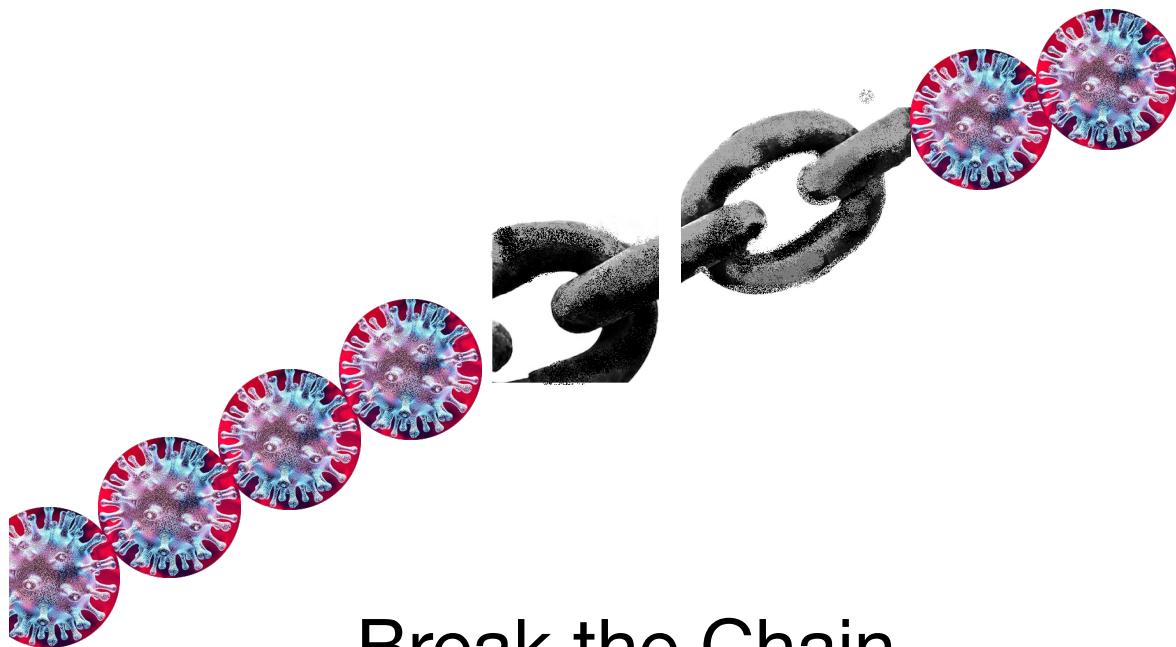


# 42<sup>nd</sup> All India Public Relations Conference

Virtual Event. Ahmedabad ( India ). 29-30 December,2020

Theme :

**The Emerging New World Post – Covid-19 : Public Relations in Action**



**Break the Chain  
to see the society without pain...**

*Ajithkumar*



**Public Relations Society of India**  
[www.prsi.org.in](http://www.prsi.org.in)

# Welcome to the 42<sup>nd</sup> all India Public Relations Conference -National President, Public Relations Society of India

Festive Greetings from the Public Relations Society of India !

It gives me immense pleasure to welcome to the 42<sup>nd</sup> All India Public Relations Conference, which is on virtual platform this year.

Public Relations Society of India is committed to the cause of Public Relations and Communication profession for past six decades and we have been making efforts to upgrade the quality of Public Relations in the country matching the needs of a country which is the International leader in making. Through the previous 41 editions of the All India Public Relations Conferences we have addressed various issues of national concerns over the years but this year we all are threatened and pushed to wall not to celebrate the biggest PR festival together and meet on this virtual platform.

Public Relations is all about responding to the changing and the challenging situations. Due to Covid-19, the world is currently passing through a period of an unprecedented crisis which has put all of mankind in crisis. Every nation has been affected by the Corona virus today.

In the year gone, 135 crore citizens of India have ably dealt with the global Corona pandemic under the able leadership of Prime Minister Shri Narendra Modi. Our doctors, para-medical staff, administrative and civil services authorities/ workers, Police, bank employees and those who are maintaining essential services deserve our salutations and we need to collectively express our gratitude and respect to them. Appreciating the fact that complacency in respect of a global



pandemic like Corona is not appropriate and every one has to remain alert and cautious, PRSI launched a 360 degree campaign for Corona Awareness. All chapters across the country took committed initiatives for creating the awareness wave , reaching out to needy citizens and supporting the dedicated team of Corona warriors. PRSI also launched the “ Vijayi Bharat Abhiyan “ on 4<sup>th</sup> July,2020 with the firm belief that India will re-define the economic development, global business and inclusive growth based on our traditional treasure of knowledge, innovation and creativity. Once we win over Corona , the movement of ‘ Aatmnirbhar Bharat’ and ‘ Make in India” will put India on top of the world. This Abhiyan was flagged-off by Dr Ramesh Pokhriyal “ Nishank”, Union HRD Minister.

