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PARIVARTAN

Newsletter of the public Relations Society of India



Kolkata Chapter organises ENGAGE - 2017 Eastern India's largest digital media conference

With proliferation of technology and digital innovation – empowerment in digital is all the more palpable. Public Relations Society of India (PRSI) Kolkata Chapter and Mayabious Academy presented the sixth edition of Eastern India's Largest Digital Media Conference “Engage 2017” on 18th August, 2017 at ITC Sonar Bangla, Kolkata to enlighten more on finer nuances of digital empowerment through a series of exciting sessions, panel discussions, and student track.

On this auspicious occasion Chief Guest Mr Debashish Sen ,IAS Additional Chief Secretary Information Technology & Electronics Department Govt. of West Bengal, Guest of Honour Monshi Roy Choudhary ,Co Chairman, Techno India Group and Ms

Nivedita Banerjee, Secretary General, PRSI along with Mr. Soumyajit Mahapatra, Chairman, PRSI Kolkata Chapter - were present at the inauguration of the mega PR event.

To connect the dots, Digital Disruptions and cyber crime go hand-in-hand hence a parallel track ‘CYBER SECURITY ~ to make ENGAGE 2017 a complete package on Eastern India's Largest Digital Media Conference.

**Digital
Disruption:
Break
Conventions with
New Ideas**



ENGAGE 2017, Eastern India's largest digital media conference with some of the brightest industry stalwarts like Harish Bijoor (Brand Guru & Founder Harish Bijoor Consults Inc.), M G Parameswaran, or Ambi as he is known is a Brand Coach, Brand Strategist and Founder Brand-Building.com.

Apart from a spectacular lineup of speakers from different fields like advertising, public relations, management consultancy, internet security, branding and communication, and government. The Chairman of PRSI, Kolkata

Chapter, Mr. Soumyajit Mahapatra while welcoming the delegates said, "Since its inception in 2012, ENGAGE has been well appreciated as the region's foremost and most enriching summit focusing on digital evolution.

" ENGAGE has rightfully enthused great response and participation from opinion leaders, industry stalwarts, business planners, entrepreneurs, media and

communication professionals and the huge gathering of Mass Communication students.

Department, Govt. of West Bengal and Kolkata Police Cyber Cell. It is self evident that this participation expands the event horizon in dealing with cyber security."

The enriching digital conference, emphasised that companies will need to strategize around a set of key characteristics and approaches that digital innovators are using for success.

Recommendations of ENGAGE 2017 :

Create a transformational strategy that embraces risk-taking.

Digital innovators are able to detect and respond to change faster than digital laggards. Risk is better managed if one can confidently respond to change.

Adopt an agile, iterative approach to intelligent innovation.

Companies today are focused on Development Opportunities. In a changing environment, innovators know they don't have the time to focus on the perfect strategy and therefore apply iterative techniques.

Promote a data-driven culture throughout the organization.

The ability to draw upon the power of the collective is what data analytics is all about. Digital innovators are much more likely to address this and connect all the dots as compared to the rest of the market.

Digital disruption is real. The good news is, incumbents are figuring this out and deploying strategies and practices to address their future.

Digital Communication Awards were presented for Excellence in the field. 59 entries were received in 4 categories.





Telangana Public Relations Conference



Shri Bonthu Rammohan, His Worship, The Mayor, Greater Hyderabad Municipal Corporation was the Chief Guest at the 2nd Telangana State Public Relations Conference held on 6th August, 2017 at Hyderabad. The Day was also observed as the National Public Relations Day. Dr. K.V. Rama Chary, IAS (Retd.), Advisor to Govt. of Telangana(media Affairs) Presided over the function. Dr. Ajit Pathak, National President, Public Relations Society of India, Dr. C.V. narasimha Reddi, Former Director, Information & Public Relations and Editor, PR Voice and Conference Chairman, participated as Guests of Honour. Dr. J. Chennaiah, Immediate Past Chairman, PRSI, Hyderabad Chapter convened the meeting. Dr. P. Venu gopal Reddy, Chairman, PRSI, Hyderabad Chapter and Smt. G. Aneeja, Secretary, PRSI, Hyderabad Chapter participated in the conference.

