



# P ARIVARTAN



September . 2017. Issue No 2



## Public Relations Society of India organises PRSI National Quiz-2017



QUIZ MASTER DEEPAK TANEJA



MRS STUTI KAKAR



MR K G SURESH

# PRSI NATIONAL QUIZ-2017



Public Relations Society of India, the national body of Public Relations & Corporate Communications professionals of the country organised " PRSI-National Quiz 2017" for Corporate Organisations on 9th September,2017 at the Indian Institute of Mass Communication.

First Prize was won by Anurag Krishna and Jaykanthan from TCS; Second Prize was bagged by Saurabh Bhandari and Pankaj Jingal from Hero Motors Corp and Amit Kumar and Anshuman Shrivastav from NTPC won the Third Prize.

Mrs Stuti Kakar , Chairperson, National Commission for Protection of Child Rights and Mr K G Suresh, Director General , Indian Institute of Mass Communication, New Delhi presented the Awards. National President, Dr Ajit Pathak , Vice President [ North ], Mr Narendra Mehta, Vice President [ East ] Ms M S Mazumdar and Secretary General, Ms Nivedita Banerjee were also present on the occasion. Quiz Master Mr Deepak Taneja conducted special rounds for IIMC students.





MRS NIVEDITA BANERJEE , SECRETARY GENERAL WELCOMED THE GUESTS. DR AJIT PATHAK, NATIONAL PRESIDENT BRIEFED ABOUT THE EFFORTS OF PRSI TO PROMOTE PROFESSIONALISM IN THE PUBLIC RELATIONS AND COMMUNICATION PROFESSION . MRS STUTI KAKAR , CHAIRPERSON, NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS AND MR K G SURESH, DIRECTOR GENERAL , INDIAN INSTITUTE OF MASS COMMUNICATION, NEW DELHI APPRECIATED THE EFFORTS OF PRSI AND PROMISED OF EVERY SUPPORT. HEAD OF MARKETING, INDIAN EXPRESS MR VIJAY KAK ALSO EXPRESSED HAPPINESS OVER THE ASSOCIATION WITH PRSI .NATIONAL VP

[ EAST ] MRS ANU MAZUMDAR AND NATIONAL VP [NORTH] MR NARENDRA MEHTA WERE ALSO PRESENT ON THE OCCASION IN ADDITION TO THE CHAPTER CHAIRMEN AND NC MEMBERS .

## New Corporate office of PRSI



PRSI has moved to its own office at G4, 3 rd Floor, Sector 3, Noida ( UP) 201301 as the PRSI Corporate Office, Registered office continues to be c/o AMRIT India , Bahadur Shah Zafar Marg, ITO , New Delhi . National President Dr Ajit pathak and the Secretary General, Ms Nivedita Banerjee performed the puja on 21st September,2017.



## National Council Meeting

National Council Meeting of PRSI was organised at IIMC, New Delhi on 9th September,2017. Chapters highlighted their activities and achievements and reviewed arrangements for the 39th All India Public Relations Conference scheduled at Vizag.

# PLANTATION AT BHOPAL

at



BHOPAL CHAPTER OF PRSI ORGANISED IN ASSOCIATION WITH MADHYA PRADESH VIDYUT NIGAM , A MEGA PLANTATION FESTIVAL WHERE SENIOR MEMBERS OF THE CHAPTER, MEMBERS FROM ACADEMIA AND COMMUNICATION INDUSTRY PARTICIPATED IN A BIG WAY. FOUNDER CHAIRMAN OF THE CHAPTER MR ARVIND CHATURVEDI , PAST CHAIRMEN MR VIJAY BONDARIYA, PRAKASH SAKALLE, MR SANJAY SEETHA WERE ALSO PRESENT. MR PUSHPENDRA PAL SINGH , DR SANJEEV GUPTA , MR VISHNU KHANNA AND MR MANOJ DWIVEDI ALSO PLANTED SAPLINGS.

A PRESENTATION WAS ALSO MADE BY THE OFFICIALS OF MADHYA PRADESH VIDYUT NIGAM .

CHAPTER EXECUTIVE ALSO DISCUSSED VARIOUS PROGRAMMES TO BE ORGANISED BY PRSI AT BHOPAL.

