



PRSI National Awards-2014



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. The Jury Comprised of Shri TN Chaturvedi, Ex Governor, Karnataka, Shri S K Chaturvedi, Ex CMD, Powergrid, Shri BV Rao, Editor, Governance Now, Shri Himangshu Watts, Sr Editor, Eco Times, Ms Yeshi Seli, Associate Editor, Business India, Mr V M Bansal, Chairman, New Delhi Management Institute., Dr Ajit Pathak, National President, PRSI, Ms Sumita Singh, Secretary General, PRSI & Ms Nivedita Banerjee, Secretary Treasurer, PRSI. This year entries are invited in following Categories:

PRSI National Awards-2014

House Journal [Hindi]

Name of the Publication:
Organization:
Editor:
Periodicity: Cost per copy:
Target Audience:

House Journal [English]

Name of the Publication:
Organization:
Editor:
Periodicity: Cost per copy:
Target Audience:

Newsletter [Hindi]

Name of the Publication:
Organization:
Editor:
Periodicity: Cost per copy:
Target Audience:

Newsletter [English]

Name of the Publication:
Organization:
Editor:
Periodicity: Cost per copy:
Target Audience:

Special / Prestige Publication

(One-time publication, Commemorative publication, etc.)
Name of the Publication:
Organization:
Editor: Periodicity:
Cost per copy: Target Audience:

Coffee Table Book

Name of the Publication:
Organization:
Editor: Periodicity:
Cost per copy:
Target Audience:



Corporate Brochure

Name of the Publication:
Organization:
Editor: Periodicity:
Cost per copy: Target Audience:

Annual Report

Organization:
Theme:
Cost per copy:

Best Communications Campaign [Internal Public]

Organization:
Strategy:
Tools:
Major Achievements:

E-Newsletter

Name of the e-newsletter:
Organization:
Editor: Periodicity:
Target Audience:

Corporate Film [Hindi]

Title:
Theme of the film:
Target Audience:
Film Produced by:
Cost of Production: Impact:

Social Media for PR and Branding

Organisation:
Objective:
Social Media used: Purpose:
Communication Strategy:
Impact/Learning:

Event Management

Name of the Event:
Organization:
Target Audience/Participants:
Event Cost: Achievements:
Major Highlights / Motive: Publicity Gained:

Best Communications Organisation:

Organisation: Strategy:
PR Tools for Internal/ External Communication:
Target Audience:
Cost: Results:
Organisational Structure of Corporate Communication:

Environmental Campaign

Organization:
Project:
Investment made:
Impact / Learnings:

Sustainable Development Report

Organization:
Target Audience:
Cost per copy:

Best Communications Campaign [External Public]

Organization:
Objective:
Strategy: Tools Used:
Major Achievements:

Corporate Website

Organisation:
Web Manager:
Objective of the e-initiative:
Major Achievements:

Corporate Film [English]

Title:
Theme of the film:
Target Audience:
Film Produced by:
Cost of Production: Impact:

Public Relations in Action

(Case Study competition on successful PR for product launch, crisis communication, brand building, change management, etc.)

Best Public Awareness Programme

Organisation:
Strategy:
Tool:
Target Audience:
Cost: Impact:

Best Public Relations Agency

Top 5 Reasons to Claim the Award:
Turn Over:
Highest Amount Account:
Outstanding Performance:

Best Employee Communication Programme

Organisation:
Programme:
Strategy:
Tool:
Cost:
Results:

Best Investor Relations Programme

Organisation:
Programme:
Target Audience/Participants:
Event Cost: Strategy:
Achievements:
Major Highlights: Publicity Gained:

PRSI CSR Awards-2014

Best Public Sector Organisation Implementing CSR:

Organization:
Major CSR Projects:
Target Audience:
Location of activity:
Total Spent in a year: Results:

Best Private Sector Organisation Implementing CSR:

Organization:
Major CSR Projects:
Target Audience:
Location of activity:
Total Spent in a year: Results:

Best Bank Implementing CSR

Organisation:
Major CSR Projects:
Target Audience: Location of Activity:
Total Spent in a year: Results:

Best CSR Project for Sustainable Energy Promotion

Organisation:
Tool:
Target Audience: Location of activity:
Cost: Results:

Best CSR Project for Sustainable Development

Organisation:
Project: Strategy:
Tool: Location of activity:
Cost: Results:

Best CSR Project for Child Care:

Organisation:
Location: Strategy:
Tool: Cost:
Results:

Best CSR Project for Women's Development:

Organisation: Location:
Strategy: Tool:
Cost: Results:

Best NGO Making Contribution to CSR

Organisation: Major CSR Projects:
Target Audience: Location of Activity:
Cost: Results:

PRSI Right to Information Awards-2014

Best Govt. Department Implementing RTI

Organisation:
Strategy:
Results:

Best PSU Implementing RTI

Organisation:
Strategy:
Results:

Best NGO Implementing RTI

Organisation:
Strategy:
Results:

- Each entry should be submitted along with entry fee of **Rs. 3,000/-** 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, 2013 to October, 2014**
- Each entry should be accompanied by a short justification on your entitlement for the award.
- Each entry should be submitted to the **Secretary General, PRSI** in duplicate on or before **15th November, 2014**.

