



PUBLIC RELATIONS SOCIETY OF INDIA

37th All India Public Relations Conference

Theme : Make In India

NEED FOR GROWTH IN DOMESTIC MANUFACTURING PROWESS:

Role of Public Relations

25th-27th December, 2015
Hotel Regenta, Ahmedabad





PUBLIC RELATIONS SOCIETY OF INDIA

Public Relations Society of India is organizing 37th All India Public Relations Conference during December 25-27, 2015 at Hotel Regenta, Ashram Road, Ahmedabad—the city located on the banks of the quaint Sabarmati River. The conference is steered every year with the objective to teach the basic tools of Public Relations and address the challenges facing it along with handpicking the social media opportunities. Sessions addressed by key experts will navigate through fresh ideas on national development, steps to promote indigenous manufacturing and policies and governance required to generate interest for the same.

Public Relations Society of India (PRSI)

Public Relations Society of India (PRSI), the national association of PR practitioners was established in 1958. It came into being with the mandate to promote the recognition of public relations as a profession and to formulate and interpret to the public, the objectives and the potentialities of public relations as a strategic management function.

PRSI has 25 chapters across the country and over 3000 members. The organization, through its sustained efforts and campaigns has emerged as a beacon of PR and Media intelligentsia. PRSI organized the 1st International PR Festival in 2005 at New Delhi. It was a unique event, which for the first time presented a confluence of three important PR bodies, viz. PRSI, Global Alliance for PR & Communication Management and International PR Association (IPRA) in India. The 2nd International PR Festival which was held in Mauritius in August, 2008, helped to bring closer the people of Mauritius and India who have enjoyed close bonds over centuries. Indo-Thailand Round Table Conference was organized in Thailand during June 2013.



Each year, PRSI organizes All India Public Relations Conference which has become a 'Kumbh' for the PR practitioners of the country. The forthcoming 37th All India Public Relations Conference in AHMEDABAD looks forward to dealing with the concept of 'Make In India', a vision enunciated by Hon'ble Prime Minister Shri Narendra Modi. This conference looks forward to take a proactive role in developing conversations around the subject, generate perspectives, analyse and discuss strategies on this important issue taking along opinion of different stakeholders.

PRSI-Ahmedabad Chapter

The Ahmedabad Chapter of PRSI, unveiled in 1982 was initially christened as the Gujarat Chapter. Right from inception, it branched out its activities to locations such as Bhavnagar, Vadodara, Rajkot and Ahmedabad. Mr. Hasmukh Shah, the PR Manager of IPCL in the late 70's and who later on went on to become the chairman of IPCL, was one of the key founding members of the PRSI-Gujarat Chapter along with Mr. Suarshan Desai and Mr. Jay Mande.

The Chapter has grown from strength to strength under the inspiring guidance and leadership of members like Mr. Dhananjay Shah, Mr. Bhagwandas Shah of Calico Mills, Mrs. Laxmi Nagaswamy, Mr. Mukund Kansara and Mrs. Praxy D'costa among many others. Immense contribution came in terms of societal development that the Chapter members initiated with the glorious years being the period between 1982 and 1991. The Ahmedabad chapter was re-launched with much needed support coming in from Mr. Mukund Kansara and Ms. Rekha Budhdev in November 1996. There was no looking back then on.

Mr. Hasmukh Shah went on to become the National PRSI President. Currently, Mr. Shailesh Goyal leads the chapter as Chairman and Mr. R.K. Singh as Vice-Chairman.

Ahmedabad Beckons

Ahmedabad is known as the commercial and legal capital of Gujarat. Sabarmati River defines the city's association with Father of the Nation Mahatma Gandhi. A business hub now, Ahmedabad has a historical past and served as the base camp during India's struggle for freedom. Textile is synonymous to the city and several noted business houses have developed around that. Ahmedabad is home to some of the revered names of India Inc. with a significant brand recall. Architectural splendor is at its best. The Teen Darwaja, Jama Masjid, Hussain-Doshi's Gufa, the Kankaria Lake and the Shaking Minarets throw up images of Ahmedabad's glorious lineage and rich culture.

