

# 38<sup>th</sup> ALL INDIA PUBLIC RELATIONS CONFERENCE

Theme: Young India and Communication Revolution





## Public Relations Society Of India

**P**ublic Relations Society of India is organising the 38th All India Public Relations Conference during December 16-18, 2016 at ITC Sonar, Kolkata.

The Conference seeks to explore the phenomenon of new age communication capturing the minds of the young in a fast tracked world and the pace at which the profession of Public Relations must transform to gain greater acceptance as an inevitable part of economic growth.

Public Relations Society of India (PRSI), the national association of PR practitioners was established in 1958. It was set up to promote recognition of Public Relations as a profession and to formulate and interpret to the public, the objectives and the potential of public relations as a strategic management function.

PRSI has 22 chapters across the country and over 3000 members. This national association of PR and communication professionals, through its sustained efforts and campaigns has emerged as a beacon of PR and Media intelligentsia. PRSI organized the 1st International PR Festival in 2005 at New Delhi. It was a unique event, which for the first time presented a confluence of three important PR bodies, viz. PRSI, Global Alliance for PR & Communication Management and International PR Association (IPRA) in India. The 2nd International PR Festival which was held in Mauritius in August, 2008, helped to bring closer the people of Mauritius and India who have enjoyed close bonds over centuries. Indo-Thailand Round Table Conference was organized in Thailand during June, 2013.

Each year, PRSI organizes All India Public Relations Conference which has become a 'Kumbh' for the PR practitioners of the country. The forthcoming 38th All India Public Relations Conference in Kolkata looks forward to dealing with the concept of YOUNG INDIA. This Conference seeks to take a proactive role in developing conversations around the subject, generate perspectives, analyse and discuss strategies on this important issue taking along opinion of different stakeholders.





Engage 2016 Valedictory Session



Dr. Mani Lal Bhaumik



Dr. Bikash Sinha & Dr. Sugata Bose

Promoting public relations and all other facets of communication has been high on the agenda of the Kolkata Chapter right from inception. Over the years it has taken up a plethora of activities including hosting seminars, workshops, lectures etc on issues which involve larger interest of the profession. The recent additions to its repertoire are a highly acclaimed internship programme for media and mass communication students across the state. The programme, "Beyond the Class Room" incorporates a specialized short term training course and has rapidly gained popularity among students and working individuals alike.

The Kolkata Chapter since its formation has hosted six All India Conferences. These conferences have attracted distinguished persons like Nandini Satpathi, a former Central Minister of Information and Broadcasting and Chief Minister of Odisha, and former West Bengal Chief Ministers Jyoti Basu and Buddhadeb Bhattacharya, who have taken considerable interest in the activities of the Chapter during their time at

the helm of the state. Kolkata was also host to the Asia Pacific Conference in 1998.

In recent years, the Chapter has adopted a "move with the times" policy bringing to the fore numerous subjects that are contemporary and in keeping with the communication culture growing across the globe. Under a pro-active team at its helm, the Chapter is giving shape to a number of activities that keeps pace with changing skill sets of the profession owing to the phenomenal influence of digital communication on every facet of business, governance and people in general.

The excellent show by the Chapter is being increasingly recognized and rewarded at the National level. The Best Chapter Award given by the national body of the Public Relations Society of India has become a regular feature in the last few years.

Although the Kolkata Chapter exudes a global mindset, it is nevertheless rooted in the culture of the city and the state of West Bengal.



