to educate and to inform in general,
- Development of basic structure for creation and advancement with the help of communication,
- Development of positive institutional framework,
- Encourage for disinvestment on a broad scale to manufacture the potential outcomes near to target audience,
- To go about as impetus for the general advancement of the national economy,
- Develop framework to exploit advancement,
- The advancement of the national economy,
- Advancing the nation on the way of advance,
- To try endeavors for the release of open situated character,
- Attempting in the field of 'high-capital disinvestment.



Image Courtesy: <https://oakland.edu>

Government's Role in Context to CPSEs:

Government has immediate and roundabout mediation in CPSEs. In this light, it should be possible in the accompanying ways:

Commitment: Government stores put resources into wanders. SAIL, BHEL, Hindustan Petroleum and so on are the endeavors of this class.

Government Recognition: The Government does not have some other commitment, but rather the Government perceives that industry and the Government assumes liability that the Government will help him in any emergency and remunerate the misfortune and if the foundation closes will organize the reprocessing.

Government Control: The administration has finish control over such endeavors. The legislature selects its candidates in the administration advisory group of enterprises. Rajasthan Finance Corporation is a partnership of this class.

Others: There is a blended type of the three sorts said above. The legislature has around 50 percent commitment, there is an administration assurance and control is done through the administration board. This is a critical case of Indian Food Corporation.



Image Courtesy: <https://www.jagranjosh.com>

CPSEs are represented by government; it can be either focal or state. The administration controls the Board of Directors of enterprises and their responsibility is chosen. Due to being in government specialist, it is endeavored to make a people-arranged individual. Public sector enterprises can be divided into two sections as per central and state level control:

- Central Public Sector Enterprises (CPSEs)
- State Level Enterprises

CPSEs can be partitioned as follows:

1. Such units whose value control is finished by the legislature. For instance - Indian Oil Corporation
2. The units which pitch their whole generation to the administration. For instance: Hindustan Cable Network.
3. The units which pitch their whole generation to the state government or its own branch. Example: BHEL.
4. The units whose items are sold in the universal market. For instance: SAIL, Hindustan Machine Tools, Shipping Corporation etc.

Managerial Structure of Central Public Sector Enterprises:

Administrative structure assumes a vital part in authoritative structures. The administrative structure of the CPSEs is as per the following:

- Divisional Director
- Finance Director
- Production Manager
- Personal Manager

The over four posts are of the most astounding administration and the accompanying are the official officers working under them:

- Director Production
- Marketing Director
- Provincial Marketing supervisor
- Public Relations Manager

Notwithstanding the above administrative authorities, the accompanying officers/representatives work:

- Trade & Merchandising officer
- Supervisor
- Training Officer
- Cost Control Officer
- Treasurer
- Finance Officer
- Other staff'

The administrative structure of the CPSEs is chiefly included four offices, whose technique and work region are extraordinary:

- **Production Department:** The primary capacity of this division is to accomplish focused on creation and endeavor endeavors for higher quality generation from it.
- **Finance Department:** This wander/foundation is a treasury. It ascertains cost esteem and computes earned benefit.
- **Marketing Department:** This division accommodates the buy and offer of made merchandise.
- **Public relations division:** This office builds up amicable, obliging and responsible connections amongst administration and workers. Gives popular supposition to the projects of the association and furthermore attempts to convey respect to tentative arrangements. In the event that there is a misguided judgment about the administration in the workers, at that point it expels them. The Public Relations Department keeps up a quiet climate in modern relations.

Employee Relations in Public Sector:

The fundamental objective of making the idea of representative administration or worker relations in CPSEs is to enhance the nature of the staff. Representative administration is additionally called Personal Management. In this administration, the nature of the staff is contributed on their educating preparing for the normal change and their effectiveness and proficiency are accomplished by accomplishing better outcomes. The elements of the Staff Management Department are as per the following:

- Staff preparing,
- Evaluation of work,
- Organizing the workshop of specialists,
- To expand the quality and proficiency of workers,
- To determine lawful question,
- To actualize the valuable approaches in light of a legitimate concern for the representatives,
- Evaluate the execution of workers,
- To attempt endeavors for better future and social growth of employees.