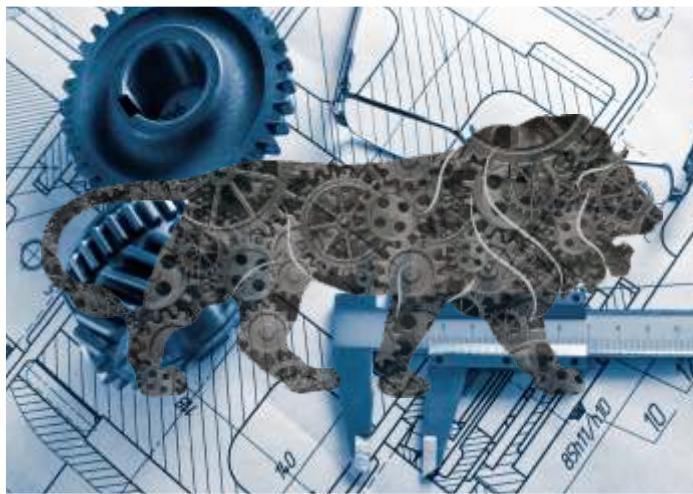


THEME OF THE CONFERENCE

'MAKE IN INDIA'

Need For Growth In Domestic Manufacturing Prowess: Role of Public Relations

The ambitious dream to 'Make In India' was woven by Prime Minister Shri. Narendra Modi when he assumed office in 2014 to enhance India's indigenous manufacturing capabilities. To transform India into a global manufacturing hub is the larger objective at a time when the country was largely perceived as an assembly zone.



However, for the transformation to come about requires enabling policies to ensure ease of doing business. Work has commenced in the form of aggressive push to ease licenses regime. Provisions for online application of industrial licenses have been created along with easier procedures to secure environmental clearances.

Through some of these policy initiatives, an ambitious target has been set to achieve a 25 per cent contribution to GDP from manufacturing from about 16 per cent now. Manufacturing is still a mainstay of Indian economy.

"Make In India" has a long term objective to locally produce close to 181 products. When the effort fructifies, this could benefit companies in the oil and energy sector, automotive and others. Sourcing components for the capital intensive industry has so far doubled costs and has been a niggling worry. Local sourcing will make it an easier proposition for companies to operate with finances under control.

Additionally, a robust infrastructure is being set up to match the bullish perspective on the domestic front. As part of the Delhi-Mumbai Industrial Corridor, twenty-four manufacturing cities are planned along this. Key sectors in focus include IT and ITeS, electronics, auto and related ancillaries, food processing and heavy engineering, pharmaceuticals and services.

Similar such strategic corridors are in the offing in other parts of the country. These include the Bengaluru-Mumbai Economic Corridor, the Amritsar – Kolkata Industrial Development Corridor, the Chennai-Bengaluru Industrial Corridor and the East Coast Economic Corridor with Chennai- Vizag Industrial Corridor as the first phase of the project.

In all these efforts lies an opportunity to grow domestic employment avenues and promote skill development and entrepreneurship and chart out routes for consistent and sustainable development of the country.

Who can attend the Conference?

- Corporate communication and PR practitioners
- Management / Media Consultants
- Central & State Government Officials
- Academicians
- Journalists/ Advertising experts/ Development Communicators
- PR experts in governmental and non- governmental organization
- NGOs
- PR and Mass Communication students

Registration Fee

There is an early bird concession for those who get themselves registered by 31st October 2015.