Speaking on the occasion, the Mayor Shri Bonthu Rammohan stated the conference where all Public Relations Officers who normally guide each and every organization /Institutions to have an effective communication methods and ways and means to over come certain situation during crisis and addressing them is a tough task. While reiterating the need for a transparency and effective communication strategies in a world of faster communication methods by use of social media has made life more challenging. Every one of us need to be more vigilant and communicate in a manner which will help people at large with the policies and welfare measures being taken to mitigate the woes of the downtrodden. Every PR person needs to communicate with transparency and educate the masses about the role of the Government 's programme and policies.



Presiding over the function, Dr. K.V. Ramana Chary, IAS (Retd.) Advisor to Govt. (Media Affairs) stated that we need to develop more infrastructure and develop the PR practice to be more effective in bringing about information revolution among the masses. This can only be achieved by Public Relations Officers to take the message effectively across to the masses using the social media.

Earlier, welcoming the gather Dr. P. Venu Gopal Reddy, Chairman, PRSI, Hyderabad Chapter in his address requested the Government to provide for a suitable accommodation for the functioning of the office for PRSi and also to sanction a Regional Centre for Mass Communication in the Telangana Region. He urged the Govt. to fill the vacancies Pro's at the district level too.

Delivering the key note address Dr. Ajit Patak, the National President, Public Relations Society of India said that as PR practitioners we need to emphasize more on the methods of communication and bring about an awareness in sensitizing people of the welfare measures by the Government.

Speaking on the occasion, Dr. C.V. Narasimha Reddi stated that we need to strive hard and inculcate better PR Practices for the emerging PROs and develop a module to communicate effectively at the grass-root levels. Every PR man should be equipped with facilities and should be able to cope with the changing technological innovative practices for bringing about awareness among all sections of Society. National Vice President [South] , PRSI Shri U S Sharma, National Vice President [East] Ms M S Majumder, Past National Presidents Mr Narasimha Rao , Mr Baji and Mr Babji also graced the occasion.

Dr. J. Chennaiah, Immediate Past Chairman read out the Award winners in various categories. Later, the Mayor Shri B. Rammohan presented the Awards to various organizations and individuals in various categories in the field of Public Relations.

Shri Bandaru Dattatreya, Hon'ble Union Minister of State for Labour & Employment was the Chief Guest at the Valedictory function in the evening. The Programme concluded with a vote of thanks presented by Smt. G. Aneeta, Secretary, Hyderabad Chapter.



Mayor of Hyderabad also presented PRSI Awards for the various competitions of Public Relations and communication Management.





Dr K V Ramana Chari , Media Advisor to Govt. of Telangana stated emphasised the need to develop more infrastructure and develop more effective PR practices in bringing about information revolution .



Traditions of folk music and dance was also respected at the Conference . Artists were felicitated who wonderfully performed



Dr Venu Gopal Reddi , Chairman of Hyderabad Chapter requested for office building of PRSI Hyderabad Chapter which was agreed upon by the Advisor to the Government.

Dr Reddi also requested Shri K G Suresh, Director General , Indian Institute of Mass Communication for opening the branch of IIMC at Hyderabad.



Shri K G Suresh, Director General , Indian Institute of Mass Communication addressed the Conference and highlighted various issues of governance and role of media.

He also promised to look into the demand of the Telangana Chapter to open IIMC branch in Telangana .

Dr C V Narasimha Reddy, Past National President of PRSI and the Editor PR Voice celebrated his Birthday on 6th August as the PR Education Day. Participants wished him long and happy life.



देहरादून चैप्टर द्वारा स्मार्ट सिटी विषय पर कार्यशाला



पीआरएसआई, देहरादून चैप्टर और गति फाउंडेशन देहरादून द्वारा 20 अगस्त, 2017 को रोल आफ कम्युनिकेशन इन सिटीजन इंगेजमेंट फॉर देहरादून स्मार्ट सिटी विषय पर कार्यशाला आयोजित की गई। कार्यशाला को संबोधित करते हुए मुख्य अतिथि डॉ० राजेंद्र डोभाल ने कहा कि स्मार्ट सिटी के रूप में देहरादून का चयन हुआ है, लेकिन हमें इस बात का ध्यान रखना होगा की देहरादून का मूल स्वरूप बना रहे। प्रत्येक नागरिक को तकनीक से जुड़ना भविष्य की आवश्यकता है। उन्होंने कहा कि स्मार्ट सिटी में वैज्ञानिक तकनीक का अधिक से अधिक उपयोग किया जाना होगा, जिसके लिए व्यापक जनजागरण जरूरी है। उन्होंने कहा कि स्मार्ट सिटी के लिए सिटीजन एम्पावरमेंट पर जोर दिया जाना होगा।