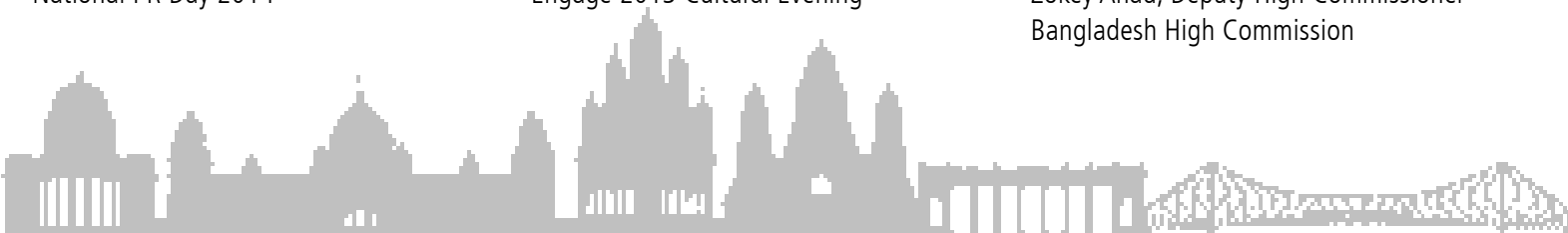
National PR Day 2014



Engage 2013 Cultural Evening



Zokey Ahad, Deputy High Commissioner  
Bangladesh High Commission





In this age of discovery and dreams, India has one of the largest youth population in the world. The power of young India is immense. If channelised in the right direction, this power of the youth can take our country to newer heights.

The youth today is ambitious, ever aspiring and impatient. It has no time to wait for good things to come its way. Young India is far surer of what it wants than it was ever before. Its constant drive towards excellence has become a huge challenge to society and governments, which must now act quickly to keep pace with such aspirations.

Just as success can pitchfork the youth to new heights, failures can hurt this large population to disastrous outcomes. It is imperative that the administrators, teachers and trainers and those who hope to see the nation develop and attain a pole position in the world, master the art of communicating with the young minds.

Creative challenges and social movements do not deter the youth. Giving them the challenges and offering solutions that meet their indomitable spirit can transform India into a world class destination for investments and opportunities.

## PATRON

**Padma Shri S.K. Roy**, MD, Peerless General Finance & Investment Co. Ltd.

**Ravindra Chamaria**, CMD, Infinity Group

## ADVISORS

**Mani Sankar Mukherji**, Chief Group Advisor (Corporate Relations), RP- Sanjiv Goenka Group

**Rita Bhimani**, CEO Ritam Communications

**Nazeeb Arif**, Executive V.P., Corp. Comm., ITC Ltd.

## National Council

### DR. AJIT PATHAK

National President

m: 9899000565

e: PATHAKA@indianoil.in

### SUMITA SINGH

Secretary General

m: 9873149996

e: SINGHSUMITA@indianoil.in

### NIVEDITA BANERJEE

Secretary Treasurer

m: 9810603196 / 9999986614

e: nivedita.banerjee22@gmail.com

### Y BABJI

Vice President (South)

m: 9848812031 / 9618918367

e: babji.yana\_advocate@yahoo.in

### NARENDRA MEHTA

Vice President (North)

m: 9935298075

e: narendra1951@yahoo.com

### UNMESH DIXIT

Vice President (West)

m: 9825006905

e: unmeshdixit@yahoo.com

### M S MAZUMDAR

Vice President (East)

m: 09864023763

e: msmazumdar@rediffmail.com

## Who can attend the Conference?

- Communication and PR practitioners
- Management / Media Consultants
- Central & State Government Officials
- Academicians
- Journalists/ Advertising experts/ Development Communicators
- NGOs
- PR, Media and Mass Communication students
- Digital Media Professionals



There is an early bird concession for those who get themselves registered by 30th November, 2016.

Delegates	Fees (₹) From December 1	Early Bird (up to November 30)
PRSI/IPRA Member	6,000	5,000
Non Member	10,000	9,000
Student	3,000	2,500
Retired Professional	3,000	2,500
Spouse	3,000	2,500

### Travel Information

Kolkata is well connected by a network of air, rail and road links. You may also reach ITC Sonar Kolkata directly to attend the conference. It is advisable that you come with a definite travel plan.

### Conference Venue

ITC Sonar, Five-Star Hotel located in the Heart of the city near Science City. It is at a distance of only 20 km from the International & Domestic Airports. The registration at the venue will start at 16 00 hrs on December 16 & valedictory session will end at 18 00 hrs on December 18.

### Accommodation

Arrangements for your comfortable stay can be made at ITC Sonar, Hyatt Regency, Novotel, Peerless Inn & The Sonnet not too far from ITC Sonar, the venue of the Conference. A list of some of the preferred hotel options is being uploaded on the website separately under "where to stay". You may address your queries to the contact person at the hotel. We have explored some budget hotels and guest houses for you.

### Climate

It is going to be winter and the temperature is expected to be around 20 degrees during the day and around 15 degrees at night. So generally the weather will be extremely pleasant. However, it is wise to carry at least one light woolen to make your stay more comfortable.