CPSEs have been divided into Maharatna, Navaratna and Miniratnana respectively and its working system is influenced by its large, medium and small scale structural and organizational classification. There are five ventures in the category of Maharatna, in which the functioning of public relations departments is relatively large-scale, which is mentioned below: Coal India Limited, Indian Oil Corporation, NTPC Ltd., Oil and Natural Gas Corporation, Steel Authority of India Limited. There are sixteen PSUs in Navratna range, in which public relations departments are relatively medium-level, which are as follows: Bharat Electronics Limited, Bharat Heavy Electronics Limited, Bharat Petroleum, Naively Lignite Corporation Limited, Gail India Limited, Hindustan Aeronautics Limited, Hindustan Petroleum Corporation, Mahanagar Telephone Corporation Limited National Aluminum Company Limited, NMDC Ltd, Oil India Ltd, Power Finance Corporation, Rural Electrification Corporation Limited, Shipping Corporation of India Limited, Visakhapatnam Steel Plant, Power Grid Corporation of India Ltd. and so on. 63 Public Sector Undertakings in the category of Ministries, wherein the functioning

of public relations departments is relatively small-scale, as mentioned below: Airport Authority of India Limited, Ballmer Larry and Company Limited, Bharat Dynamics Limited, BIM L Ltd, Bharat Sanchar Nigam Limited, Breeze and Roof Company Limited, Central Time Fields Limited Chennai Petroleum Corporation Shan Limited, Cochin Shipyard Ltd, Container Corporation of India Limited, Drid Corporation of India Limited, Engineers India Limited, Encore Ports Limited, GRSI Limited, Goa Shipyard Limited, Hindustan Shipyard Limited, Hindustan Latex Limited, Hindustan Newsprint Limited, Housing And Urban Development Corporation, Indian Railway Catering and Tourism Corporation, Aikarksiko.ank International, Kudremukh Iron and Company Limited, Mazagaon Dock Limited, M.O.I.L. Ltd., Mangalore Refinery and Petrochemicals Limited, Alloy Ltd, Minerals and Metals Trading Corporation of India Limited, National Fertilizers Limited, NHPC Ltd., Northern Coalfields Limited, National Chemical and Fertilizers Limited, Sulej Jal Vidyut Nigam, Mahanadi Coalfields Ltd, M.T.C. Ltd., National Seeds Limited, Nomaligarh Refinery Limited, Security Printing and Meeting, Corporation of India Limited, South Eastern Coalfields Limited, State Trading Corporation of India Limited, Tehri Hydro Development Corporation Limited, Telecommunication Consultants Limited, Western Coalfields Limited, Water and Power Consultancy Ltd., Central Warehousing Corporation Action, Hindustan Paper Corporation Ltd., Bharat Pumps and Compressors Ltd, Broadcast Engineering Consultants Ltd, Central Mine Planning and Design Institute Limited, Educational Consultants Ltd., Engineering Projects Ltd, Ferro Scrap Nigam Ltd., HMT Ltd., H.Sc. Ltd., India Trade Promotion Organization, Indian Medicines Pharmaceutical Corporation Limited, MECON Limited, PEC Ltd., REE Ltd. etc.

Out in the CPSEs, the field of PR is chiefly identified with the general population. There have been across the board changes in the working and structure of PR so as to viably convey messages of administration to focused masses. Because of these progressions, the territory of PR has additionally been influenced. The region of PR is essentially in associations, administration, foundations, endeavors, government, and semi-government and non-legislative associations and so on. The accompanying are the groupings of the work zone:

Between Departmental Workspace: An all around arranged composed and methodical push to be improved the situation better and viable coordination between various offices inside the

concerned association, foundation, ventures or organization goes under the extent of the interdivisional PR ward. In the particular foundations, endeavors are made to PR through the production of the distribution of inside PR, connection between the representatives and the presentation through the distribution of the Home magazine.

Outer Departmental Degree: A very much arranged sorted out and methodical push to be improved the situation out-of-the-crate and compelling coordination outside the concerned association, foundation, endeavors or organization goes under the extent of the field of outer departmental PR. In the individual foundations, endeavors are made to PR through production of official statements, squeeze notes, purposeful publicity, advancement, ad, reporter gathering, distribute, non-news discharges and pamphlets and booklets for outer PR.

- **PR Offices in Broad Daylight Segment:** Keeping in mind the end goal to classify the principle parts of the working of PR offices in broad daylight Segment, the accompanying are the PR devices, mediums, media relations, helpful reputation implies, valuable dialect modes, helpful data innovation, and the valuable correspondence strategies.

