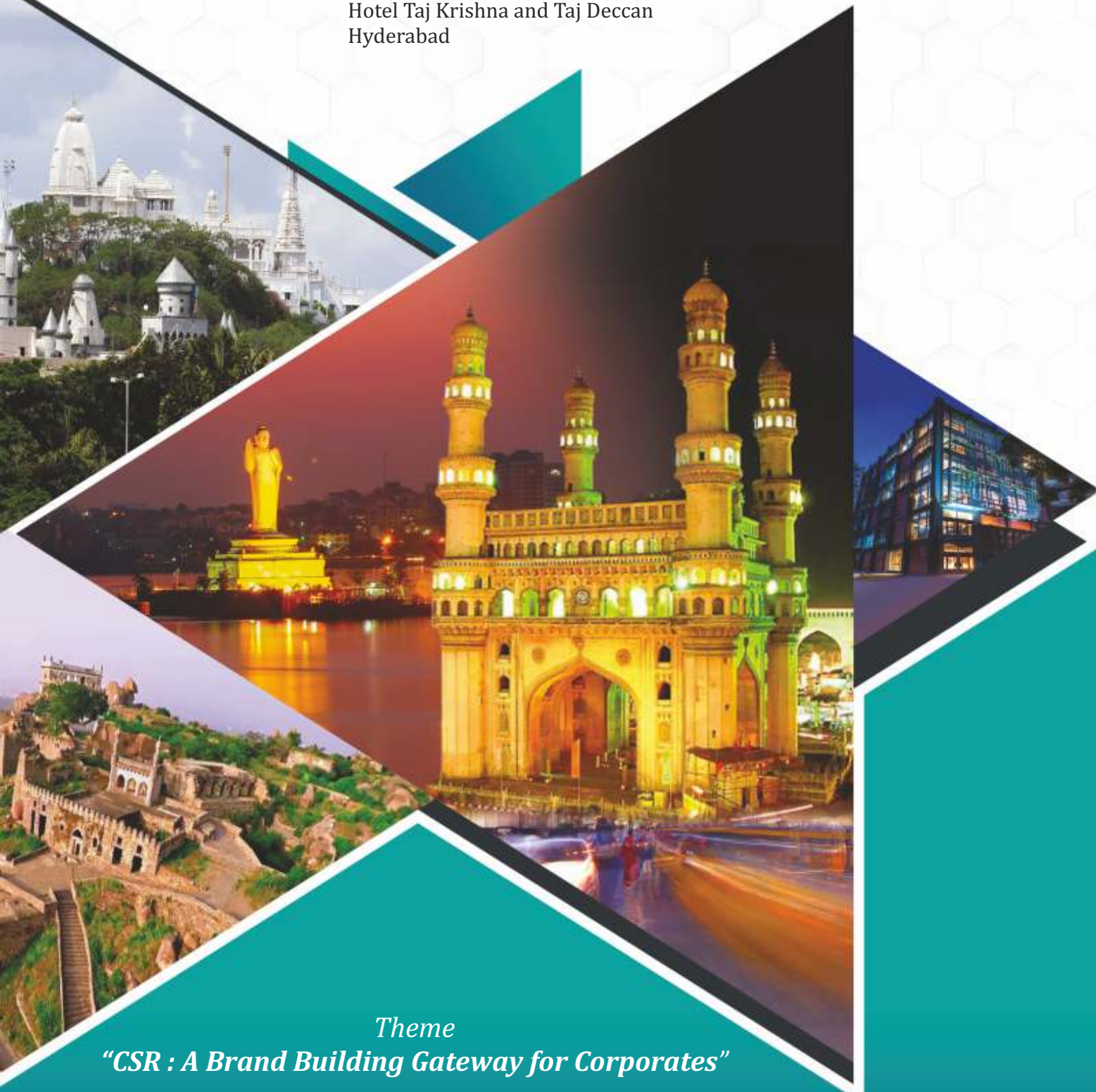


41st All India Public Relations Conference - 2019



HYDERABAD CHAPTER

13th - 15th December, 2019
Hotel Taj Krishna and Taj Deccan
Hyderabad



Theme

“CSR : A Brand Building Gateway for Corporates”

www.prsi.org.in | www.prsihydchapter.com

Welcome to The All India Public Relations Conference - 2019 @ Hyderabad



Pride of Telangana

Public Relations Society of India

Public Relations Society of India (PRSI) is the National Association of Public Relations and Communication professionals established in 1958 to promote recognition of Public Relations as a profession and to formulate and interpret to the public the goals and the potential of public relations as a strategic management function. With 19 Chapters across the country and over 4000 members, this national association provides an effective platform to the public relations practitioners from Multinationals, Government Public and Private sector, NGOs, Academia and PR consultancies.