### Payment

All payments for registration will have to be done in advance by cheque or demand draft in favour of

Beneficiary Name	38th All India Public Relation Conference
Bank Name	Bank of Maharashtra
Bank Branch	31A, S.P. Mukherjee Road, Kolkata - 700 025
Branch MICR No.	700014006
NEFT Code	MAHB0000715
Beneficiary Account No.	60251924814
Account Type	Savings



# SPONSORSHIP OPPORTUNITIES

The conference is an event that will bring a cross section of people belonging to business houses, educators, government officers, brand marketers and a varied class of consumers of knowledge and information. We plan to showcase brands and key sponsors prominently and strategically to catch eyeballs through a wide range of venue branding and media-based activities.

Sponsorship Type	Stall	Logo In Backdrop	AV	Logo In Newspaper	Logo In Hoarding
<b>PRESENTING</b> 10 lacs	3 mtr x 2 mtr	YES	YES	YES	YES
<b>AWARDS NIGHT DINNER</b> 7 lacs	3 mtr x 2 mtr	YES	YES	YES	YES
<b>COCKTAIL NIGHT DINNER</b> 9 lacs	3mtr x 2 mtr	YES	YES	YES	YES
<b>CORPORATE STYLE SHOW/ CULTURAL</b> 4 lacs	2 mtr x 2mtr	YES	YES	YES	YES
<b>GOLD</b> 3 lacs	2 mtr x 2 mtr	YES	YES	YES	YES
<b>SILVER</b> 2 lacs	2 mtr x 2 mtr	YES	YES	YES	YES
<b>LUNCH</b> 5 lacs	2 mtr x 2 mtr	YES	YES	YES	YES
<b>DELEGATE KIT</b> 3 lacs	2 mtr x 2 mtr	YES	YES	YES	YES
<b>LANYARD</b> 1.5 lac	2 mtr x 2 mtr	YES	YES	YES	YES
<b>KEY NOTE / SOLO SPEAKER</b> 1.5 lac	-	YES	YES	YES	YES
<b>PANEL</b> 1 lac	-	YES	YES	YES	YES

Complimentary Session Passes for Sponsors.



## CHAPTER CHAIRPERSONS

<b>AHMEDABAD</b>	<b>GUWAHATI</b>	<b>RANCHI</b>
R. K. Singh, Chairman m: 9909990061 e: rksingh71@hotmail.com	Madhuchanda Adhikari, Chairperson m: 9435054321 e: madhuchanda.adhikari@nrl.co.in	Deepak Kumar, Chairman m: 9431176814 e: deepak.pr.ccl@gmail.com
<b>AIZAWL</b>	<b>HYDERABAD</b>	<b>SHIMLA</b>
Lalnginglova Hmar (Tetea), Chairman m: 9436141417 e: teteamizo@gmail.com	Dr. P.Venugopal Reddy, Chairman m: 9848598826 e: pvgreddy_pesara@rediffmail.com, prodrbraou@gmail.com	Ashok Sharma, Chairman m: 9816074357 e: sharmajeevesh02@gmail.com
<b>BHOPAL</b>	<b>JAIPUR</b>	<b>SINGRAULI</b>
Pushpendra Pal Singh, Chairman m: 9981405000 e: psinghjournalism@gmail.com	Mahendra Jain, Chairman m: 9828158454 e: mahendrajain283@gmail.com	S K Singh, Chairman m: 9406965214 e: singh.siraj@gmail.com
<b>BHUBANESWAR</b>	<b>KOLKATA</b>	<b>TIRUPATI</b>
Amarjyoti Mahapatra, Chairman m: 9937055001 e: ajmahapatra@gmail.com	Soumyajit Mahapatra, Chairman m: 9433000672 e: chairman@psikolkata.org	Prof. (Ms) T Tripura Sundari, Chairperson m: 9885081348 e: tripura9.cj@gmail.com
<b>CHANDIGARH</b>	<b>LUCKNOW</b>	<b>VARANASI</b>
Raman Bajaj, Chairman m: 946359841 / 9888652855 e: rb1736@gmail.com	Monalisa Chaudhuri, Chairperson m: 9415093008 e: prsilko.chairperson@gmail.com	Amitabha Bhattacharya, Chairman m: 9628356740, 9336022988 e: nip.varanasi@gmail.com
<b>CHENNAI</b>	<b>MUMBAI</b>	<b>VISAKHAPATNAM</b>
J. Daniel Chellappa, Chairman m: 9791124235 e: daniel_chellappa2002@yahoo.com	Alpana Killawala, Chairperson m: 9820292784 e: alpanakillawala@rbi.org.in	U.Subhramanya Sarma, Chairman m: 9490132034 e: sarmaus@hpcl.in
<b>DEHRADUN</b>	<b>NAGPUR</b>	<b>WARDHA</b>
Vimal Dabral, Chairman m: 9456590285 e: vimal06@gmail.com	S. P. Singh, Chairman m: 9422803922 e: spsinghngp@yahoo.com	B.S Mirge, Chairman m: 9960562305 e: bsmirgae@gmail.com
<b>NEW DELHI</b>		
S Rajagopalan, Chairman m: 9810825651 e: prsidelhichapter2011@gmail.com		