Delegates	Fees(Rs.)	Early Bird (upto 31 st , Oct)
PRSI/IPRA Members	5,000	4,000
Non Members	10,000	9,000
Students	2,500	2,000
Retired Professionals	2,500	2,500
Spouses	2,500	2,000

Travel Information

Ahmedabad is well connected by a network of air, rail and road links. If we get the correct and timely information about your itinerary well in advance, we can make suitable arrangements to pick you up from the airport/ railway station. You may also reach Regenta Hotel, Ashram Road in Ahmedabad directly to attend the conference. It is advisable that you come with a definite travel plan.

Conference Venue

Hotel RE:GEN:TA, 4-Star Hotel located in the Heart of the city on Ashram Road with 129 keys. Only 7 km distance from International & Domestic Airport (20 minutes approx & 5 minutes from City Centre). The hotel has a tradition of being a home to the discerning business traveler since its inception. In a city legendary for a mix of contemporary and modern architecture, RE:GEN:TA Ahmedabad offers the fine business environment with great dining option.

Accommodation

Arrangements for your comfortable stay can be made in a variety of hotels located on Ashram Road, Shahi Baug, Ellisbridge, Paldi and other near by hotels. A list of some of the preferred of hotel options is being uploaded on the website separately under "where to stay" You may address your queries to the contact person at the hotel. We have explored some budget hotels and guest houses for you. An early intimation to us on your choices will help us reserve rooms on a first come-first serve basis.

Climate

It is going to be winter and the temperature is expected to be around 20 degrees during the day and around 15 degrees at night. So do carry warm clothes accordingly.

Payments

All payments for registration and accommodation will have to be done in advance by cheque or demand draft in favour of '**37th All India Public Relation Conference**', Payments can be directly made in favour of **A/C Number : 65237496051, State Bank of Patiala, Usmnapura Branch, Ahmedabad. IFSC Code STBP0000345**

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Sponsorship Opportunities

The conference will make brands of its key sponsors prominent showcasing them throughout the event through a wide range of media-based activities.

Platinum Sponsor

Sponsorships: INR 7 Lacs

Offers:

- Exhibition stall at the conference
- Full page Ad in PRSI Souvenir
- Company logo and name prominently placed on Backdrops, Standees, all other publicity materials and advertising media.
- Mention on website of PRSI and link with sponsors site
- Six complimentary delegate registrations

Gold Sponsor

Sponsorships: INR 5 Lacs

Offers:

- Exhibition stall at the conference
- Full page Ad in PRSI Souvenir
- Company logo and name prominently placed on Backdrops, Standees, all other publicity materials and advertising media.
- Mention on website of PRSI and link with sponsors site
- Six complimentary delegate registrations

Silver Sponsor

Sponsorships: INR 3 Lacs

Offers:

- Full page ad in PRSI souvenir
- Company logo and name prominently placed on Backdrops, Standees, all other publicity materials and advertising media.
- Mention on website of PRSI and link with sponsors site
- Three complimentary delegate registrations

Entertainment & Evening Gala Dinner

Sponsorships: INR 4 Lacs

Offers:

- Full page ad in PRSI souvenir
- Company logo and name prominently placed on Backdrops, Standees, all other publicity materials and advertising media.
- Mention on website of PRSI and link with sponsors site
- Three complimentary delegate registrations

Inaugural Day Dinner

Sponsorship: INR 3 Lacs

Skill India Awareness Rally

Sponsorship: INR 5 Lacs

A rally to create awareness about prime minister skill india program has been proposed to be participated by conference delegates prominent citizen from different walks of society including trade business and industry in addition to school children. Sponsor will get "Presented by..." naming rights as well as overall visibility in banners placards and other places.

