

DR. ROERICH'S POINTS

FOR HIS ADDRESS ON ART AND PUBLIC RELATIONS.

1) Public Relations -

- (a) it has to do with people, the public
- (b) it must catch the attention of the people and hold it in order to convey to them some special message.
- (c) it must build up these relations and make people want more.
- (d) The

4) It is said that is better to
die in one than been about a
thousand times.

- 1) build up all Goodwill.
- 2) Art is premened by a wonderful medium to convey ideas and attract people.
- 3) Though Art we build up Goodwill understanding.
- 4) Visual Art has a Tremendous Impact

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Public Relations Society of India

Bangalore Chapter

March 26, 1975

Dear Dr. Svetoslav Roerich,

It is exceedingly nice of you to have so kindly agreed to inaugurate the activities of the Bangalore Chapter of the Public Relations Society of India for the current year. I am sure members of the Society will benefit very greatly from a talk by you on the subject of "Art and Public Relations."

I would be grateful if you could kindly indicate the date suitable to you for addressing the Society, since we would like to get the invitation cards printed in advance. The meeting will be held in the evening at the Hotel Ashoka. It will start at 6 p.m. and close by about 7.30 p.m. Friday, the 4th of April, or Monday, the 7th of April would suit our convenience.

We would be happy if Madame Devika Rani can also grace the occasion with her presence.

Thanking you and with regards,

I remain
Yours sincerely

V. Balu
(V. Balu)
CHAIRMAN

Dr. Svetoslav Roerich
9, Edward Road, Bangalore 52

Chairman : V. BALU Vice-Chairman : MAHENDRA PRASAD
Secretary : R. SESHADRI Treasurer : C. K. THOMAS



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SVETOSLAV ROERICH

has kindly consented to address
members of the Public Relations Society of India

Bangalore Chapter

at 6-30 p.m. on Friday, April 4, 1975

at Hotel Ashoka

on Art and Public Relations.

Madame Devika Rani

has kindly consented to be present on the occasion.

You are cordially invited.

R. Seshadri
secretary



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INTERNATIONAL CLIPPING SERVICE

Bombay

Client: Devika Rani Roerich.

Subject :

Eve's Weekly, Bombay

Dated - 3 MAY 1975

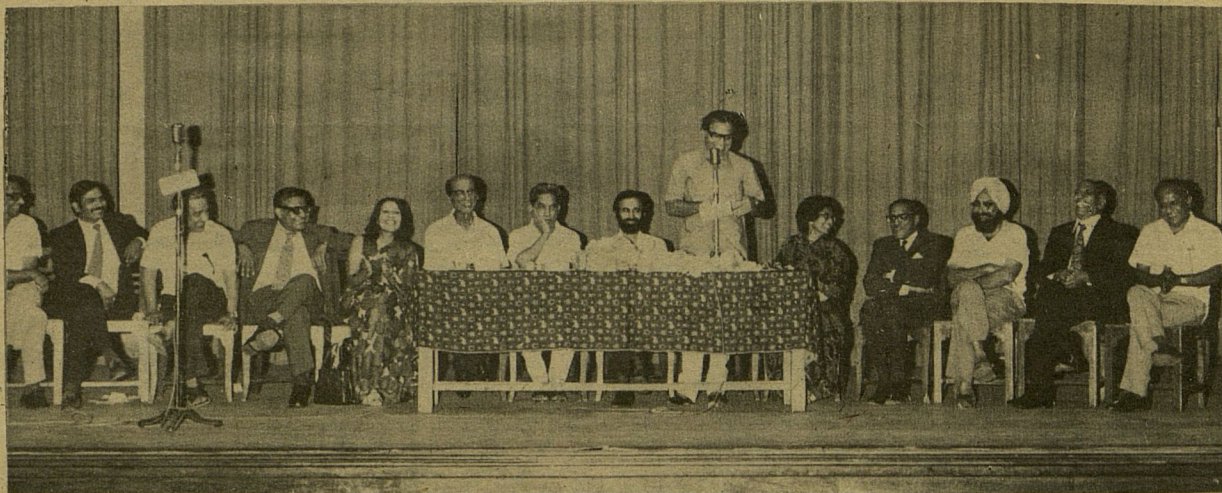


RIGHT: Seen at a meeting of the Public Relations Society of India, Bangalore Chapter, are (L to R.) Mrs. Devika Rani Roerich, Mr. R. Seshadri, secretary, Mr. V. Balu, chairman and Dr. Svetoslav Roerich.

BANGALORE 678

Mrs. Devika Rani Roerich and Dr. Svetoslav Roerich were chief guests at a colourful function organised by the Bangalore Chapter of the Public Relations Society of India, at the Banquet Hall of Hotel Ashoka, Bangalore. Mr. V. Balu, Chairman of the Bangalore Chapter, welcomed the gathering.

Dr. Roerich gave a talk on "Art and Public Relations" and stressed that art made for instant contact with the people. Devika Rani gave her impressions of their latest visit to the Soviet Union and the response of the people to the Indian paintings of Roerich. Mr. R. Seshadri, Secretary, proposed a vote of thanks.