PRSI National Awards are the highest recognition of Public Relations and Corporate Communications excellence. Awards instituted to recognize outstanding contributions and demonstration of industry leadership aim to have a healthy professional competition to raise the performance bar of Public Relations in India. Last year, there was tremendous response to our call for the PRSI National Awards.

<table border="1"> <tr> <th><b>HOUSE JOURNAL (HINDI)</b></th> </tr> <tr> <td>Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:</td> </tr> <tr> <th><b>HOUSE JOURNAL (ENGLISH)</b></th> </tr> <tr> <td>Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:</td> </tr> <tr> <th><b>NEWSLETTER (HINDI)</b></th> </tr> <tr> <td>Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:</td> </tr> <tr> <th><b>NEWSLETTER (ENGLISH)</b></th> </tr> <tr> <td>Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:</td> </tr> <tr> <th><b>SPECIAL / PRESTIGE PUBLICATION</b></th> </tr> <tr> <td>(One-time publication, Commemorative publication, etc.) Name of the Publication: Organization: Editor: Target Audience: Periodicity: Cost per copy:</td> </tr> <tr> <th><b>ANNUAL REPORT</b></th> </tr> <tr> <td>Organization: Theme: Cost per copy: Coffee Table Book Organization: Project: Investment made: Impact /Learning:</td> </tr> </table>	<b>HOUSE JOURNAL (HINDI)</b>	Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:	<b>HOUSE JOURNAL (ENGLISH)</b>	Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:	<b>NEWSLETTER (HINDI)</b>	Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:	<b>NEWSLETTER (ENGLISH)</b>	Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:	<b>SPECIAL / PRESTIGE PUBLICATION</b>	(One-time publication, Commemorative publication, etc.) Name of the Publication: Organization: Editor: Target Audience: Periodicity: Cost per copy:	<b>ANNUAL REPORT</b>	Organization: Theme: Cost per copy: Coffee Table Book Organization: Project: Investment made: Impact /Learning:	<table border="1"> <tr> <th><b>SUSTAINABLE DEVELOPMENT REPORT</b></th> </tr> <tr> <td>Organization: Target Audience: Cost per copy:</td> </tr> <tr> <th><b>BEST COMMUNICATIONS CAMPAIGN (INTERNAL PUBLIC)</b></th> </tr> <tr> <td>Organization: Objective: Strategy: Tools Used: Major Achievements:</td> </tr> <tr> <th><b>BEST COMMUNICATIONS CAMPAIGN (EXTERNAL PUBLIC)</b></th> </tr> <tr> <td>Organization: Objective: Strategy: Tools Used: Major Achievements:</td> </tr> <tr> <th><b>E-NEWSLETTER</b></th> </tr> <tr> <td>Name of the e-newsletter: Organization: Editor: Periodicity: Target Audience:</td> </tr> <tr> <th><b>CORPORATE WEBSITE</b></th> </tr> <tr> <td>Organization: Web Manager: Objective of the e-initiative: Major Achievements:</td> </tr> <tr> <th><b>CORPORATE FILM (HINDI)</b></th> </tr> <tr> <td>Title: Theme of the film: Target Audience: Film Produced by: Cost of Production: Impact:</td> </tr> <tr> <th><b>CORPORATE FILM (ENGLISH)</b></th> </tr> <tr> <td>Title: Theme of the film: Target Audience: Film Produced by: Cost of Production: Impact:</td> </tr> </table>	<b>SUSTAINABLE DEVELOPMENT REPORT</b>	Organization: Target Audience: Cost per copy:	<b>BEST COMMUNICATIONS CAMPAIGN (INTERNAL PUBLIC)</b>	Organization: Objective: Strategy: Tools Used: Major Achievements:	<b>BEST COMMUNICATIONS CAMPAIGN (EXTERNAL PUBLIC)</b>	Organization: Objective: Strategy: Tools Used: Major Achievements:	<b>E-NEWSLETTER</b>	Name of the e-newsletter: Organization: Editor: Periodicity: Target Audience:	<b>CORPORATE WEBSITE</b>	Organization: Web Manager: Objective of the e-initiative: Major Achievements:	<b>CORPORATE FILM (HINDI)</b>	Title: Theme of the film: Target Audience: Film Produced by: Cost of Production: Impact:	<b>CORPORATE FILM (ENGLISH)</b>	Title: Theme of the film: Target Audience: Film Produced by: Cost of Production: Impact:	<table border="1"> <tr> <th><b>SOCIAL MEDIA FOR PR AND BRANDING</b></th> </tr> <tr> <td>Organization: Objective: Social Media Used: Purpose: Communication Strategy: Impact / Learning:</td> </tr> <tr> <th><b>PUBLIC RELATION IN ACTION</b></th> </tr> <tr> <td>(Case Study competition on successful PR for product launch, crisis communication, brand building, change management, etc.)</td> </tr> <tr> <th><b>EVENT MANAGEMENT</b></th> </tr> <tr> <td>Name of the Event: Organization: Target Audience / Participants: Event Cost: Achievements: Major Highlights / Motive: Public Gained:</td> </tr> <tr> <th><b>BEST PUBLIC AWARENESS PROGRAMME</b></th> </tr> <tr> <td>Organisation: Strategy: Tool: Tool Audience: Cost : Impact:</td> </tr> <tr> <th><b>BEST PUBLIC AWARENESS PROGRAMME</b></th> </tr> <tr> <td>Top 5 Reasons to Claim the Award: Turn Over: Highest Amount Account: Outstanding Performance:</td> </tr> <tr> <th><b>BEST EMPLOYEE COMMUNICATION PROGRAMME</b></th> </tr> <tr> <td>Organization: Programme: Strategy: Tools: Cost: Results:</td> </tr> </table>	<b>SOCIAL MEDIA FOR PR AND BRANDING</b>	Organization: Objective: Social Media Used: Purpose: Communication Strategy: Impact / Learning:	<b>PUBLIC RELATION IN ACTION</b>	(Case Study competition on successful PR for product launch, crisis communication, brand building, change management, etc.)	