



Public Relations Society of India

39th All India Public Relations Conference

Conference Schedule

15th December, 2017: Hotel Novotel

1600 Hrs: Registration

1800 Hrs: Inauguration / Awards Night

Inaugural Programme

1815 Hrs: Invocation: Theme Film

1820 Hrs: Traditional welcome of Dignitaries

1825 Hrs: Lighting of Lamp by the Chief Guest / dignitaries on the dais
[PRSI Song]

1830 Hrs - 1835 Hrs

Welcome Address: Prof D V R Murthy, Chairman, Public Relations Society of India [Visakhapatnam Chapter]

1835 Hrs - 1840 Hrs

Adoption of the Global Ethics Protocol: Shri U.S. Sharma, Vice President [South], Public Relations Society of India

1840 Hrs - 1850 Hrs

Speech by Dr. Ajit Pathak, National President, Public Relations Society of India

1850 Hrs - 1900 Hrs

Speech by Guest of Honour: Ms. Shantilata Sahu, Director (HR), Northern Coalfields Limited, Singrauli

1900 Hrs - 1915 Hrs

Key Note Address: Professor Prasanna Kumar, Former Rector, Andhra University

1915 Hrs - 1925 Hrs

Speech by Guest of Honour: Shri M. Srinivasa Rao, Hon'ble Member of Parliament, [Anakapalli]

1925 Hrs - 1935 Hrs

Speech by Guest of Honour: Dr. K. Haribabu, Hon'ble Member of Parliament, [Visakhapatnam]

1935 Hrs - 1945 Hrs

Presidential Address: Shri Kalava Srinivasulu, Hon'ble Minister for Information & Public Relations, Govt. of Andhra Pradesh

1945 Hrs - 2040 Hrs

PRSI National Awards

Announcements by Ms. Nivedita Banerjee, Secretary General, Public Relations Society of India

Presentation of "PRSI Chapter Awards"/ Pride of Visakhapatnam Awards [Administration by Shri Dilip Chauhan, Secretary Treasurer, PRSI]

Presentation by the Chief Guest

2040 Hrs - 2045 Hrs

Launching of Hyderabad Chapter by the Chief Guest

2045 Hrs - 2100 Hrs

Address by the Chief Guest: Shri Ghanta Shrinivasa Rao, Hon'ble Minister for HRD, Govt. of Andhra Pradesh

2100 Hrs - 2105 Hrs

Vote of Thanks: Shri P L K Murthy, Secretary, Public Relations Society of India [Vizag Chapter]

2105 Hrs

Building Bridges of Trust over Dinner

2130 Hrs

Dinner

16th December, 2017: Hotel Taj

Session I: [1000 Hrs -1130 Hrs]

Session Chair: Mr. Madan Bahl, CEO, Adfactors PR, Mumbai

“Smart thinking for Cities”

Shri Nitin Killawala, Architect & Designer, Mumbai

“Smart Outlets and refreshing Branding for Smart Cities”

Shri Subodh Dakwale, Executive Director [Corporate Communications & Branding], Indian Oil Corporation Ltd., Mumbai

“CSR for Smart Society”

Dr. Pragnya Ram, Group Executive President - Corporate Communications & CSR, Aditya Birla Management Corporation Pvt. Ltd., Mumbai

Tea: [1130 Hrs - 1200 Hrs]

Session II [1200 Hrs - 1330 Hrs]

Session Chair: Mr. M. T. Krishnababu, Chairman, Vizag Port Trust, Visakhapatnam

“Government Vision. Smart Cities and Smart Communication”

Mr. K. G. Suresh, Director General, Indian Institute of Mass Communication, New Delhi

“Foundation for Smart Cities in India”

Mr. Harinarayanan, Commissioner, GVMC, Visakhapatnam

“Managing Climate Change - Smart Solutions at Scale”

Mr. Nazeeb Arif, Sr. Vice President [Corporate Affairs], ITC, Kolkata

“Science & Technology - backbone of Building Smart Cities”

Mr. Daniel Chellappa, Senior Scientist (TCW), Bhabha Atomic Research Centre, Chennai

Lunch: [1330 Hrs - 1430 Hrs]

Session III [1430 Hrs -1600 Hrs]

Session Chair: Ms. M. S. Mazumdar, Vice President [East], PRSI

“Need for smart, livable cities”

Mr. O. Naresh Kumar, CEO, Symbiosis Technology, Visakhapatnam

“Metro Rails for developing Smart Cities”

Mr. Anuj Dayal, Executive Director [Corporate Communications], Delhi Metro

“Communication Revolution with Social Media”

Mr. Rajeev Goel, General Manager [Corporate Communications], HPCL, Mumbai

“Smart Cities: Smart Advertising”

Mr. Neelesh Taunk, Creative Director, Khushi Advertising, Mumbai

1600 Hrs: Conducted Visit to Simhachalam (Sri Varaha Narasimha Swamy) Temple

Buses will start at **1600 Hrs** from Gateway Taj Hotel. After Darshan buses will take all the delegates to Hotel Palm Beach at **1900 Hrs** for Cultural Programme and Dinner)

National Council Meeting PRSI will be organized at **1700 Hrs** in Taj Hotel.

17th December, 2017

Session V [1000 Hrs - 1130 Hrs]

Session Chair: Mr. Madhusudan, CMD, Visakhapatnam Steel Plant, Visakhapatnam

IPR and communication

Mr. Jatin Trivedi, Trivedi & Co., Ahmedabad

Customer Care - Winning the Trust!

Mr. Nori Prabhakar, Chief General Manager [PR & Branding], BPCL, Mumbai

“Management of Smart Health Care”

Dr. Sandeep Chatrath, CEO, Apollo Hospitals Andhra Pradesh & Telangana

Tea: 1130 Hrs - 1200 Hrs

Session VI [1200 Hrs -1330 Hrs]

Plenary Session

“Right to Information for smart Governance”

Prof. Madhabhushi Sreedhar, Central Information Commissioner, Govt. of India, New Delhi

Panelists:

Mr. P. C. Choubey, Executive Director, Indian Oil Corporation Ltd, Bhubaneswar

Mr. Prasad Sarma, Executive Director, HPCL – Vizag Refinery, Visakhapatnam

Mr. M. K. Sinha, Group General Manager, NTPC, Visakhapatnam

Lunch: 1330 Hrs - 1415 Hrs

Session VII [1415 Hrs -1530 Hrs]

Session Chair: Mr. Unmesh Dixit, Vice President [West], PRSI

“Power Management for smart Cities”

Ms. Saroj Chelluri, General Manager [Technical], NTPC, Simhadri

“Smart Public Relations: Smart Organisation”

Mr. Satyen Bhat, Managing Director, Prism Public Relations Pvt. Ltd., Chennai

“DEVALOK - World’s First Spiritual Theme Park at Tirupati”

Mr. Chakraphani, Deputy General Manger, Devlok Project, Tirupati

Valedictory Session [1530 Hrs -1600 Hrs]

Conference Round-Up: Dr. C. V. Narsimha Reddi, Editor, P R Voice, Hyderabad

Guest of Honour: Shri Vasudeva Rao, Director General, Delhi Police

Presiding over - Prof. Madhabhushi Sreedhar, Central Information Commissioner, Govt. of India, New Delhi

Chief Guest - Dr. K Haribabu, Hon’ble Member of Parliament, [Visakhapatnam]

1600 Hrs - High Tea