



# SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

## जन संपर्क प्रबंधक (पी.आर. मैनेजर)

A Public Relations (PR) Manager builds and protects the public image and reputation of an organisation, company or individual. They write press releases, build relationships with journalists and the media, organise press...



### Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

[career.gsssjethantri.in/#/career/public-relations-manager](https://career.gsssjethantri.in/#/career/public-relations-manager)

### राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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#### सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर  
Principal, GSSS Jethantri · Master Trainer



#### श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर  
Principal, DIET Barmer



#### श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)  
Sr. Lecturer, DIET Barmer (Support)



#### भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)  
Designed & developed · Lecturer (History)

### विशेष धन्यवाद · SPECIAL THANKS



#### सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



#### सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



#### वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



#### कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित  
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

## 1 About this career

A Public Relations (PR) Manager builds and protects the public image and reputation of an organisation, company or individual. They write press releases, build relationships with journalists and the media, organise press conferences and events, and shape messaging on social media. When a controversy or crisis breaks, the PR Manager carefully communicates the right message to the public on the organisation's behalf to safeguard its image. It is a creative, fast-paced, communication-driven career where strong writing, confidence and the ability to read people matter most.

## 2 At a glance

|                       |                                        |
|-----------------------|----------------------------------------|
| Minimum qualification | Graduation in Mass Comm/Journalism/PR  |
| Course duration       | 3-yr degree + 1-2 yr PG/diploma        |
| Starting salary       | ₹20,000-30,000/month                   |
| Work mode             | Full-time in PR agency/corporate comms |

## 3 What you need

### INTERESTS

- A strong interest in writing, speaking and connecting with people
- A passion for creative storytelling and image-building
- Enjoy following news, brands, media and social trends

### ABILITIES

- Excellent written and verbal communication skills
- Interpersonal skill to understand people and build relationships
- Staying calm and making sound decisions under pressure/crisis

**KEY SKILLS**

- Writing press releases, articles and media content
- Crisis management and reputation management
- Organising press conferences, events and campaigns
- Monitoring and analysing media coverage
- Building and maintaining relationships with journalists and media
- Social media and digital communication strategy
- Public speaking and presentation skills

**4 How to get there**

- 1 Pass Class 12 (any stream; Arts/Commerce preferred) with good marks and strengthen your language and writing.
- 2 Complete a graduation (BA/BJMC) in Mass Communication, Journalism, Public Relations, or English/Hindi.
- 3 Do an MA or PG diploma in PR/Advertising/Corporate Communication (e.g. IIMC, Haridev Joshi University).
- 4 Gain hands-on experience through an internship at a PR agency or corporate communications team.
- 5 Start as a PR Executive and rise to PR Manager on the strength of experience and results.

**MAIN EXAMS**

- IIMC Entrance Exam (for PG Diploma in Mass Communication)
- CUET-PG (for PG admission in Mass Comm/PR at universities)

**5 Where to study****GOVERNMENT INSTITUTES**

- हरिदेव जोशी पत्रकारिता एवं जनसंचार विश्वविद्यालय (MA विज्ञापन एवं जनसंपर्क) — Jaipur, Rajasthan ([https://hju.ac.in/index\\_en.html](https://hju.ac.in/index_en.html))
- जनसंचार केंद्र, राजस्थान विश्वविद्यालय — Jaipur, Rajasthan (<https://masscom.uniraj.ac.in/history.php>)
- भारतीय जनसंचार संस्थान (IIMC) — New Delhi (and regional centres) (<https://www.iimc.gov.in/>)

**PRIVATE INSTITUTES**

- आईआईएस (डीम्ड यूनिवर्सिटी) – पत्रकारिता एवं जनसंचार — Jaipur, Rajasthan

- सिम्बायोसिस इंस्टिट्यूट ऑफ मीडिया एंड कम्युनिकेशन (SIMC) – कम्युनिकेशन मैनेजमेंट — Pune, Maharashtra (<https://www.simc.edu/programmes/mba-communication-management>)
- मणिपाल यूनिवर्सिटी जयपुर – जर्नलिज़्म एवं मास कम्युनिकेशन — Jaipur, Rajasthan (<https://jaipur.manipal.edu/foa/programs/program-list/MJMC.html>)

**ONLINE**

- इग्नू (IGNOU) – जनसंचार एवं पत्रकारिता कार्यक्रम — Online/distance (<http://www.ignou.ac.in/>)
- स्वयं (SWAYAM) – जनसंचार व पी.आर. ऑनलाइन पाठ्यक्रम — Online (<https://swayam.gov.in/>)

**FEES**

At government universities (Haridev Joshi University, University of Rajasthan, IIMC) mass-communication/PR courses are relatively affordable — roughly ₹10,000–1,00,000 per year. At private institutes (Symbiosis, Manipal, etc.) fees can range from ₹2,00,000–8,00,000 per year.

