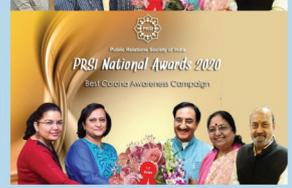
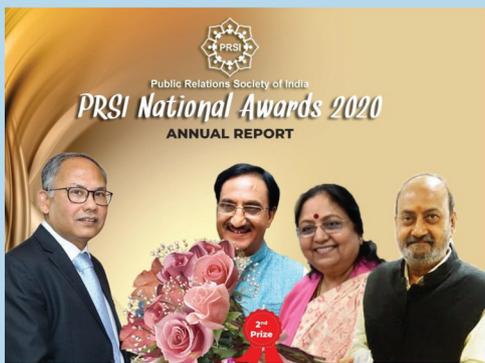


Excellence is nurtured by Recognition!

PRSI National Awards-2021

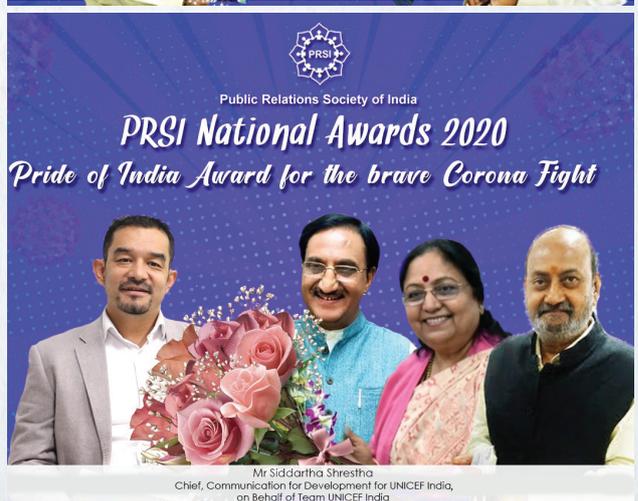
(Recognising excellence in Public Relations and Communication)



Public Relations Society of India

www.prsi.org.in

PRSI Salutations to Corona Warriors!



Let us Salute Excellence in Communication and Public Relations

Determination, desire and commitment to an unrelenting effort to achieve the goal - a commitment to quality—and the fire to achieve better than the best results in excellence. Praiseworthy performance is never an accident; it is always the result of a commitment to excellence, intelligent planning, and focused effort.

In the competitive world out-of-box ideas, innovation and creativity will always help staying ahead of competitors. Public Relations and Corporate Communications has played a great role in recent times to build new India . Efforts to encourage excellence in their efforts need to be recognised as they are the flag bearer of the more to Touch new heights of performance to make India - the winner !.

PRSI National awards instituted by the Public Relations Society of India, the national body of the Public Relations and Communication professionals are considered as the highest recognition in the industry over the years. The year gone has witnessed testing times for the entire world, also impacting corporate organisations and their Public Relations. Entries are invited to recognise creative contributions made during the year gone. We strongly believe that honouring praiseworthy contributions is important to nurture excellence. We invite you to participate in following categories:

Public Relations and Corporate Communications

- House Journal (Hindi)
- House Journal (English)
- Newsletter (English)

- Newsletter (Hindi) Special/
- Prestige Publication Coffee Table Book
- Sustainable Development Report
- Annual Report
- Best Communication Campaign (Internal Publics)
- Best Communication Campaign (External Publics)
- E-Newsletter
- Corporate Website
- Best use of Social Media in a Corporate Campaign
- Public Relations in Action (Case Studies)
- Most Impressive Event Management
- Best Public Awareness Program
- Best Employee Communication Program
- Corporate Film (Hindi)
- Corporate Film (English)
- Social Media for P R and Branding

Corporate Social Responsibility

- Best PSU Implementing CSR
- Best Private Sector Organisation
- Implementing CSR Best CSR Project for Childcare
- Best CSR Project for Women's Development
- Best NGO Making Contribution to CSR

Right to Information

- Best PSU Implementing RTI
- Best State government implementing RTI
- Best NGO efforts to promote RTI

Fight Against Covid-19

- Award for Innovation in Marketing Strategies in Corona times
- Award for Innovative measures in Health Care Industries response in COVID-19 situation
- Award for Innovation in Manufacturing Industries
- Award for Innovation in Non-Profit Organizations
- Award for Excellence in Innovation in Governance
- Award for Excellence in Covid -19 Management in Public Enterprises
- Most Innovative Start-up to fight Corona
- Award for Innovation in Human Resources Management during Corona times
- Award for Innovation in Customer Care during Corona times
- Best Corona Awareness Campaign
- Best Use of Social Media — COVID-19 Communications Campaign of the Year — COVID-19

Entry Submission :

- Each entry should be submitted along with an entry fee of Rs 6,000 /- Plus 18 % GST) to be sent as a draft in favour Of "Public Relations Society of India (National Council) payable at Noida.
- In case of multiple entries, the cumulative amount can be sent as a single draft.