<b>EVENT MANAGEMENT</b>	Name of the Event: Organization: Target Audience / Participants: Event Cost: Achievements: Major Highlights / Motive: Public Gained:	<b>BEST PUBLIC AWARENESS PROGRAMME</b>	Organisation: Strategy: Tool: Tool Audience: Cost : Impact:	<b>BEST PUBLIC AWARENESS PROGRAMME</b>	Top 5 Reasons to Claim the Award: Turn Over: Highest Amount Account: Outstanding Performance:	<b>BEST EMPLOYEE COMMUNICATION PROGRAMME</b>	Organization: Programme: Strategy: Tools: Cost: Results:
<b>HOUSE JOURNAL (HINDI)</b>																																								
Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:																																								
<b>HOUSE JOURNAL (ENGLISH)</b>																																								
Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:																																								
<b>NEWSLETTER (HINDI)</b>																																								
Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:																																								
<b>NEWSLETTER (ENGLISH)</b>																																								
Name of the Publication: Organization: Editor: Periodicity: Cost per copy: Target Audience:																																								
<b>SPECIAL / PRESTIGE PUBLICATION</b>																																								
(One-time publication, Commemorative publication, etc.) Name of the Publication: Organization: Editor: Target Audience: Periodicity: Cost per copy:																																								
<b>ANNUAL REPORT</b>																																								
Organization: Theme: Cost per copy: Coffee Table Book Organization: Project: Investment made: Impact /Learning:																																								
<b>SUSTAINABLE DEVELOPMENT REPORT</b>																																								
Organization: Target Audience: Cost per copy:																																								
<b>BEST COMMUNICATIONS CAMPAIGN (INTERNAL PUBLIC)</b>																																								
Organization: Objective: Strategy: Tools Used: Major Achievements:																																								
<b>BEST COMMUNICATIONS CAMPAIGN (EXTERNAL PUBLIC)</b>																																								
Organization: Objective: Strategy: Tools Used: Major Achievements:																																								
<b>E-NEWSLETTER</b>																																								
Name of the e-newsletter: Organization: Editor: Periodicity: Target Audience:																																								
<b>CORPORATE WEBSITE</b>																																								
Organization: Web Manager: Objective of the e-initiative: Major Achievements:																																								
<b>CORPORATE FILM (HINDI)</b>																																								
Title: Theme of the film: Target Audience: Film Produced by: Cost of Production: Impact:																																								
<b>CORPORATE FILM (ENGLISH)</b>																																								
Title: Theme of the film: Target Audience: Film Produced by: Cost of Production: Impact:																																								
<b>SOCIAL MEDIA FOR PR AND BRANDING</b>																																								
Organization: Objective: Social Media Used: Purpose: Communication Strategy: Impact / Learning:																																								
<b>PUBLIC RELATION IN ACTION</b>																																								
(Case Study competition on successful PR for product launch, crisis communication, brand building, change management, etc.)																																								
<b>EVENT MANAGEMENT</b>																																								
Name of the Event: Organization: Target Audience / Participants: Event Cost: Achievements: Major Highlights / Motive: Public Gained:																																								
<b>BEST PUBLIC AWARENESS PROGRAMME</b>																																								
Organisation: Strategy: Tool: Tool Audience: Cost : Impact:																																								
<b>BEST PUBLIC AWARENESS PROGRAMME</b>																																								
Top 5 Reasons to Claim the Award: Turn Over: Highest Amount Account: Outstanding Performance:																																								
<b>BEST EMPLOYEE COMMUNICATION PROGRAMME</b>																																								
Organization: Programme: Strategy: Tools: Cost: Results:																																								