This All India PR Conference is being organised by PRSI and is being hosted by the Ahmedabad Chapter on the theme of “The Emerging New World Post – Covid-19 : Public Relations in Action”. Various aspects connected with the Pandemic have been covered. I am sure that the Conference will provide a different insight to the PR professionals and those who are fighting this war against humanity. Rule of governance, corporate management, marketing strategies, media, advertising and Public Relations all have adapted rules of the new game. This Conference will unveil more of the untold stories of fight against Corona.

While I welcome all the participants to this conference, I also extend my best wishes to the organizing team of Ahmedabad Chapter that has put in heart and soul in making this Conference a great success.

Dr Ajit Pathak

# Conference Programme

**29<sup>th</sup> December,2020**

**Inauguration ( 1100 Hrs -1200 Hrs )**

- Opening Remarks Mr Unmesh Dixit, Vice President (West),PRSI
- Invocation : Mr US Sarma, National Vice President ( South), PRSI
- Welcome Mr R K Singh, Chairman, PRSI, Ahmedabad Chapter
- Adoption of Global Ethics Protocol : Mrs Anu Mazumdar, National Vice President (East),PRSI
- Vijayi Bharat Abhiyan : Mr Narendra Mehta, National Vice President (North)
- Address Dr Ajit Pathak , National President,PRSI
- Speech Mr Markand Shukla
- Key note Address Dr KK Agarwal , Ex. President, Indian Medical Association
- Presidential Address Mr SM Vaidya , Chairman, Indian Oil Corporation Ltd
- Mr Dilip Chauhan, Secretary Treasurer,PRSI to introduce “ Research For Excellence” Scheme to be released by Hon’ble Chief Guest
- Address by the Chief Guest: Dr Ramesh Pokhriyal “Nishank “
- Vote of Thanks : Y Babji , Secretary General, PRSI

**29<sup>th</sup> December,2020**

**Session I ( 1200 Hrs -1330 Hrs )**

**Covid-19 : Brave Fight by Indian Medical fraternity**

Dr Sarman Singh  
Director  
AIIMS  
Bhopal

**Covid -19 : Science V/s Myths**

Mr Nimish Kapoor  
Sr. Scientist & Head  
Science Films Division and Publications Division  
Vigyan Prasar, DST, Govt. of India  
Noida

**Lets Join Hands with Pharmacovigilance Program of India ( PvPI ) for voice of Patient Safety- Role of PR**

Ms Sravani Marpaka  
Sr.Research Scientist  
Sr.Pharmacovigilance Associate  
Hyderabad

## **Session II ( 1400 Hrs -1530 Hrs )**

### **Spiritualism is the Answer in Corona Times !**

Shri DV Shastri  
Executive Director ( HR)  
GAIL  
New Delhi

### **Advocacy Communication and Social Mobilization strategies for COVID 19 vaccine introduction**

Mr Sanjay Singh  
Head C4D  
Unicef Bhopal

### **Covid-19 : Yoga the answer !**

Ms Mansi Gulati  
Yoga Guru  
Delhi

## **Session III ( 1530 Hrs -1700 Hrs )**

### **The Changing Landscape of Indian Economy Post Pandemic**

Prof Anil Gupta  
Management consultant  
Ahmedabad

### **Changing Dynamics in Political, Economical and Social Lives during Corona times**

Shri Shyam Parekh  
Senior Journalist  
Ahmedabad

### **Changing Media Scenario in the Pandemic Era**

Mr Pushpendra Pal Singh  
Editor-in-Chief  
Madhya Pradesh Madhyam  
Govt.of MP  
Bhopal

**30<sup>th</sup> December,2020**

**Session IV ( 1000 Hrs -1130 Hrs )**

**Employee Engagement in Work From Home situation**

Mr S K Bose  
Executive Director (HR) I/C  
Indian Oil Corporation Ltd  
New Delhi

**Making internal communications meaningful during pandemic**

Mr Arun Arora  
Director -Strategy and Communications  
Mavyn  
New Delhi

**Covid-19 Impact on Management Strategies**

Prof. Shikha Sharma  
Dy Director  
Amity University  
Jaipur

**Session IV ( 1130 Hrs -1300 Hrs )**

**Emerging Technologies: New Skills & Jobs in Post COVID-19 Scenario**

Mr Jaikant Singh  
Senior Head State Government, Citizen Engagement and WorldSkills India  
National Skill Development Corporation  
New Delhi

**Atmanirbhar Bharat : During & Post COVID -19 Strategy for Startups Promotion through Innovation & Design thinking**

Prof R K Singh  
Professor , Dean (R&D) & HOD (Dept of Commerce)  
Chairperson ,Centre For Entrepreneurship , Innovation & Skill Development,  
School of Management Sciences  
Varanasi

**Covid -19 : Challenges for Science Communication**

Dr. J. Daniel Chellappa  
Eminent Nuclear Scientist  
Chennai

## **Session V ( 1400 Hrs -1530 Hrs )**

### **Covid 2019 : NGO Response to Humanity Service in difficult times**

Dr. Kshitij Sharma,  
Multiple Council Chairperson,  
Lions Clubs International  
Varansi

### **Human Face of PRSI Chapters**

Experience sharing by PRSI Chapter Leaders on Corona Awareness and service to the communities.