PRSI uses communication tools in order to build public opinion on various issues of national and social importance. PRSI has to its credit campaigns like Media Transparency drive, Unity India drive, Anti-terrorism movement, Ethics in political communications, Right to Information, Sab ka Saath: Sab ka Vikaas, Make in India, Swatchh Bharat Mission, Cancer Awareness etc. PRSI has served the Public Relations fraternity of the country with professional trainings, conferences and workshops across the country for last sixty one years. PRSI is founder member of the Global Alliance of Public Relations and Communication Management and an active partner of International Public Relations Association.



Release of 41st AIPR conference e-brochure at Jaipur on June 29, 2019

PRSI National Awards for excellence are organised every year to promote excellence in Public Relations and Communication; every professional in India dreams to get this honour. PRSI National Quiz provides a platform for encouraging quizzing talent in PR, media, communication, advertising and marketing for the professionals of corporate sector.

A unique platform of All India Mass Communication Students' Congress has also been initiated by PRSI for the students of mass communication to encourage their skills of presentation and professional research.

Every year PRSI organises All India Public Relations Conference to deliberate on the topical national, social and communication issues.

This year the Public Relations Society of India, Hyderabad Chapter is organizing the **41st All India Public Relations Conference during December 13-15, 2019 at Hotel Taj Krishna & Taj Deccan, Hyderabad.**

"Wealth that comes from the People as far as possible must go back to the people" - JRD TATA

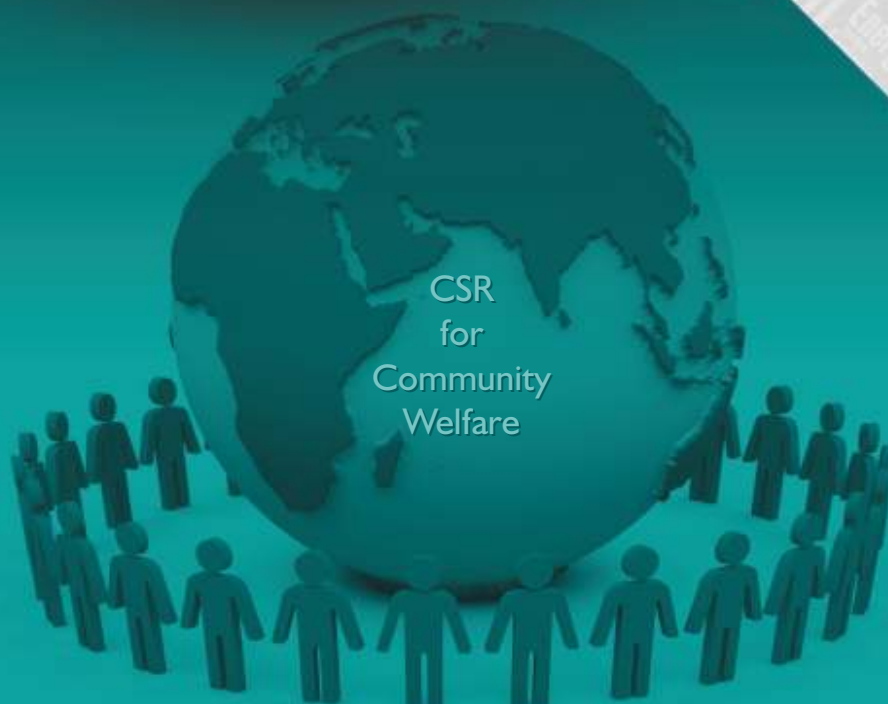
The concept of Corporate Social Responsibility (CSR) began in India against this philosophy of JRD Tata at Jamshedpur, where the TATAs built a township for their workers besides initiating a number of projects for social good.

CSR is defined as 'The process by which a corporate organization participates in the welfare of both internal and external community, enhancing its environment and well-being to the advantages of the organization and the community concerned'. It also aims at building relationships with all types of public and increasing the reputation of the organization. Public Relations therefore has a role to play in the CSR. In other words, CSR is to discharge the company's social responsibility as a good corporate citizen.

