

# 33<sup>rd</sup> All India Public Relations Conference

23-25 December, 2011

Hotel Centre Point, Nagpur

December 23, 2011

Registration [ 0830 Hrs onwards ]

Tea [ 0830 Hrs – 0930 Hrs ]

**Inaugural Session** [ 0930 Hrs – 1045 Hrs ]

**Chief Guest :**

Mr Prithvi Raj Chavan  
Hon'ble Chief Minister of Maharashtra

**Presiding over :**

Mr Richard Linning  
President  
International Public Relations Association

**Guest of Honour :**

Director [HR]  
Western Coalfields Ltd

Nagpur  
Director[Technical]  
Western Coalfields Ltd  
Nagpur

**High Tea :** [ 1045 Hrs -1130 Hrs ]

**Session I** [ 1130 Hrs – 1300 Hrs ]

**Session Chairman :** Mr Vijay Phansikar , Editor, The Hitavda

**“Corporate Communication Practices in India”**

Prof Uma Bhushan PhD  
Reader, K J Somaiya Institute of Management Studies & Research  
Mumbai

**“Quality of Service is the best way to build a Brand.”**

Mr Anuj Dayal,  
Head[ Corporate Communications],  
Delhi Metro,

New Delhi

Lunch : [ 1300 Hrs – 1400 Hrs ]

**Session II [ 1400 Hrs – 1530 Hrs ]**

**Session Chairman : Mr RK Dharan, Vice President [ South ]**

**“Branding of Culture “**

Mr Ravinder Singal.IPS.  
Director,South Central Zone Cultural Centre,  
Nagpur

**“Branding through Business Shows and Events”**

Mr Rajan Sharma  
Managing Director  
Interads Ltd,  
Gurgaon

Tea : [ 1530 Hrs -1600 Hrs ]

**Session III [ 1600 Hrs – 1700 Hrs ]**

**Session Chairman : Mr Narendra Mehta, Vice President [ North ]**

**"The role of PR in Building an Education Brand**

Dr Swati Nalawade, Ph.D.  
Head of Academics,  
Symbiosis Institute of Media & Communication,  
Pune.

Mr. Maulik Chanadarana  
Symbiosis Institute of Media & Communication,  
Pune.

**“Reaching out to diversified Audience- Make the Branding Effective”**

Mr Jagdish Rattanani  
Business Editor  
Free Press Journal,  
Mumbai

**Cultural Programme & Dinner [ 2000 Hrs onwards ]**

**December 24,2011**

0830 Hrs : Departure for Wardha from Hotel Centre Point

1000 Hrs : Arrival Pawnar - visit to Vinoba Bhave`s ashram.

1100 Hrs : Tea & visit to Sewagram Ashram , Wardha

**1300 Hrs : Lunch**

**Session IV [ December 1400 Hrs – 1600 Hrs ]**

**Session Chairman : Mr Vibhuti Narayan Rai, Vice Chancellor, Hindi University**

**“Mahatma Gandhi Aur Jan Sampark”**

Dr. Pankaj Chande,  
Vice Chancellor,  
Kalidas Sanskrit University,  
Ramtek

**“Hindi, Regional Languages and Branding”**

Dr Ram Mohan Pathak  
Professor,  
Banaras Hindi Vishva Vidhyalaya

**“Public Relations & social media”**

Dr.Lalit khullar,  
Director,Tirpude College,  
Nagpur

**“Media Relations”**

Mr Moiz M Haque,  
Head, Dep. of Mass Comm,  
Nagpur University

**1600 Hrs : Tea**

**Session V [1630 Hrs – 1800 Hrs ]**

**Session Chairman : Mr A K Mathur, Co-Convenor, 33rd All India PR Conference**

**“Corporate Branding – the CSR way.”**

Mr P J Mathews  
Addl.GM ( Corporate Communications)  
NTPC Ltd., SCOPE Complex,  
Core-8, Lodhi Road  
New Delhi-110003

**“Government Communication”**

Mr Ram Dotonde

Director [ Corporate Communications],  
Maharashtra Electricity Board,  
Mumbai

**“Earning Brand reputation through Committed Service –  
Tata Hospital Case Study”**

Mr S . H.Jafri  
Sr Public Relations Officer,  
Tata Memorial Hospital,  
Mumbai

1800 Hrs : Departure for Nagpur

1930 Hrs : Cultural evening & Dinner at South Central Zone Cultural Centre

**December 25, 2011**

**Session VI [ 0930 Hrs – 1100 Hrs ]**

**Session Chairman : Mr Sameer Goswami, Past National President,**

**Public Relations Society of India**

**“International Public Relations – Emerging trends”**

Mr Richard Linning,  
President,  
International Public Relations Association

**“Strategic Corporate Communication to draw competitive Advantage”**

Mr. Aishwani Dhar  
General Manager (Corporate Communication)  
Bharat Heavy Electricals Limited  
Jeevan Tara Building, 5 Sansad Marg  
New Delhi 110 001

**“Brand Identity”**

Mr Kiran Khalap  
chlorophyll brand & communications consultancy private limited  
Mumbai

**Tea [1100 Hrs ]**

**Session VII [ 1130 Hrs – 1330 Hrs ]**

**Session Chairman : Mr B D Sharma, Director [ PR & Information ], Govt of Himachal, Shimla.**

**“Public Relations in Coal PSUs- Outreach Initiatives”**

Mr M.K.Singh,  
GM [Corporate Affairs],  
WCL  
Nagpur

**“PR Ethics & Brand Perspective”**

Dr. Rajkishore Patra  
Symbiosis Institute of Media & Communication,  
Pune.

**Lunch [ 1330 Hrs ]**

**Valedictory Function [ 1430 Hrs – 1530 Hrs]**

**Tea [ 1500 Hrs ]**