## **Valedictory Programme ( 1530 Hrs -1630 Hrs )**

### **Welcome Address:**

Dr Ajit Pathak  
National President  
PRSI

### **Conference brief**

Mr Samir Goswami  
Past National President  
PRSI  
Kolkata

### **Valedictory Address :Future Redefined: Looking Beyond the Pandemic**

Mr Nazeeb Arif  
Executive Vice President  
ITC  
Kolkata

### **Presidential Address**

Prof K G Suresh  
Vice Chancellor  
Makhanlal Chaturvedi University  
Bhopal

### **Address by the Chief Guest**

Dr Ved Prakash Mishra  
Pro Chancellor  
Datta Meghe University of Medical Sciences  
Nagpur

### **Vote of Thanks**

Mr Y Babji  
Secretary General  
PRSI

## Welcome to the 42nd All India Public Relations Conference

Free Participation - For Professional Promotion



<http://enlacecode.com/live/index.php/webinar/join/42prsiconf>

For Any further Support Kindly contact :

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Chairman, PRSI Ahmedabad Chapter

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# Public Relations Society of India

Public Relations professionals of the country work under the umbrella of the Public Relations Society of India. Set up in 1958, 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 through its network of 25 chapters across the country for last six decades. PRSI is founder member of the Global Alliance of Public Relations and Communication Management and International Public Relations Association.

**All India Public Relations Conferences** are organised every year to deliberate on the topical national, social and communication issues which have been inaugurated by Hon'ble Vice President of India, Prime Minister of India and State Chief Ministers.

**PRSI National Awards** have been initiated 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.

**All India Mass Communication Students' Congress** has also been initiated by PRSI for the students of mass communication and PR to enhance their skills of presentation and professional research.

For past 10 months PRSI is sustaining its massive efforts for **public awareness on Covid 19**. On one hand chapters across the country creatively communicated the threats and precautions against the pandemic, various professional development activities were initiated on webinar mode. PRSI efforts have earned lot of praise in India and abroad.

PRSI launched "**Vijayi Bharat Abhiyan**" with the firm belief that India will re-define the economic development, global business and inclusive growth based on our traditional treasure of knowledge, innovation and creativity, post Corona and the movement of 'Aatmnirbhar Bharat' and 'Make in India' will put India on top of the world. Vijayi Bharat Abhiyan was flagged-off by Dr Ramesh Pokhriyal "Nishank", Union HRD Minister.

## Ahmedabad Chapter

The Ahmedabad chapter of PRSI formally came into existence in 1982. Earlier it was known as Gujarat chapter. At that time, Ahmedabad, Vadodara, Bhavnagar and Rajkot were the nerve centres of the PR activities. In late seventies, Mr Hasmukh Shah, then PR Manager with IPCL (who became chairman of IPCL later on) was one of the founder members of Gujarat chapter with Mr Sudarshan Desai and Mr Jay Mande.

The Ahmedabad Chapter has grown from time to time under the leadership of Mr Dhananjay Shah, Mr Bhagwandas Shah of Calico Mills, Mrs Laxmi Nagaswamy, Mr Mukund Kansara, Mr Suresh Buch, Mrs Praxy D'costa, Mr P R Joshi, Ms Rekha Budhdev and Mr Dinesh Bhagat. It was a golden time for the PR activities. The chapter immensely contributed to the societal developments and emerged as a pro active profession. The Ahmedabad chapter remained active from 1982 to 1991.

With the support and guidance of Mr. Mukund Kansara and Ms. Rekha Budhdev, the chapter was re-vitalised in November 1996, under the chairmanship of Mr B L Yadav. Mr Yadav reactivated the chapter and once again the foundation of a strong beginning which was to follow was laid. Since then the chapter has grown significantly.

Another vibrant PR professional, Mr Vivek V. Shah took over the reins from Mr. Yadav and under his leadership (2005-2007) the chapter received two national PR awards in Delhi and Chennai. Thereafter, there has been no looking back and during Mr Bhavesh Upadhyay's tenure as chairman, the chapter witnessed new initiatives like website launch and awards to distinguished professionals in communication area.

The Ahmedabad chapter witnessed structured planning during the tenure of Mr Vipul Shukla between 2010 and 2012. After that Mr Unmesh Dixit, Mr Dilip Chauhan and Mr Shailesh Goyal put immense value to the chapter as Chairman of the Ahmedabad Chapter.

Ahmedabad Chapter also hosted the 37th National Conference in 2015, which gave a big boost to PR activities in the region.

At Present the Ahmedabad Chapter is headed by Mr Rajiv Kumar Singh who took over in 2016. Under the leadership of Mr Singh, Chapter has Won More 6 Awards and continues to be a source of new energy to the organisation.