OUR HOSPITALITY PARTNER

Hotel Clarks Amer, Jaipur



Rajasthan's first Five Star Hotel, Hotel Clarks Amer Jaipur is India's first ISO 9001:2000 accredited hotel by QSI, USA. It is situated in a green residential area, in the heart of the city. It lies at a distance of 2.5 kilometres from the airport and 12 kilometres from the railway station.

Hotel Clarks Amer, Jaipur is the Hospitality Partner of PRSI 36th National Conference offering special attractive rates (Room tariff is around INR 4500 + applicable Taxes on a double occupancy) for this very event. Delegates may like to take advantage of booking their rooms as early as possible.



It is an additional privilege for friends who seek for budget hotel, '1589' is another part of Hotel Clarks Amer situated near to it at JLN Marg having beautiful rooms with all necessary facilities. Here the room tariff is around INR 2000 on a double occupancy.

Hotel Clarks Amer - Jaipur

Near Jawahar Circle

JLN MARG - JAIPUR - 302018 (INDIA)

Contact : Mr. Satish Sharma

Tel.: 91-141-2550616-19, 2550702-06

91-9351555608

Email : admin@clarksamer.com

website : www.hotelclarks.com



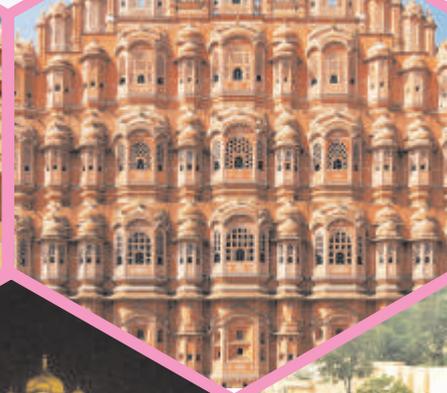
JAIPUR **...the Pink City**

Rajasthan's beautiful Pink City Jaipur was the stronghold of a clan of rulers whose three hill forts and series of palaces in the city are important attractions. It has been the Capital of erstwhile Jaipur State since its inception. Founded in AD 1727 by Sawai Jaisingh II, Jaipur the capital of Rajasthan is popularly known as the Pink City with broad avenues and spacious gardens, very well steeped in history and culture. Here the past comes alive in magnificent forts and palaces. The bustling bazaars of Jaipur, famous for Rajasthani jewellery, fabric and shoes, possess a timeless quality and are surely a treasure-trove for the shoppers. This fascinating city with its romantic charm takes you to an epoch of royalty and tradition.

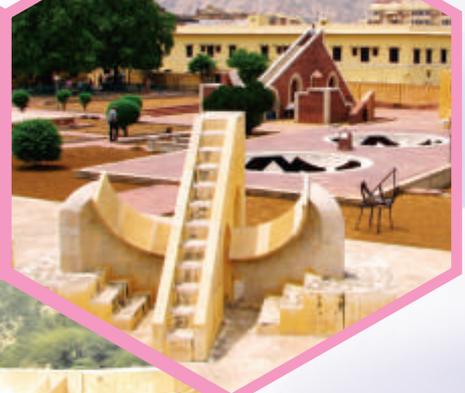
Amer Fort



Hawa Mahal



Jantar-Mantar



Albert Hall



Sisodia Garden



36th ALL INDIA PUBLIC RELATIONS CONFERENCE

19TH -21ST December, 2014

(Venue : Hotel Clarks Amer, JLN Marg, Jaipur)

Delegate Registration Form

- NAME : AGE
- DESIGNATION:
- ORGANISATION :
- CONTACT INFORMATION
Tel: (STD Code)Off:RES:
- FAX:Mobile
- E-mail ID:
- NAME OF SPOUSE (If participating) :.....
- POSTAL ADDRESS:
.....
- REGISTRATION FEE: Rs.
Cheque/DD No.Dated drawn on (Bank)
.....(Branch)



Signature

Registration Details

The registration fee includes conference kits, publications and entry to all lunches evening receptions / cultural programmes and dinners.

Registration Fee	Rs	Early Birds if paid by 31st October, 2014
PRSI / IPRA Members	5000/-	4000/-
Non-members	10000/-	9000/-
Students	2500/-	2000/-
Retire PR Professionals	2500/-	2000/-
Spouses	2500/-	2000/-

Payment of Fees:

Indian and foreign nationals can pay by cheque/DD in favour of '36th All India PR Conference-Jaipur', payable at Jaipur. Online payments can be made in A/c. No. 61221610386 SBBJ-Gandhinagar Branch, Jaipur, IFS Code : SBBJ-0010383

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Conference Secretariate:

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118 Kailashpuri, Tonk Road, Jaipur-302018 (Rajasthan)
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