Maharatna PSU



Image Courtesy: <http://www.gatethedirection.com>

- **Significant Devices For The PR Branches of Open Segment:** Advancement, Discretion, Entryway, Attention, Battle and Purposeful publicity and so forth.
- **The Fundamental Methods of Working of PR Bureaus of CPSEs:** Daily paper, radio, TV, PC, news organization, email, video, link arrange, blog, postal, cartoon, article, analogy, yearly report, talk with, Magazine, Syndicated program, Web, Photo and Film and so on.
- **Mediums in Media Relations For PR:** Question and answer sessions, official statements, squeeze notes, squeeze visits, home magazines, pass out, non-news discharges, pamphlets and booklets, shows, regular postal mail, sponsorships and so on.
- **Medium for the PR Bureaus of People in CPSEs:** Local media, regional media, national media and worldwide media.
- **Helpful Dialect Medium for The Working of PR Divisions of CPSEs:** Hindi, English, Urdu, Zonal Dialects and Regional Dialects and so forth.
- **Valuable Data Strategies for The PR Branches of CPSEs:** Web, intranet, email, fax, video conferencing, video call, video mail and so forth.
- **Valuable Correspondence Strategies for the Working of PR Divisions of CPSEs:** PC System, Teletext, Radio Content, Video Content, Link and D.T.H.
- **Data and Correspondence Innovation Apparatuses for the PR Division of CPSEs:** Work area, PC, Palmtop, Cell Phone, Fax Machine, Teleprompter, Shading Printer and Photocopy Machine and so forth.
- **The Primary Goals Of The PR Divisions of CPSEs:** Media Contact, Buyer Contact, Corporate Contact, Monetary Contact, Social Contact, Government Contact, Bury and Inward Departmental Contact and so on.



Image Courtesy: <http://zeenews.india.com/economy>

Qualities of PR Officers in CPSEs:

- Making wise, arranged and constant endeavors,
- To trade shared perspectives between the association and the general population,
- Making an accord,
- Making the associations programs popular feeling,
- Representing the association's projects,
- Maintaining cheerfulness in modern relations,
- To establish a decent connection on the association,
- Affecting 'people in general mind-set'
- If there is any misguided judgment about the foundation in general society, to expel it,
- To set up connection,
- Increasing common trust,

- Social Duty,
- The satisfaction of national destinations of setting up communism,
- To organize preparing of most recent systems of expanding creation,
- In request to accomplish institutional brilliance,
- Promoting social work for the release of social duty,
- To guarantee representative investment in administration,
- To spread mindfulness for security administration,
- Promoting inward assets and mindfulness for re-speculation,
- To scatter administrative arrangements for social duty,
- Cooperate in departmental coordination,
- Publication of Home-Magazine,
- Publication of Yearly Report of Cell Administration
- Creating a considerate situation among workers in the cell,
- Strategic endeavors for administration representative relationship,
- Exchange of thoughts between cell administration and open,
- Social Duty,
- Making a submission,
- Enlightenment,
- Attract consideration,
- Reconciliation,
- To set up two-sided correspondences and discourse,
- Creating a well disposed condition and subjective co-agreement,
- To evacuate misleading impression of cell administration in people in general,
- To build up cooperation,
- Increasing shared trust,
- Creating an amicable picture of cell administration,
- Receiving open sensitivity, support and support,
- Completion of centers,
- Getting wanted outcomes,
- Creating counsel for cell administration and so on.

Understanding the measurements of the authoritative and basic changes of CPSEs and comprehension of the working of PR offices, the exact investigation of PR, discharges, mottos and unmistakable attention images with the end goal of PR is significant. The accompanying are the images for promotions, discharges, trademarks and unmistakable promulgation made with the end goal of PR purposes.

CONCLUSION

Public relation departments of CPSEs are multi-layered. The PRD works under the top management. Keeping in mind the end goal to set up better coordination with different branches of best administration, the public relation departments are organized in such a way, to the point that they will have the capacity to accommodate between every one of the offices while remaining in the middle. The public relation departments are large in structure in the CPSEs in the class of Maharatna. The size of PR division, specialized gear and hardware, PR staff, preparing and so on is everywhere level. The public relation departments have medium size in the 16 CPSEs held in the class of Navratanas. Public relation departments are intended to make public relation departments open situated and responsible. The obligations of the public relation departments are resolved and they are relied upon to grow better relations between the foundation and general society. The public relations have been instrumental in the advancement of CPSEs. PR of CPSEs has fused new patterns, in this manner influencing the working and structure of the public relations framework.

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