

bank branches, information on certain items asked for was found to be either missing or inconsistent, and had therefore to be eliminated". A line about the nature of the information sought would have given the reader an idea about its importance in the context of the present study.

- (iv) Definitions of and/or explanations about the terms used in Table 3.9 on page 22 should have been provided. Table 2.10 on page 23 lists the Value of Assets (excluding land and house) possessed by borrowers. The nature of these assets is, however, not mentioned anywhere in the book. This could have been mentioned in a footnote.
- (v) Table 4.1 on page 34 indicates that Crop Loans were given to 4 Agricultural Labourers. Since agricultural labourers, by definition, are landless, an explanatory note as to how they could secure crop loans (given to farmers) would have clarified the position.
- (vi) In Tables 5.11 (page 71) to 5.14 (page 74) data for Loan Year IV were found to be missing. This may have been due to a typographical error.

Despite the above limitations the present work is a detailed empirical analysis made with a view to studying the impact of DRI scheme on the most backward sections of the society. This study will certainly enthrust others to undertake similar evaluatory studies which alone can throw light on the fruitfulness of the schemes, usually launched with a lot of fanfare, in terms of their end-use and eventual socio-economic upliftment of the weaker sections of our society.

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**Lectures on Applied Public Relations.**  
K. R. Balan. Sultan Chand and Sons, New Delhi, 1984, Rs. 35, pp. 508.

Moliere's *Le Bourgeois Gentilhomme* (The Would Be Gentleman) made a genuinely startled comment to his expensive philosophy tutor engaged to educate him: "Well, I'll be hanged! For more than forty years I've been talking prose without any idea of it; I'm very much obliged to you for telling me that."

The monumentally comprehensive book of Professor K. R. Balan evokes such a comment. In 508 closely printed pages he has covered every conceivable aspect of Public Relations. The need for and essence of public relations is something of which every person engaged in organised industry has always been aware. The imposing list of contents must make him aware that every moment of his business career brings hidden public relations challenges; every action of his has overt p. r. tones. By compiling this catalogue and covering each aspect assiduously in the fashion of an all-in note-book with which the Indian student is traditionally so familiar, Prof. Balan has also forced recognition of one other matter—namely, that Public Relations as an academic subject has now entered the fold of educational curriculum.

The main chapters cover (a) Theory and Practice of Public Relations, (b) Communications, (c) Tools and Media, (d) Mass Media, (e) Corporate Relations, (f) Public Relations at large, (g) Professional Code and finally (h) Appendices, covering a vast range of statistics, forms, statutory requirements, etc. Each chapter has a few pages on every conceivable angle under the broad umbrella.

The book is entitled as one sees "Lectures on Applied Public Relations". At a

modest estimate the book must cover some 150 lectures. This is, therefore, the representation of a full time highly professional course on public relations intended for the career PRO. Indeed these lectures were delivered on a 3-year PR degree course at the University of Madras inaugurated in 1975. The most effective assessment of the value of the book will be to find out how much the degree holders helped in professionalising their chosen specialisation.

In comprehensiveness and content one cannot fault the lectures. There are two criticisms one must, however, make. There is a pervasive risk of being unable to see the wood for the trees and the concentration on the tools and specialisation tends to mask

an overview of where P. R. fits into a company culture, of which a periodic reminder would be useful to the P. R. practitioner. The other concerns a lighter side. One would think that sense of humour is just as important in the practice of Public Relation as in many other serious walks of life. The Air-India Maharaja must be a constant reminder to anyone who doubts this. Let not a future aspirant wishing to choose P. R. as a career be scared away by a mistaken notion of the humourless nature of this vocation.

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