

PRSI NATIONAL AWARDS - 2017

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.

HOUSE JOURNAL (HINDI)	SUSTAINABLE DEVELOPMENT REPORT	SOCIAL MEDIA FOR PR AND BRANDING
Name of the Publication Organization Editor Periodicity Cost per copy Target Audience	Organization Target Audience Cost per copy	Organization Objective Social Media Used Purpose: Communication Strategy Impact / Learning
HOUSE JOURNAL (ENGLISH)	BEST COMMUNICATIONS CAMPAIGN (INTERNAL PUBLIC)	PUBLIC RELATIONS IN ACTION
Name of the Publication Organization Editor Periodicity Cost per copy Target Audience	Organization Objective Strategy Tools Used Major Achievements	(Case Study competition on successful PR for product launch, crisis communication, brand building, change management, etc.)
NEWSLETTER (HINDI)	BEST COMMUNICATIONS CAMPAIGN (EXTERNAL PUBLIC)	EVENT MANAGEMENT
Name of the Publication Organization Editor Periodicity Cost per copy Target Audience	Organization Objective Strategy Tools Used Major Achievements	Name of the Event Organization Target Audience / Participants Event Cost Achievements Major Highlights / Motive Publicity Gained
NEWSLETTER (ENGLISH)	E-NEWSLETTER	BEST PUBLIC AWARENESS PROGRAMME
Name of the Publication Organization Editor Periodicity Cost per copy Target Audience	Name of the e-newsletter Organization Editor Periodicity Target Audience	Organisation Strategy Tool Tool Audience Cost Impact
SPECIAL / PRESTIGE PUBLICATION	CORPORATE WEBSITE	BEST PUBLIC AWARENESS PROGRAMME
(One-time publication, Commemorative publication, etc.) Name of the Publication Organization Editor Periodicity Cost per copy Target Audience	Organization Web Manager Objective of the e-initiative Major Achievements	Top 5 Reasons to Claim the Award: Turn Over Highest Amount Account Outstanding Performance
ANNUAL REPORT	CORPORATE FILM (HINDI)	BEST EMPLOYEE COMMUNICATION PROGRAMME
Organization Theme Cost per copy Coffee Table Book Organization Project Investment made Impact / Learning	Title Theme of the film Target Audience Film Produced by Cost of Production Impact	Organization Programme Strategy Tools Cost Results
	CORPORATE FILM (English)	DIGITAL MEDIA
	Title Theme of the film Target Audience Film Produced by Cost of Production Impact	Best Viral Marketing campaign Best Use of Social Media in campaign Best Online Marketing

PRSI NATIONAL AWARDS - 2017

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 CSR PROJECT FOR CHILD CARE

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

BEST CSR PROJECT FOR WOMEN'S DEVELOPMENT

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

BEST NGO MAKING CONTRIBUTION TO CSR

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

PRSI RIGHT TO INFORMATION AWARDS

Best PSU Implementing RTI
Organization:
Strategy:
Results:

BEST NGO PROMOTING RTI

Organization Strategy:

- Each entry should be submitted along with entry fee of Rs.5,000/- 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, 2016 to October, 2017.
- Each entry should be accompanied by a short justification on the entitlement for the award.
- Each entry should be submitted to Ms. Nivedita Banerjee, Secretary General, PRSI (M): 09810603196, email:nivedita.banerjee22@gmail.com in duplicate on or before 10th November, 2017.



Jury for PRSI National Awards 2017 Left to Right : Ms. Sumita Singh, Past Secretary General PRSI; Shri Aashish Gupta, Associate Editor, Fortune Magazine; Ms Yeshi Seli, Associate Editor, Business India; Shri S K Chaturvedi, Ex Chairman, Powergrid; Ms Archana Dutta, Ex Media Advisor, President of India; Shri Sarthak Behuria, Ex Chairman, IndianOil; Ms. Nivedita Banerjee, Secretary General, PRSI; Dr. Ajit Pathak, National President PRSI; Shri K G Suresh, Director General, INDIAN Institute of Mass Communication

Invitation Announcement for the awards will be made in September, 2017 and entries for the competition will be received during 10th October 2017 to 10th November, 2017.