



# Public Relations Society of India

**All India Mass Communication Students' Congress -2018**

**Effective Communication . Building the Nation**

**1400 Hrs on 16th March,2018 at Manch, IIMC**

**Academic Partner**



**भारतीय जन संचार संस्थान**  
**Indian Institute of Mass Communication**

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Inauguration.

## Inauguration

Chief Guest

**Shri K G Suresh**

Director General, IIMC , New Delhi

Presideover by

**Prof. Yo Huang**

Hong Kong Baptist University

Guest of Honour

**Dr Surbhi Dahiya**

Head [ Ad & PR ] IIMC , New Delhi

**Dr Ajit Pathak**

National President

[drajitpathak2002@yahoo.com](mailto:drajitpathak2002@yahoo.com) / 9899000565.

**Nivedita Banerjee**

Secretary General

[secretarygeneralprsi@gmail.com](mailto:secretarygeneralprsi@gmail.com) /9999986614

## **Session I**

### **Public Relations for Generation next**

**Tanisha Sharma**

Indian Institute of Mass Communication , New Delhi

### **Is Indian Media on the Right Path : A critical overview in terms of authenticity, content and news prioritization**

**Devendra Pratap Singh**

Amity University , Jaipur

### **Traditional Media still matters**

**Tanya Kumari**

Jagan Nath Institute of Management Sciences , New Delhi

### **Social Media Ruling**

**Muskan Sharma**

Jagan Nath Institute of Management Sciences , New Delhi

### **Why Traditional media Still Matters ?**

**Amit Agrahari**

Indian Institute of Mass Communication , New Delhi

### **Expectations of Youth from the Government**

**Harshal Ramdas Khairnar**

Indian Institute of Mass Communication , New Delhi

### **Research in Public Relations - Hongkong Experience**

**Susan Koshy**

Hong Kong Baptist University

## **Session II**

### **Right to Information and its impact on media and PR**

**Shyam Singh**

Indian Institute of Mass Communication , New Delhi

### **Future of Radio and Sustainable Development**

**Ank Anjalideep**

Indian Institute of Mass Communication , New Delhi

### **Motivating Youth - PR Strategies of Indian Army**

**Kratika V Pournik**

Indian Institute of Mass Communication , New Delhi

### **Role & Effectiveness of PR in shaping the future of Indian Service Sector Industry**

**Dakshata Soni**

Amity University , Jaipur

### **Social Media Ruling the World : An analysis of Role and Effectiveness of Social Media in influencing Employment Opportunities in India**

**Gaurav Manwani**

Amity University , Jaipur

### **Is Indian Media on the right path ?**

**Himesh Vyas**

Noida International University

## **Session III**

### **Motivating youth to join Indian Army**

**Vaishali Kaushik**

Noida International University

### **Social Media Ruling the World**

**Richa Rathi**

Noida International University

### **Importance of Communication for promotion of sustainable Development**

**Akshay Kumar Dongare**

Indian Institute of Mass Communication , New Delhi

### **Clickbait Journalism : The Changing Face of Media**

**Manas Dwivedi**

Indian Institute of Mass Communication , New Delhi

### **Communication for Sustainable Development**

**Chetan Thathoo**

Indian Institute of Mass Communication , New Delhi

### **Fake News : Challenges faced by News Organisations and its Future in India Media**

**Apeksha Verma**

Indian Institute of Mass Communication , New Delhi