This CSR has direct impact on the reputation and brands of the implementing organisations. How effectively corporate communications can build bridges of trust with the publics on the strength of honest implementation of CSR is very important.

CONFERENCE THEME

CSR : A Brand Building Gateway for Corporates



PUBLIC RELATIONS SOCIETY OF INDIA

HYDERABAD CHAPTER

TELANGANA STATE

Founded in 1971, PRSI, Hyderabad Chapter is one of the most active regional chapters in the country with several professional achievements to its credit. It has hosted 11th and 22nd All India Public Relations Conferences in February 1988 and in February 2000 respectively.

So far, 13 Andhra Pradesh state level conferences and one Southern Regional PR Convention, one International PR seminar were successfully organized by the Hyderabad Chapter.

The PRSI Hyderabad Chapter organised the 1st & 2nd Telangana State Public Relations Conferences (After the formation of New Telangana State) in 2016 and 2017. Owing to the meritorious contributions of the Chapter, it has several awards to its credit such as Best Programme Award, Best Chapter Awards, Best Chairman Awards, Best Secretary Awards, Best Treasurer Awards have been given to the chapter leaders at the national level.



Sri T. Harish Rao, Ex-Minister for Irrigation addressing at the 1st Telangana State Public Relations Conference



Dr. Ajit Pathak, PRSI National President and H.W. Sri Bonthu Rammohan Mayor, Hyderabad & Dr. KV Ramana Chary, IAS (Retd.) at the inauguration of 2nd Telangana State Public Relations Conference



Sri Bandaru Dattatreya Former Union Minister speaking at the Second Telangana State Public Relations Conference



Sri Anjani Kumar, IPS Hyderabad City Police Commissioner addressing at the 33rd National Public Relations Day

The Chapter has been regularly organising National Public Relations Day and National Public Relations Education Day every year in April and August, respectively. The National Public Relations Day is to re-dedicate to the cause of public relations and organizational excellence, while the National Public Relations Education Day is to draw the attention of UGC, Universities, State Councils of Higher Education to introduce PR Courses as to produce qualified PR professionals. The PRSI Hyderabad Chapter organised first Institutional training programme on Skill Development in PR and Communication in 2015. It also conducted exclusive training programme for the employees of Singareni Collieries Company, Hyderabad Water Works, MCH, and an Orientation programme for young budding PR students.

41st All India Public Relations Conference

Chief Patron & Patrons



Chief Patron:
Sri K. Chandrashekar Rao

Hon'ble Chief Minister of Telangana



Patron:
Sri T. Harish Rao

Hon'ble Minister for Finance
Govt. of Telangana



Patron:
Sri K.T. Rama Rao

Hon'ble Minister for MA&UA,
Industries, IT&C Govt. of Telangana



Patron:
Sri V. Srinivas Goud

Hon'ble Minister for Tourism
Govt. of Telangana



Patron:
Dr. Bonthu Rammohan

His Worship Mayor of Hyderabad



Patron:
Dr. K.V. Ramana Chary, IAS (Retd)

Media Advisor to Govt. of Telangana



Patron:
Sri Shailendra Kumar Joshi, IAS

Special Chief Secretary
Govt. of Telangana



Patron:
Burra Venkatesham, IAS

Secretary to Govt. of Telangana
Youth Advancement Tourism
& Culture Dept.



Patron:
Sri Arvind Kumar, IAS

Commissioner I & PR Dept.
Govt. of Telangana



Patron:
Sri Mamidi Harikrishna

Director, Dept. of Language
& Culture, Govt. of Telangana



Patron:
Dr. C.V.Narasimha Reddi

Former Director, I & PR &
Editor, Public Relations Voice

Public Relations Society of India

National Executive



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National President

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drajitpathak2002@yahoo.com



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Vice President (South)

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Secretary General

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Secretary / Treasurer

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Mrs. M.S. Mazumdar
Vice-President (East)

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msmazumdar@rediffmail.com



41st All India Public Relations Conference - 2019

Hyderabad Chapter Organising Team

Office Bearers



Dr. P. Venu Gopal Reddy
Chairman

Public Relations Officer
Dr. BRAOU



Dr. S. Ramu
Vice-Chairman

Editor & Manager (PR & Comm.)
ASCI



Sri P. Mohan Rao
Secretary

Public Relations Officer (Retd.)
Dr. BRAOU



Sri Yadagiri Kambhampati
Joint Secretary

Academic Associate
Dept. of Journalism &
Mass Communication,
Dr. BRAOU



Sri V. V. Bhujanga Rao
Treasurer

Public Relations Officer,
Telangana Cotton Association



Sri B. Mahesh

Public Relations Officer
Singareni Collieries Co. Ltd.



