

## DR. B.R.AMBEDKAR'S BOOKS A PUBLIC RELATIONS TOOL FOR THE UPLIFTMENT OF DEPRESSED CLASSES

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**Abstract :** *Dr.B.R.Ambedkar architect of Indian Constitution awarded the highest civilian award "Bharat Ratna" Father of Modern India was a good practitioners of public relations. Public relations is the art of relating one's idea and purposes to the public, or the activity of explaining one group within society to another by Ivy Lee. A study to know Dr. B.R.Ambedkar's books one of his public relations tool which he use for the upliftment of depressed classes in India from the year 1920 to 1956.The author had read and gone through the books published by Dr.B.R.Ambedkar, his wife, his followers and there interviews. National Dividend of India, Caste in India, The problem of Rupee, Thoughts on Pakistan, Ranade Gandhi and Jinnah, Pakistan or Partition of India, What Congress and Gandhi have done to the Untouchables, Who were the Sudras?, State and Minorities, The Untouchables, The Buddha and his Gospel. With an exploratory, quantitative, descriptive, content analysing research he had found out that Dr. B.R.Ambedkar's book was one of the public relations tool used for the upliftment of depressed classes. There are researches on Dr. B.R.Ambedkar's life and mission but nothing is found on this topic.*

**Keyword:** *Dr.B.R.Ambedkar, Public Relations tools, Books, Depressed classes.*

### Introduction :

India country of Buddha with great rivers, forest, mountains different religions, cultures but still united and equal towards law, because of the Constitution of India which was drafted by Dr.B.R.Ambedkar. Highest qualified person awarded with "Bharat Ratna" the prestigious civilian award by Government of India was from the Mahar depressed class community, who was also affected by the 4 Varna's Brahmins, Kshatriyas, Vaishya and Shudras.

Before the implementation of Constitution of India the Brahmins were the superior among all Varna's, there work was to perform the religious work and there community was allow to take education, the Kshatriyas were the warriors there work was to fight in the wars and there community was allow to take education, the Vaishya were the business men there work was to do business and there community was also allowed to take education, the



Shudras were the slave there work was to do slavery for the 3Varna's, there community were not allow to take education to do business or to fight in wars.

Dr.B.R.Ambedkar had break the chain of the 4 Varna's with his public relations strategy and tools. Samrat Ashoka's stone pillars, drawings and signs on the caves were some public relations in ancient world. In modern world after the invention of printing press and there after the newspapers people had started using public relations but Ivy lee was the first person to know as the father of modern public relations, he was very concerned about public understanding he stated that in an democratic society public approval is must and policies has to change if publics are not accepting it.

Dr.B.R.Ambedkar was also good practitioners of public relations his written books National Dividend of India, Caste in India, The problem of Rupee, Thoughts on Pakistan, Ranade Gandhi and Jinnah, Pakistan or Partition of India, What Congress and Gandhi have done to the Untouchables, Who were the Sudras?, State and Minorities, The Untouchables, The Buddha and his Gospel was one of his public relations tool which he used from the year 1920 to 1956.The author had read and gone through this books and with the exploratory, quantitative, descriptive, content analysing research he had found out that Dr.B.R.Ambedkar successfully vanished the culture of Varna's, uplifted the Shudras and united the Indian. There are researches on Dr. B.R.Ambedkar's life and mission but nothing is found on this topic, thus the study proved Dr. B.R.Ambedkar's books was one of the public relations tool used for the upliftment of depressed classes.

### **Review Of Literature :**

From the year 1920 to 1956 only 4 public relations practitioners were practising public relations in the World. Ivy Lee was the first to called as the father of modern public relations who was very concerned about public understanding he stated that in an democratic society public approval is must and policies has to change if publics are not accepting it. He was the first and only public relation practitioners who was working for both Public and owner which can be seen in Rockefeller's railroad, Red Cross and Coal industry campaign.

Dr.B.R.Ambedkar an educational scholar from India was also using the public relations strategy and tools, his motto was also Public specially the depressed classes in India, his public relations tools was in the form of his dressing style, newspaper, pamphlets and most attractive and impressive was his written books which was one of his public relations tool for the upliftment of depressed class.

It was difficult for the author to collect data as there are no research papers and research on Dr. B.R.Ambedkar's public relations or on upliftment of depressed classes, by reading books written by Dr.B.R.Ambedkar author was able to do the study, the result came to know that the books National Dividend of India, Caste in India, The problem of Rupee, Thoughts on Pakistan, Ranade Gandhi and Jinnah, Pakistan or Partition of India, What Congress and Gandhi have done to the Untouchables, Who were the Sudras?, State and



Minorities, The Untouchables, The Buddha and his Gospel proved that his books was one of his public relations tool which was helpful for the upliftment of depressed classes.

#### **AIM :**

- To study the public relations tools used by Dr.B.R.Ambedkar for upliftment of depressed classes

#### **Objectives :**

- To understand the use of Dr. B.R.Ambedkar's books as public relations tool for the upliftment of depressed class

#### **RESEARCH QUESTIONS**

1. Does Dr. B.R.Ambedkar's books attracted the attention of people from different group?
2. Dr. B.R.Ambedkar's public relations tools had uplifted the depressed classes?

#### **HYPOTHESIS**

1. Use of books as public relations tool had uplifted depressed classes
2. Dr. B.R.Ambedkar's public relations uplifted depressed classes

#### **Limitation :**

Data was collected only from the books written by Dr.B.R.Ambedkar, his wife, his followers there interviews and books containing his original photos. Study was done on Dr. B.R.Ambedkar's one of his public relations tool

#### **Methodology :**

To study the data with an exploratory quantitative descriptive research was done. This research will enable to understand the tools used by Dr.B.R.Ambedkar for upliftment of depressed class. The data collected was analyse with the help of content analysis which follows the result

#### **Result :**

Dr. B.R.Ambedkar's books was a storm and earthquake which had shaken the Government and undepressed classes in India and abroad, his thesis National Dividend of India was so strong and valuable that the thesis was converted into book The Problem of Rupee which resulted Reserve Bank of India, Caste in India gives the details and functions of different castes in India ,the book Thoughts on Pakistan and Pakistan or Partition of India was a warning about the problems on partitions, book on what congress and Gandhi have done to the Untouchable frames the images and decision, actions and work done by Gandhi



about the untouchables when he was a leader of Congress, Who was the sudras gives the details about sudras there evolution their bravery and there slavery, the last book which was written and published in the present of Dr.B.R.Ambedkar was Buddha and his Gospel which tells the knowledge of Dr.B.R.Ambedkar about Buddhism and why he want to go for Buddhism was one of his public relations tool which was successfully worked and used for the upliftment of depressed classes.

### Conclusion :

The above study was conducted to know Dr. B.R.Ambedkar's books one of his public relations tool used for the upliftment of depressed classes, it had explore that Dr. B.R.Ambedkar's book one of his public relation tool has created his first impression and attracted the attentions of the people in all groups, the books was written according to the condition and situations of that times, it also gives the deep knowledge about Dr .B.R.Ambedkar's thinking his ideology knowledge about that subject, which had made the Government and undepressed classes to think about the situation and problems faced by Dr.B.R.Ambedkar and depressed classes. thus the study proved that Dr. B.R.Ambedkar's books was successfully worked and used as public relations tool for the upliftment of depressed classes. The new researcher who wants to do research on Dr.B.R.Ambedkar, public relations, media, depressed classes can used this research study for references

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