Exhibition Space

9x9 Square feet area to showcase PR support services/ CSR Projects

Souvenir Advertisements

Sponsorships: INR 1 Lacs

Double Spread (Central & Cover) :	INR 2,00,000
Inside Cover, Inside Back & Back Page :	INR 1,00,000
Special Page :	INR 75,000
Full Page :	INR 50,000
Half Page :	INR 25,000

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PRSI National Award - 2015



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 Wajahat Habibullah , Former Chairperson National Commission for Minorities and Former Information Commissioner, Shri S K Chaturvedi , Chairman, Joint Electricity Regulatory Commission (State of Goa and Union Territories), Shri Sarthak Behuria Group President – Modi Enterprises, Shri Madabhushi Sridhar ,Central information Commissioner, Dr.Ajit Pathak ,National President, Ms Sumita Singh ,Secretary General & Ms Nivedita Banerjee Secretary Treasurer PRSI.

PRSI National Award - 2015

House Journal (Hindi)

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:

House Journal (English)

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: Target Audience:

Periodicity: Cost per copy:

Annual Report

Organization:

Theme:

Cost per copy:

Best Communications Campaign (Internal Public)

Organization:

Objective:

Strategy: Tools Used:

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

Organization:

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: Public Gained:

Best Communication Organisation:

Organisation: Strategy:

PR Tools for Internal/ External Communication:

Target Audience:

Cost: Results:

Organisational Structure of Corporate Communication:

Coffee Table Book

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

Organization:

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 Relation 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:

Tool Audience:

Cost : Impact:

Best Public Awareness Programme

Top 5 Reasons to Claim the Award:

Turn Over:

Highest Amount Account:

Outstanding Performance:

Best Employee Communication Programme

Organization:
Programme:
Strategy:
Tool:
Cost:
Results:

PRSI MAKE IN INDIA AWARDS – 2015

- Best Public Sector Organization
- Best Private Sector Organization
- Best Innovation to promote Make in India

Best Investor Relation Programme

Organization: _____
Programme: _____
Target Audience/Participants: _____
Event Cost: _____ Strategy: _____
Achievements: _____
Major Highlights: _____ Public Gained: _____

PRSI DIGITAL MEDIA AWARDS – 2015

- Best Viral marketing campaign
- Best Use of social media in campaign
- Best online marketing

PRSI CSR Awards - 2015

Best Public Sector Organisation Implementing CSR

Organization:
Major CSR Projects:
Target Audience:
Location of Activity:
Total Spent in Year:
Results:

Best Private Sector Organisation Implementing CSR

Organization:
Major CSR Projects:
Target Audience:
Location of Activity:
Total Spent in Year: Results:

Best Bank Implementing CSR

Organization: _____
Major CSR Projects: _____
Target Audience: _____ Location of Activity: _____
Total Spent in Year: _____ Results: _____

Best CSR Project for Women's Development :

Organization: Location:
Strategy: Tool:
Cost: Results:

Best CSR Project for Child Care:

Best NGO Making Contribution to CSR

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

PRSI Right to Information Awards-2015

Best Govt. Department Implementing RTI

Organization:
Strategy:
Results:

Best PSU Implementing RTI

Organization:
Strategy:
Results:

Best NGO Implementing RTI

Organization:
Strategy:
Results:

- Each entry should be submitted along with entry fee of Rs.3,500/- 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, 2014 to October, 2015.
- Each entry should be accompanied by a short justification on the entitlement for the award.
- Each entry should be submitted to the Secretary General, PRSI in duplicate on or before 15th November, 2015.

THE DYNAMIC CITY AHMEDABAD

Founded by Sultan Ahmad Shah in 1411 AD, Ahmedabad, in the state of Gujarat, has grown into one of the most important modern cities of India. Straddling the Sabarmati river, this prosperous city of six million is a delight for archeologists, anthropologists, architects, historians, sociologists, traders, bargain hunters, and plain tourists.

An exciting combination of tradition and modernism, Ahmedabad captures all visitors with its diversity of places, religious and ethnic communities. It is interesting to explore how Indian architecture mixes with the colonial British influence; how Hinduism, the world's oldest existing religion develops in the globalising world; how Jain asceticism preaches the virtues of sacrifice and non-violence and how Islam and Sufism has a profound influence in evolution of Ahmedabad's rich cultural heritage.