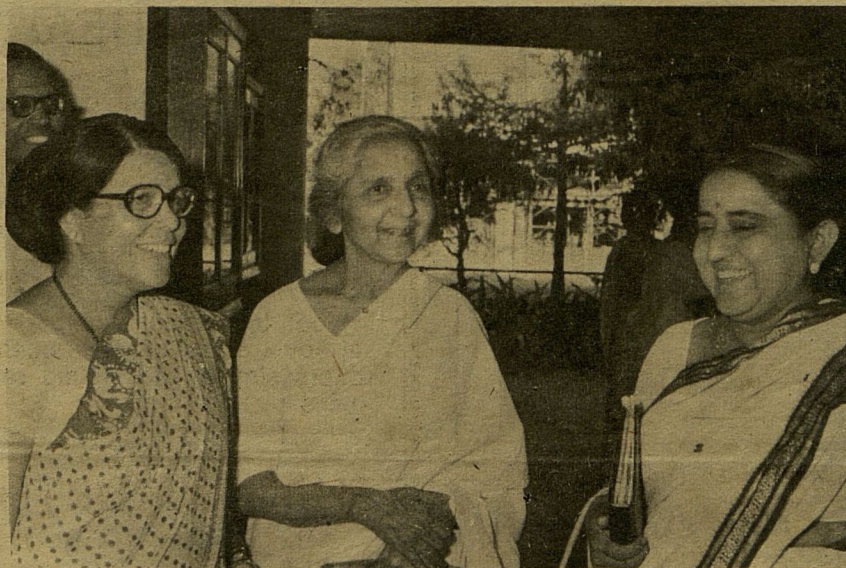
ABOVE: Minister Dr. Rafiq Zakaria is seen addressing a meeting organised by the Bombay College of Journalism to felicitate Mr. Patanjali Sethi, a veteran journalist, in the presence of notable personalities of the newspaper world.



RIGHT: Seen at a meeting of the Public Relations Society of India, Bangalore Chapter, are (L. to R.) Mrs. Devika Rani Roerich, Mr. R. Seshadri, secretary, Mr. V. Balu, chairman and Dr. Svetoslav Roerich.



ABOVE: Photo shows organisers of the Fashion show and Exhibition at Calcutta's Park Hotel with their models. Second from left is Mrs. Lipi Kapoor, fifth from left is Miss Leena Sen and first from right is Mrs. Bahli Mukherjee.



RIGHT: Present at a seminar organised by the University Women's Association at Ahmedabad are (L. to R.) Mrs. Sumitra Kulkarni, Mrs. Aruna Asafali, a noted freedom fighter, who inaugurated the seminar and Mrs. Kokila Vyas, president of the Association.

Justice Mr. P. K. Banerjee of the Calcutta High Court was the Chief guest.

The inauguration ceremony of the "National Fair '75" was held at the Calcutta Maidan. The programme started with an inaugural song by Mrs. Nabanita Chakraborty. This was followed by speeches by various members of the Executive Committee, which included one by Dr. Zainal Abedin, Minister-in-charge, Cottage and Small-scale Industries, Public Undertaking and Co-operation, West Bengal, who presided over the function.

The Fair was inaugurated by the Chief Minister, Mr. Siddhartha Shankar Ray. In conclusion there was a film on "Patriotism" arranged and screened by Mr. Sushil Ganguly.

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Urvashi and Gigi boutique of Madras, presented an exhibition of sarees and dresses at Hotel East-West. The accent was on printed cottons.

COCHIN

Peacock from pineapple, swan from cucumber, boat from snake-gourd, flower-vases from pumpkin, flowers from potatoes, onions, beetroot and carrots, animals from lemons, and birds from radish — these were some of the attractive exhibits at the "Vegetable Arrangement Competition" organised as part of the 32nd Production Day Anniversary of the Indian Aluminium Company at Alupuram recently.

Mrs. Mary Antony, who exhibited carved vegetable flowers, won the first prize, while Mrs. Remola Libera came second.

BARKNOL

Speaking at a Holi Milan function of the Mahila Hitkari Sangh, U.P.'s Minister for Harijan and Social Welfare, Mrs. Mohsina Kidwai, recently made an appeal to educated women to work for the uplift of backward class women.

Mrs. Kidwai commended the social service rendered by members of the Mahila Hitkari Sangh and exhorted them to help open consumers' cooperatives and cottage industries in villages, to improve the economic life of their unfortunate rural counterparts. A cultural variety programme marked the end of the function.

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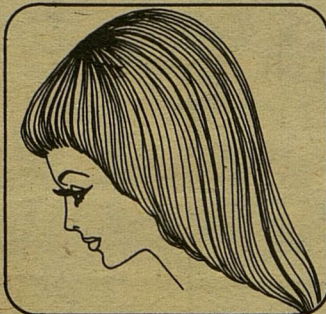


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