कार्यशाला को संबोधित करते हुए विशिष्ट अतिथि मीडिया सलाहकार मुख्यमंत्री श्री रमेश भट्ट ने कहा कि स्मार्ट सिटी बनाने का उद्देश्य आम जनमानस को बेहतर सुविधाएं उपलब्ध कराना है। श्री भट्ट ने कहा कि किसी भी राज्य और देश के विकास में वहां के नागरिकों का अहम् योगदान होता है। उन्होंने कहा कि उत्तराखंड के बेहतर विकास के लिए प्रत्येक नागरिक को अपने सुझाव सरकार को देने चाहिए। उन्होंने कहा कि राज्य सरकार जल्द ही Mygov.in पद का उत्तराखंड चैप्टर शुरू करने जा रहे है, जिसमें कोई भी व्यक्ति अपने सुझाव दे सकता है। उन्होंने कहा कि स्मार्ट सिटी के लिए हम सभी को स्मार्ट सिटीजन होना पड़ेगा। अपने आस पास स्वच्छता का वातावरण तैयार करना होगा। राज्य के विकास में जनसहभागिता पर जोर देना होगा। राज्य सरकार उत्तराखंड को एक आदर्श राज्य में रूप में विकसित करने के लिए प्रतिबद्ध है।



स्मार्ट सिटी के लिए हम
सभी को स्मार्ट सिटीजन
होना पड़ेगा

AHMEDABAD CHAPTER ORGANISES ADDRESSES ISSUES OF TERRORISM & NATIONAL SECURITY



Ahmedabad Chapter organised a programme on August 18 to take forward the National PR Day theme of 'Salutations to Indian Armed Forces' and discussed the issues of terrorism and national security.

The event witnessed presence of team of 'Sameer' -upcoming feature film with the film director Dakxin Bajrange Chhara, actors Seema Biswas, Subrat Dutta, Master Subham Bajrange and others.

On the occasion HSRP Solutions presented demo on HSRP to curb vehicle theft for crime and terrorism. Mr Anurag Chaudhary, Executive Director, FTA, HRSP Solutions Pvt Ltd. shared a presentation to as to how HSRP technology can curb the vehicle thefts and check terrorism.

PRSI National President Dr Ajit Pathak joined Ahmedabad Chapter celebrating Best chapter award for celebration of National P R Day. Dr Pathak commended the efforts of team Ahmedabad in showcasing the contributions of the Indian Armed Forces. PRSI Ahmedabad Chapter released its Newsletter on the occasion.

National Vice President [West] Mr Unmesh Dixit, National Secretary Treasurer, Mr Dilip Chouhan, Chapter Chairman Mr R K Singh and Chapter Secretary Mr Subhojit were present to mark the event.



Actress Seema Biswas presenting poster of film Sameer to the team PRSI on the occasion of its launch.



Ahmedabad Chapter organised a Seminar on Demonitisation on 22nd August in which lots of young professionals and PR professionals participated. National Vice President [West] Mr Unmesh Dixit, National Secretary Treasurer, Mr Dilip Chouhan, Past Chairman Mr Vipul Shukla , Chapter Chairman Mr R K Singh and Chapter Secretary Mr Subhojit were present to mark the event.

New Committee elected at Guwahati



Guwahati Chapter elected its new committee with Ms Madhuchanda Adhikari as its Chairperson and Ms Sita as the Holy. Secretary. VP[East] Ms M S Mazumdar was also present on the occasion.



AGM at Bhopal

Bhopal Chapter organised its AGM with all the senior members including Shri Vijay Kumar Bodaria , Mr Prakash Sakalle , Shri Pushendra Pal Singh and Mr Manoj Dwivedi. Members discussed opportunities to organise new activities.