## मुंबई चैप्टर - एक शाम हास्य व्यंग्य के नाम

पब्लिक रिलेशन्स सोसाइटी ऑफ इंडिया (मुंबई चैप्टर)द्वारा हिन्दी पखवाड़े के उपलक्ष्य में 15 सितंबर, 2017 की शाम इंडियन मर्चेन्ट चेंबर्स में "एक शाम हास्य व्यंग्य के नाम" कार्यक्रम का आयोजन किया गया. इसमें देश के मशहूर व्यंग्यकार श्री पंकज प्रसून, फ़िल्म निर्माता, निर्देशक एवं लेखक श्री वागीश सारस्वत एवं प्रसिद्ध कवियित्री सुश्री प्रज्ञा विकास जी ने शिरकत किया. 2 घंटे तक चले इस कार्यक्रम में तीनों आमंत्रित अतिथियों ने एक से बढ़कर एक मंत्र मुग्ध कर देने वाली प्रस्तुतियां दीं. इस कार्यक्रम के दौरान लगभग 45-50 लोगों ने लगभग 2.5 घंटे तक हास्य और व्यंग्य का रसास्वादन किया. कार्यक्रम की शुरुआत पीआरएसआइ मुंबई चैप्टर की चेयरपर्सन सुश्री अल्पना किलावाला ने किया जिन्होंने पीआरएसआइ के कार्यों और उसकी उपलब्धियों के बारे में लोगों को रूबरू कराया और पूरे कार्यक्रम का संचालन श्री अमृतेश श्रीवास्तव द्वारा किया गया. इस मौके पर सभी लोगों ने राजभाषा हिन्दी के प्रसार और प्रचार के अलावा इसे दैनिक जीवन के कार्यकलापों हेतु ज़्यादा से ज़्यादा अमल में लाने के लिए संकल्प लिया. हिन्दी भाषा को जन जन तक लोकप्रिय बनाने के उद्देश्य से हिन्दी पखवाड़ा में आयोजित इस कार्यक्रम की सभी ने दिल से सराहना की और भविष्य में इस तरह के और भी आयोजनों के लिए अनुरोध किया.



## Lucknow Chapter organises Awareness Lecture on 'Eye CARE'



The PRSI Lucknow organized an Awareness lecture on 'Eye Care' to commemorate the National Eye Donation Fortnight on 7<sup>th</sup> September, 2017 at Sheroz Hangout, Lucknow, which is run by acid attack survivors. On this occasion Dr. Aloy Majumdar, Sr Ophthalmic Physician & Surgeon of Chandra Superspeciality Eye Centre delivered an informative talk on the major ailments of eyes and how they can be protected. Dr. Majumdar shared some invaluable tips with the members of PRSI. He said, "Taking proactive and conscious efforts to take care of your eyes will surely benefit you in the long run . Good eye health starts with the food on your plate, so eat nutritive food. Quit Smoking and wear sunglasses while going out in sun. Rest your eyes while working on computer and make sure to take a break, every twenty minutes. Just close your eyes or get some fresh air, and go for regular eye checkups". Speaking on Eye Donation, he said "Eye donation is the noblest of all causes and by donating eyes we can light the life of total four people i.e. two blind persons and their two attendants, and for that merely pledging your eyes is not enough, we have to educate our next kith and kin to honor our wishes after we are gone."

PRSI Lucknow went an extra mile to serve the poor and destitute. A senior member of PRSI –Lucknow Mr. Ashutosh Chaubey has started a Roti Bank with a mission to reach food and clothes to people in need. PRSI members applauded the efforts of his 'Roti bank' and donated whole heartedly for the noble cause.





## HONoured

SHRI SOUMYAJIT MAHAPATRA, CHAIRMAN, KOLKATA CHAPTER WAS FELICITATED AT AN EVENT IN KOLKATA FOR HIS LECTURE DELIVERED AT THE 28 TH IASLIC - RC GUPTA ENDOWMENT LECTURE.

HEARTY CONGRATULATIONS !



## MISSION SWACHHBHARAT AMBASSADOR

Shri PLK Murthy , Secretary, PRSI [ Visakhapatnam ] has become Swachhbharat Ambassador of Visakhapatnam .It is because of his sustained contribution to the society. Visakhapatnam team. PRSI is proud of him.



## BOOK RELEASE

AHMEDABAD CHAPTER CREATED A GOLDEN OCCASION WITH RENOWNED WRITER SANDHYA JANE AT HER BOOK LAUNCH AT IIM, AHMEDABAD AND L D ENGINEERING COLLEGE . SHE SPOKE TO COMMUNICATION PROFESSIONALS ABOUT THE NUANCES OF CHANGE MANAGEMENT AND ADAPTABILITY SKILLS. MR UNMESH DIXIT, VP [ WEST ], MR R K SINGH, CHAIRMAN AND MR SUBHOJIT SEN, SECRETARY , PRSI, AHMEDABAD WERE PRESENT ON THE OCCASION.

## Noted Cyber Expert Rakshit Tandon Addresses at Lucknow Chapter



Over a thousand students and faculties of National P.G. College attended the lecture of Mr. Rakshit Tandon, Noted Cyber Security Expert on **"Virtual World: It's Not A Game: It's your Life: Stay Safe"**. The session was organized in collaboration with PRSI (Public Relations Society of India) and Dr. Monalisa Chaudhari, Chairperson, PRSI was the coordinator of the same. The students immensely enjoyed the session and gained a lot of insight into cyber bullying. Mr. Rakshit Tandon informed students on how to keep themselves safe on social media platforms and not to fall prey to cyber bullying, hacking and other such internet related crimes. Dr. Ashok Kumar Sharma, Noted author & Advisor of PRSI also addressed the students and enlightened them on relevant cyber security measures.

Dr. Nirja Singh, Principal of the college emphasized on creating a "Safe Zone" which is the most logical way of protecting oneself from any possible cyber threat or crime. National PG College provides various such opportunities to its students whereby they keep themselves adept with all the upcoming topics. The session ended with the National Anthem.



## THE INDIAN COMMUNICATION SUMMIT

Public Relations Society of India ,Mumbai Chapter is organizing " **The Indian Communication Summit** " at Mumbai on 5th/6th October at Jade garden -Nehru Center . This is an opportunity to learn and network , as all leading personalities from the field of PR,Advertising and Communication will be coming under one roof during the event .