Sri V. Sudhakar

Public Relations Officer
PJTS Agricultural University



Sri P. Ratnakar

Dy. Director, PIB, Hyd.



Sri P. Linga Reddy

Public Relations Officer
T-SAT



Sri K. Sreekar Reddy

Founder, PR Sutra



Mrs. Anindita Sinha

Head, Corporate Comm.,
L&T Metro Rail



Sri Krishna Baji

Former National Vice-President (South)



Sri Y. Babji

Former National Vice-President (South)



Sri K.R.K. Chary

Former Chairman, Hyderabad Chapter



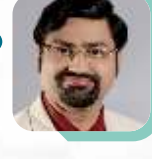
Sri D.V. Subba Rao

Former Secretary, Hyderabad Chapter



Sri V. Madhusudan

Former Vice-Chairman, Hyderabad Chapter



Sri Samala Venu

CEO, PR Samvad Pvt. Ltd.



Dr. J. Chennaiah

Past Chairman, Hyderabad Chapter

National Council Members

Advisor

EC Members



41st All India Public Relations Conference - 2019



Who can Attend the Conference?

- Communication & PR Practitioners
- Management / Media Consultants
- Central and State Government Officials
- HR/CSR officials of corporate organisations
- Academicians
- Journalists / Advertising Executives /
Development Communicators
- NGOs
- PR, Media and Mass Communication Students
- Digital Media Professionals



REGISTRATION FEE

Delegates Early Birds	Early Birds (Upto 31-10-2019)	Delegates (01-11-2019 Onwards)
PRSI Members	₹ 6,000	₹ 7,000
Non-PRSI Members	₹ 11,000	₹ 12,000
Retired Professionals/Students/Spouse	₹ 3,000	₹ 4,000

PAYMENT

All payments for registration will have to be done in advance by cheque or demand draft in favour of Public Relations Society of India, Hyderabad Chapter.

Beneficiary Name	Public Relations Society of India, Hyderabad Chapter
Bank Name	State Bank of India
Bank Branch	Dr. BRAOU
IFSC	SBIN0020872
Beneficiary Account No.	38356095963
Account Type	Current
GST No.	36AABAP3993PIAS
PAN No.	AABAP3993P

Conference Venue :

Inauguration at **Hotel Taj Krishna & Sessions at Taj Deccan**

Road Number 1, Banjara Hills, Hyderabad, Telangana - 500034

Visit us : www.tajhotels.com/en-in/taj/taj-krishna-hyderabad

Kindly deposit sponsorship/delegation fees/any other amount in the above mentioned account vide RTGS/NEFT. Please note the UTR No. of the transaction and mention the same on the registration form submitted by you in the payment column. In case payment is made using internet banking or IMPS please mention the transaction ID/IMPS transaction ID, payment amount, name of person from whose account payment is made from and date of payment in the payment details part of registration form. Successful Registration is subject to payment confirmation from the bank.

ACCOMMODATION

There are several Hotels of different categories in the Hyderabad City offering competitive tariff. Delegates can book accommodation as per their choice. In case of any assistance, kindly **contact : 9948077535 / 9849321641**

CLIMATE

- The average temperature in Hyderabad, Telangana in December is 21.6 °C (70.88 °F).
- Afternoons can be hot with average high temperatures reaching 27.9 °C (82.2 °F).
- Overnight temperatures are generally very mild with an average low of 15.3 °C (59.5 °F).

SPONSORSHIP OPPORTUNITIES

The conference is an event that will bring a cross section of people belonging to the Central & State Government, Public & Private Sector Companies, Educators, Brand Marketers and a varied class of consumers of knowledge and information. We plan to showcase brands and key areas of CSR, HR and IT, NGO's sponsors prominently and strategically to catch eyeballs through a wide range of venue branding and media based activities.