<b>YOUNG INDIA (INITIATIVE TO ENCOURAGE THE YOUTH AND THEIR DEVELOPMENT)</b>
Best Public Sector Organization
Best Private Sector Organization
Best Innovation to promote Young India
<b>DIGITAL MEDIA</b>
Best Viral Marketing campaign
Best Use of Social Media in campaign
Best Online Marketing
<b>CSR</b>
<b>BEST PUBLIC SECTOR ORGANISATION IMPLEMENTING CSR</b>
Organization:
Major CSR Projects:
Target Audience:
Location of Activity:
Total Spent in Year:
Results:

<b>BEST PRIVATE SECTOR ORGANISATION IMPLEMENTING CSR</b>
Organization:
Major CSR Projects:
Target Audience:
Location of Activity:
Total Spent in Year:
Results:
<b>BEST CSR PROJECT FOR CHILD CARE</b>
Organization:
Location:
Strategy:
Tool:
Cost:
Results:
<b>BEST CSR PROJECT FOR WOMEN'S DEVELOPMENT</b>
Organization:
Location:
Strategy:
Tool:
Cost:
Results:

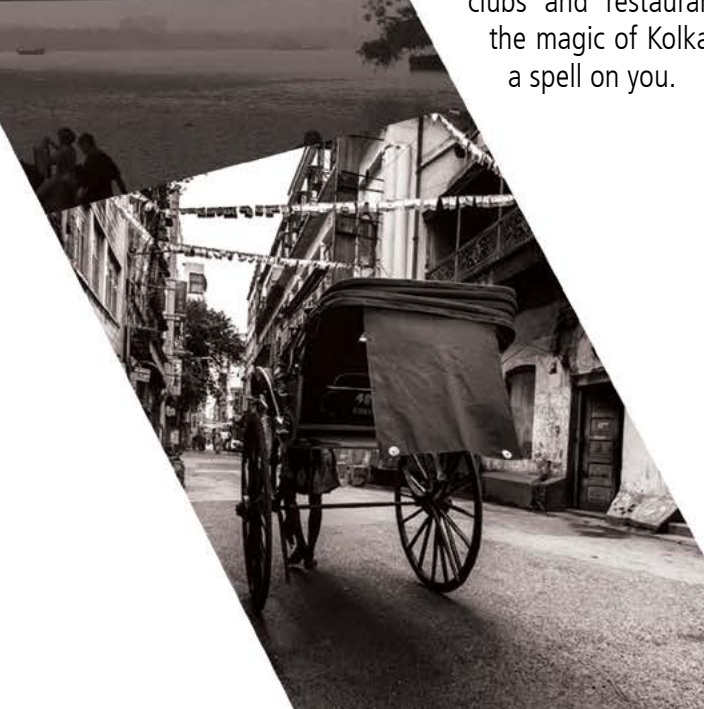
<b>BEST NGO MAKING CONTRIBUTION TO CSR</b>
Organization:
Major CSR Projects:
Target Audience:
Location of Activity:
Cost:
Results:
<b>PRSI RIGHT TO INFORMATION AWARDS</b>
Best PSU Implementing RTI
Organization:
Strategy:
Results:
<b>BEST NGO PROMOTING RTI</b>
Organization:
Strategy:
Results:

- Each entry should be submitted along with entry fee of Rs.4000/- which should be sent in the form of a draft drawn in favour of '**Public Relations Society of India (National Council)**, Payable at New Delhi'.
- In case of multiple entries the cumulative amount may be sent as a single draft.
- Entries for PRSI awards should be submitted for the works completed during November, 2015 to October, 2016.
- Each entry should be accompanied by a short justification on the entitlement for the award.
- Each entry should be submitted to Sumita Singh, Secretary General, PRSI, Manager (Corporate Communications), Indian Oil Corpn. Ltd., SCOPE Complex, Core-2 Lodhi Road, New Delhi 110003, Phone- (O): 011-71725209, (M): 09873149996, in duplicate on or before 10th November, 2016.



The eminent jury comprised of Wajahat Habibullah, Former Chairman- National Minorities Commission & the first Chief Information Commissioner and author; Deepak Sandhu, Former Chief Information Commissioner & Former Head-PIB; Stuti Kackar, Chairperson-National Commission for Protection of Child Rights and Former Registrar - IIMC and Prof. Shashidhar Nanjundaiah, Dean-India Today Media Institute and Former Director of Symbiosis Institute of Media & Communication, Pune.

[L to R; PRSI National President Dr Ajit Pathak, Ms. Deepak Sandhu, Wajahat Habibullah, Stuti Kackar, Prof. Shashidhar Nanjundaiah, PRSI Secretary General Sumita Singh and Secretary Treasurer Nivedita Banerjee].



**K**olkata is a throbbing metropolis that has absorbed multiple influences and evolved to become a centre for art and culture. It is Tagore's city, Ray's city and now, Saint Theresa's City. From 1773 to 1911 it was India's capital under the British Raj . The colonial architecture gives Kolkata a rare grandeur and a ride past the Raj Bhavan through BBD bag is like travelling down the avenues of history. Go shopping in New Market and enjoy the old world charm. Check out the treasures of Victoria Memorial, a marble edifice dedicated to the memory of Queen Victoria. In the heart of Kolkata of the yore you will find the imposing Marble Palace and Tagore's ancestral home at Jorashanko. Stroll down the winding lanes of North Kolkata lined with imposing mansions built by the urban gentry of Bengal. A walk along the banks of the river Ganges watching the boats sail past is a refreshing experience. Park Street is the party street of Kolkata filled with buzzing cafes, night clubs and restaurants. Allow the magic of Kolkata to cast a spell on you.



## Public Relations Society Of India

### 38th All India Public Relations Conference Secretariat

67 Suhasini Ganguly Sarani, Kolkata 700 025

l: 033 2454 3486 | e: [info@prsikolkata.org](mailto:info@prsikolkata.org)

u: [www.prsi.co.in](http://www.prsi.co.in) | [www.allindiaprconference.org](http://www.allindiaprconference.org)

Soumyajit Mahapatra, Chairman  
m: 9830 777 084  
e: [chairman@prsikolkata.org](mailto:chairman@prsikolkata.org)

Subhash Mohanti, Secretary  
m: 9830 043 928  
e: [secretary@prsikolkata.org](mailto:secretary@prsikolkata.org)

Ashif Shah, Treasurer  
m: 9830 089 918  
e: [ashifshah@gmail.com](mailto:ashifshah@gmail.com)

Registration, City Tour & Accommodation : 9830 543 983 | 9830 643 983

Follow us on:

