



जनसंपर्क अधिकारी (पी.आर.ओ.) [Public Relations Officer (PRO)]

A Public Relations Officer (PRO) manages the reputation and image of a client or organisation and builds public support through planned campaigns.



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-officer

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 Officer (PRO) manages the reputation and image of a client or organisation and builds public support through planned campaigns.

2 At a glance

Minimum qualification	Bachelor's in Journalism/Mass Comm; Master's in PR/Advertising
Starting salary	₹15,000–30,000/month
Work area	Ad/PR agencies, corporate, government
Key skill	Communication & persuasion

3 What you need

INTERESTS

- Working in a team
- Communication and writing
- Persuading people

ABILITIES

- Good communication skills
- Attention to detail
- Ability to persuade

KEY SKILLS

- Press releases and content writing
- Social media and digital communication
- Event and campaign management
- Media and public relations
- Crisis management
- Networking

4 How to get there

- 1 Pass 10+2 in any stream
- 2 Earn a bachelor's in Journalism & Mass Communication
- 3 Do an MBA/MA or PGDM in Advertising & PR
- 4 Intern at a PR agency or corporate

MAIN EXAMS

- Merit or college-level entrance test
- CAT, MAT, CUET (for postgraduate)

5 Where to study

GOVERNMENT INSTITUTES

- वर्धमान महावीर खुला विश्वविद्यालय (दूरस्थ) — Kota, Rajasthan
- माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विश्वविद्यालय — Bhopal
- भारतीय जनसंचार संस्थान (IIMC) — New Delhi
- लेडी श्री राम महिला कॉलेज — New Delhi
- स्कूल ऑफ ब्रॉडकास्टिंग एंड कम्युनिकेशन — Mumbai

PRIVATE INSTITUTES

- सिम्बायोसिस इंस्टीट्यूट ऑफ मीडिया एंड कम्युनिकेशन (SIMC) — Pune
- मुद्रा संचार संस्थान (MICA) — Ahmedabad
- क्राइस्ट विश्वविद्यालय — Bangalore
- पारुल विश्वविद्यालय — Vadodara

ONLINE

- NPTEL स्वयम - जनसंपर्क कोर्स — Online/Distance (<https://onlinecourses.swayam2.ac.in>)
- यूडेमी - पब्लिक रिलेशंस कोर्स — Online/Distance (<https://www.udemy.com>)
- कोरसेरा — Online/Distance (<https://www.coursera.org>)

FEES

Course fees range from about ₹1,000–3,00,000. Government institutes are cheaper.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com>)
- विद्यालक्ष्मी शिक्षा ऋण (Vidya Lakshmi) (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Advertising and marketing agencies, consultancies, law and professional-service firms, and retail distributors.

WORK CULTURE

Alertness is essential; team management and travel are common. Typically 6 days a week, ~9 hours a day; shift work is possible.

WHO HIRES

- | | |
|---------------------------------------|--|
| • Adfactors PR | • Edelman India |
| • Corporate communication departments | • Information & PR Department (DIPR Rajasthan) |
| • Film & entertainment PR agencies | • Hospitals, education institutions and NGOs |

DEMAND (2026)

The growing importance of brand image and digital communication keeps demand for PROs steady across industries and government departments.

7 Career growth

- 1 Public Relations Officer
- 2 Senior PRO
- 3 Team Lead, PR
- 4 Head of PR
- 5 General Manager
- 6 Company Head/CEO

EARNINGS

Starting	₹15,000–30,000
Mid level	₹40,000–70,000
Senior level	₹1,00,000+

Figures are per month and indicative (source: NCS); they vary with experience, sector and city.

8 The good parts · The challenges

The good parts

- Opportunities across diverse industries
- Jobs in both government and private sectors
- Networking with people and media

The challenges

- High pressure during crises
- Long hours and shift work
- Requires constant alertness

9 Real-life journeys

मौनम रवि

Public Relations Officer (Tamil film industry)

Mounam Ravi is a public relations officer for the Tamil film industry. He has handled publicity and media for many successful films, including 96, Sketch, Kadamban, Pyaar Prema Kaadhal and Vaana Kadhadi.

NETTV4U · <https://nettv4u.com/celebrity/tamil/public-relations-officer/mounam-ravi>

नंदिता लक्ष्मणन

Founder & Chairperson, The PRactice (PR firm)

Nandita Lakshmanan founded The PRactice, one of India's respected independent PR consultancies. She is counted among India's Top 10 Women in Public Relations.

The PRactice (PRmoment India interview) · <https://the-practice.net/news/pr-the-only-function-to-take-360-view-of-business-nandita-lakshmanan-the-practice/>

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.

- VFX Editor
- Animator
- Journalist

11 Sources & further reading

1. Rajasthan Career Guidance (source) — <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%85%e0%a4%a7%e0%a4%bf%e0%a4%95%e0%a4%be%e0%a4%b0%e0%a5%80-%e0%a4%aa%e0%a5%80-%e0%a4%86%e0%a4%b0-%e0%a4%93-public-rela/>
2. National Scholarship Portal — <https://scholarships.gov.in>
3. NPTEL SWAYAM PR course — <https://onlinecourses.swayam2.ac.in>
4. National Career Service (NCS) — <https://www.ncs.gov.in>



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Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

career.gssjsjethantri.in