Sponsorship Type	Stall	Logo Backdrops	AV	Logo in Hoarding	No. of Free Delegates
Main Sponsor - ₹ 7 lacs	3X2 Mtr	Yes	Yes	Yes	8
Cocktail Night Dinner - ₹ 6 lacs	3X2 Mtr	Yes	Yes	Yes	7
Co-sponsor - ₹ 5 lacs	3X2 Mtr	Yes	Yes	Yes	5
Associate Sponsor Lunch / Cultural Night - ₹ 4 lacs	2X2 Mtr	Yes	Yes	Yes	4
Support - ₹ 3 lacs	—	Yes	Yes	Yes	3
Support - ₹ 2 lacs	—	Yes	Yes	Yes	2
Delegate Kit - ₹ 3 lacs	—	Yes	Yes	Yes	3

Jury for PRSI National Awards - 2018



LEFT TO RIGHT :

Ms. Nivedita Banerjee
Secretary General, PRSI
Shri Ashish Mehta
Editor, Governance Now
Ms. Yesli Seli
Associate Editor Business India
Shri Wajahat Habibullah
Ex Chief Information Commissioner, Govt of India

Ms. Stuti Kakar
Ex Chairperson, National Commission for Protection of Child Rights
Prof. Madhabhushi Sreedhar
Ex Central Information Commissioner, Govt of India
Shri. V M Bansal
Chairman, New Delhi Management Institute
Dr. Ajit Pathak
National President PRSI.



Dr. P.Venu Gopal Reddy, Chairman, Hyderabad Chapter receiving National Best Chairman Award from the Ex. Minister of AP Sri. Ghanta Srinivasa Rao at Visakhapatnam - 2017



Hyderabad Chapter team members receiving National Best Chapter Award from the Hon'ble Governor of Uttharakhand Smt. Baby Rani Maurya, at Dehradun - 2018

AWARDS 2019

PRSI National Awards are the highest recognition of Public Relations and Corporate Communications excellence. Awards were 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.

HOUSE JOURNAL (HINDI)

Name of the Publication
Organization
Periodicity
Cost per copy
Target Audience

HOUSE JOURNAL (ENGLISH)

Name of the Publication
Organization
Periodicity
Cost per copy
Target Audience

SUSTAINABLE DEVELOPMENT REPORT

Organization
Highlights of Publication
Cost per copy

SOCIAL MEDIA FOR PR & BRANDING

Organization
Objective
Social Media Used
Communication Strategy
Impact/Learning

PUBLIC RELATIONS IN ACTION

(Case Study of successful PR for Product Launch, Crisis communication, Brand building, Change Management, etc.)
Problem Strategy used
Media used-success story.

BEST COMMUNICATIONS CAMPAIGN (EXTERNAL PUBLICS)

Organization
Objective
Strategy
Tools Used
Major Achievements

BEST COMMUNICATIONS CAMPAIGN (INTERNAL PUBLICS)

Organization
Objective
Strategy
Tools Used
Major Achievements

EVENT MANAGEMENT

Name of the event
Organization
Target Audience/ Participants
Event Impact / Achievements
Major Highlights/ Motives
Event Cost
Publicity Gained

NEWSLETTER (ENGLISH)

Name of the Publication
Organization
Periodicity
Cost per copy
Target Audience

NEWSLETTER (HINDI)

Name of the Publication
Organization
Periodicity
Cost per copy
Target Audience

E-NEWS LETTER

Name of e-newsletter
Organization
Periodicity
Target Audience
High Points

BEST PUBLIC AWARENESS PROGRAMME

Organization
Mission
Strategy
Tool
Audience
Cost
Impact

SPECIAL / PRESTIGE PUBLICATION

Name of the Publication
Organization
Periodicity
Cost per copy
Target Audience

CORPORATE WEBSITE

Organization
Major Hi-points
Effectiveness
Major Achievements

BEST PUBLIC SECTOR ORGANIZATION

Top 5 Reasons to claim the Award:
Turn Over rise in 5 years
Performance Highlights
Rise in share in 5 years
Investments in hand

ANNUAL REPORT

Organization
Theme
Cost per copy
Coffee Table Book
Organization
Project / Theme
Cost per copy
Impact/Learning

CORPORATE FILM (ENGLISH)

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

CORPORATE FILM (HINDI)

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

BEST EMPLOYEE COMMUNICATION PROGRAMME

Organization Programme
Strategy
Tools
Cost
Result

BEST USE OF SOCIAL MEDIA IN CAMPAIGN

Best Online Marketing
Organization
Target Audience
Campaign objective
Highlights of Implementation
Success story

BEST NGO PROMOTING RTI

Organization
Activity undertaken
Target Audience
Success achieved

BEST PSU IMPLEMENTING RTI ORGANIZATION

Strategy
Results
High Points of Implementation

BEST PUBLIC RELATIONS INSTITUTES

Courses Offered
Students
Details of Faculties
Recognition
Student's placement
Highlights of achievements

BEST MASS COMMUNICATION INSTITUTION

Courses offered
Students
Details of Faculties
Recognition
Student's placement
Highlights of achievements

BEST STATE GOVT. PUBLIC RELATIONS

Recruitment policy
Organization structure
Contribution to highlight Govt. program
Special campaigns
Top 5 reasons to claim the awards

CSR AWARDS

BEST PUBLIC SECTOR ORGANIZATION IMPLEMENTING CSR

Organization
Major CSR Project
Target Audience
Location of Activity
Total Expenditure in the Year
Success story

BEST PRIVATE SECTOR ORGANIZATION IMPLEMENTING CSR

Organization
Major CSR Projects
Target Audience
Location of Activity
Total Expenditure in Year
Success story

BEST NGO MAKING CONTRIBUTION TO CSR

Organization
Major CSR Projects
Target Audience
Location of activity
Cost
Results achieved
Activity undertaken
Target Audience
Success achieved

BEST CSR PROJECT FOR CHILD CARE

Organization
Location
Strategy
Tools
Cost
Results achieved

BEST CSR PROJECT FOR WOMEN DEVELOPMENT

Organization
Location
Strategy
Tools
Cost
Impact

- ▼ Each entry should be submitted along with an entry fee of (Rs. 5000/- Plus 18% GST) 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, 2018 to October, 2019.
- ▼ Each entry should be accompanied by a short justification on the entitlement of the entry for the award.
- ▼ Each entry should be submitted to Ms. Nivedita Banerjee, Secretary General, PRSI Corporate Office, G4, 3rd Floor, Sector-3, Noida (UP) - 201301 in duplicate on or before **5th November 2019**. She can be contacted on 09810603196, **E-mail:** secretarygeneral@gmail.com
- ▼ **Bank Details for Payment :** SBI A/c.No.: 62029520539
IFSC Code : SBIN0005222 **Branch :** Sector 62, Noida
GSTIN : 07AAAAP6387J1Z4
DD in favor of Public Relations Society of India (National Council)



Hyderabad is the capital city of the State of Telangana. Greater Hyderabad spread across an area of 625 sq km, has an estimated metropolitan population of 7.75 million, making it the sixth most populous urban agglomeration in India.

Hyderabad was built in the year 1591 by Mohd Quli Qutub Shah. The iconic architectural marvel "Charminar", Symbol of Hyderabad, was built in the 16th century. Hyderabad, the capital city of Telangana is famous as the former seat of the fabulously wealthy Nizams of Hyderabad.

It is among the few Indian cities, which has a well-preserved cultural heritage. Hyderabad is the fifth largest cosmopolitan city in India, rich in culture, enduring history and industrial growth. The State is steering to new dimensions in the fields of IT, Biotechnology, Pharmaceuticals and Business Management.

Hyderabad is the place where the glorious past and the present exist in perfect harmony with state-of-the art technology. The important tourist attractions are Charminar, Mecca Masjid, Falaknuma Palace, Rajiv Gandhi International Airport, Metro Rail, Salar Jung Museum, Golconda Fort, Birla Mandir, Ramoji Film City, Lumbini Park, Shilparamam, Hitech City etc.

Dr. P. Venu Gopal Reddy

Chairman

Cell : 9848598826, 8919218374

Dr. S. Ramu

Vice-Chairman

Cell : 9440102154

Sri P. Mohan Rao

Secretary

Cell : 9948077535

Sri Yadagiri Kambhampati

Joint Secretary

Cell : 9849321641

Sri V.V. Bhujanga Rao

Treasurer

Cell : 9849028556



Welcome to the Pearl City - Hyderabad



**Public Relations Society of India
HYDERABAD CHAPTER**

Conference Secretariat: Administrative Staff College of India (ASCI), Bella Vista, Raj Bhavan Road, Khairathabad, Hyderabad-500082, T.S. India.

Mobiles : 9948077535, 9849321641, 9848598826

E-mail : prsihydchapter@gmail.com

Visit us : www.prsi Hyderabad.org / www.prsi Hyderabad.in