**SCHOLARSHIPS**

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)
- एसजेई राजस्थान छात्रवृत्ति (<https://sje.rajasthan.gov.in/>)
- Buddy4Study – Media & Journalism Scholarships (<https://www.buddy4study.com/>)

## 6 What the work is like

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**WHERE YOU WORK**

PR agencies, corporate communication departments, advertising and media companies, government information & public-relations departments, and NGOs, political and entertainment sectors.

**WORK CULTURE**

Work is largely office-based but involves travel for events, press conferences and media meetings. Hours can be long and fast-paced around deadlines and crises. It is a team-driven, networking-heavy, always-communicating field with strong participation by women.

**WHO HIRES**

- |                                                                                |                                                                                |
|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| • Adfactors PR (India's largest PR firm)                                       | • PR/communication agencies like Genesis BCW, Value 360 and Edelman            |
| • Corporate communication teams of large firms (Tata, Reliance, Infosys, etc.) | • Department of Information & Public Relations (DIPR), Government of Rajasthan |

- Advertising agencies, media houses and digital marketing companies
- NGOs, hospitals, educational institutions and political/entertainment organisations

**DEMAND (2026)**

In the age of digital media, social networks and 24x7 news, every brand, company and leader needs skilled PR professionals to manage their image. India's PR and corporate-communication industry is growing fast, and demand for crisis and reputation management stays consistently high, making this a promising career.

**7 Career growth**

- 1 PR Executive / Account Executive
- 2 Senior PR Executive / Account Manager
- 3 Public Relations Manager
- 4 Head of Communications / PR Director

**EARNINGS**

|              |                         |
|--------------|-------------------------|
| Starting     | ₹20,000–30,000/माह      |
| Mid level    | ₹40,000–70,000/माह      |
| Senior level | ₹1,00,000–2,50,000+/माह |

Per Indeed (2026), a PR Manager's average pay in India starts near ₹23,400/month, while with experience and a big-agency/corporate role it reaches ₹15–25 lakh per year (₹1.25–2 lakh/month) or more. Pay is considerably higher in metro cities and at senior (Head/Director) levels.

**8 The good parts · The challenges****The good parts**

- Creative, dynamic work with new challenges and people contact daily
- Strong growth and attractive pay potential in a growing industry
- Open, networking-rich field with a strong path for women and newcomers

**The challenges**

- Heavy pressure and long, irregular hours during deadlines and crises
- Public accountability for negative news or a campaign that fails
- Pay and stability can be limited in the early years

## 9 Real-life journeys

### Madan Bahal

**Co-founder & Managing Director, Adfactors PR (India's largest PR firm)**

Madan Bahal co-founded Adfactors PR in 1997 and grew it into India's largest and most recognised independent public relations firm, today serving over 700 clients. Across a career of more than 25 years he has advised major corporations on strategic communication during fundraises, mergers, acquisitions and crises. He was inducted into the Arthur W. Page Society and ICCO Halls of Fame and named 'Communicator of the Decade' by the Public Relations Council of India. His journey shows how, on the strength of writing and communication, one person can come to lead an entire industry.

Adfactors PR · <https://www.adfactorspr.com/about-us/leadership-team/madan-bahal>

### Archana Jain

**Founder & CEO, PR Pundit (Havas Red), a leading woman PR leader in India**

Archana Jain founded PR Pundit and, over more than three decades of hard work, built it into one of India's most respected public relations agencies — later acquired by the global group Havas, with her continuing to lead it as Managing Director. Regarded as a pioneer in communication strategy for luxury, lifestyle and corporate brands, she has been called a 'leading lady' of Indian PR. Her story inspires every girl who wants to build a career — and her own company — on the strength of writing, media and communication.

Exchange4media · <https://www.exchange4media.com/pr-and-corporate-communication-news/archana-jains-34-years-journey-to-becoming-the-leading-lady-of-pr-136858.html>

## 10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- School Public Relations Specialist

## 11 Sources & further reading

1. Rajasthan Career Guidance – Public Relations Manager — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%9c%e0%a4%a8-%e0%a4%b8%e0%a4%82%e0%a4%aa%e0%a4%b0%e0%a5%8d%e0%a4%95-%e0%a4%aa%e0%a5%8d%e0%a4%b0%e0%a4%ac%e0%a4%82%e0%a4%a7%e0%a4%95-%e0%a4%aa%e0%a5%80-%e0%a4%86%e0%a4%b0-%e0%a4%aa%e0%a5%8d/>

2. Indian Institute of Mass Communication (IIMC) — <https://www.iimc.gov.in/>
3. Haridev Joshi University of Journalism and Mass Communication — [https://hju.ac.in/index\\_en.html](https://hju.ac.in/index_en.html)
4. Indeed – Public Relations Manager Salary (India, 2026) — <https://in.indeed.com/career/public-relations-manager/salaries>
5. Exchange4media – Indian PR industry — <https://www.exchange4media.com/pr-and-corporate-communication-news/archana-jais-34-years-journey-to-becoming-the-leading-lady-of-pr-136858.html>

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