Mr. Y Babji

Secretary General, PRSI

Mobile: 91 9848812031 / 919618918367

Email : bobby.shivyana@gmail.com

- Bank details : SBI, Account No : 62029520539, IFSC Code : SBIN0005222, Branch Sector 62, NOIDA (UP) 201301
- PRSI GST No. GSTIN : 07AAAAP6387J1Z4
- Works Completed during December 2020 to 15th November, 2021 can be submitted.
- Each entry should be submitted along with a brief note as to why this entry deserves recognition.
- Entries should be submitted between 1st to 12th December,2021

Two hard copies of the print publications and pen drives of the films should be sent to :

Dr. Anshu Arora

Public Relations Society of India,

701 Alpine Towers, Divine Meadows

Sector 108, Noida (UP)

(Phone No +91 88604 97480/+918178446638)

eMail of the entry submission letter should be sent to anshupositive28@gmail.com with copy to drajitpathak2002@gmail.com and bobby.shivyana@gmail.com

Invoice for Payment of Fee :

For any clarification / invoices for making payments kindly contact Mr. Y Babji, Secretary General, PRSI

Awards Presentation :

Awards will be presented at an awards evening or at a virtual ceremony depending on Covid-19 situation and in case of virtual event, award trophies will be sent to the winners.

Dr. Ajit Pathak

National President, PRSI

Mobile : 91 98990 00565

Email : drajitpathak2002@gmail.com

Public Relations Society of India

One Nation. One Agenda. One Voice

The Public Relations Society of India (PRSI) was established in 1958 to promote and strengthen Public Relations as a profession by taking-up professional development programmes. Over the past six decades Public Relations Society of India has helped promoting and developing professional public relations in India , Code of Ethics and building up solid communication platforms for national agenda and government programmes.

Public Relations Society of India has meaningful association with the International Public Relations Association and the Global Alliance of Public Relations and Communication Management.

PRSI has to its credit campaigns like Sab Ka Saath : Sab Ka Vikas , Make in India, Young India & Communication Revolution , Emerging India : Smart Cities-Smart Communication , Himalaya and Ganga - Pride of the Nation , Media Transparency, Unity India, Anti-terrorism movement, Cancer Awareness . Salutations to

Indian Armed Forces, Indian Democracy : Mantra for Effective Elections and One Nation. One Agenda. One Voice are the themes on which PRSI has worked on a serious note.

PRSI organizes All India Public Relations Conference every year besides Mass Communication Students' Congress and National Quiz. PRSI National Awards also recognize excellence shown in Public Relations and Communication including RTI, Women Development and Child Care.

The COVID-19 pandemic dramatically affected families, communities and the society to burden our lives, systems and structures; the most challenging crisis we have ever faced. Pressures created by Covid-19 have changed propositions of relations between the nations, social systems, governance, business , media and even Public Relations. We are on the new path of our life style. Last year, when the epidemic started and when everyone was scared including the



healthcare workers, there was an urgent need to make our people aware of the basic precautions to avoid Corona. Appreciating the need for this awareness, Public Relations Society of India worked on Corona Awareness to mark the 2020 National P R Day. Public Relations Society of India exhibited its best to create a positive wave to eliminate Corona from India. Out-of-box efforts were required to do this Public Relations activity without the physical involvement of Public. Our Chapters across the country took the challenge head-on and got engaged in creating awareness posters, campaigns through social media, distribution of supporting aids to the medical staff and police , organising webinars , competitions and even humble efforts of collecting funds to support the government. Besides organising value added virtual programmes PRSI organised competitions for students, Mass Communication teachers and school children .The rich traditions of PRSI National Awards and the All India Public Relations Conference were maintained through virtual platforms. Even Kavi Gosthis and Cultural activities were organised to break the sadness of

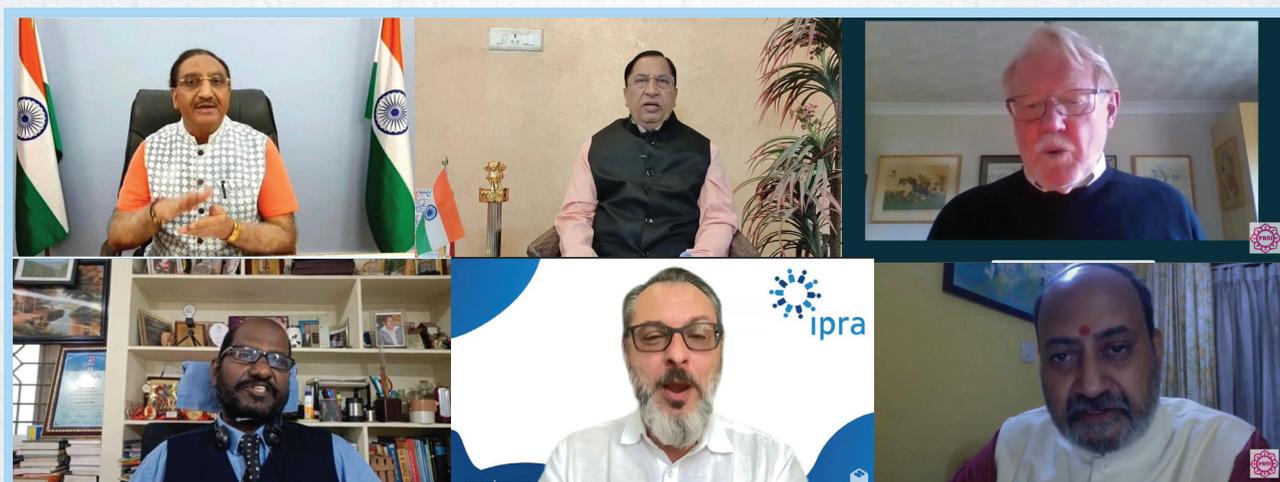
the Covid impact. PRSI had the honour to salute Corona warriors for their brave contributions.

PRSI also had the honour to launch Vijayi Bharat Abhiyan to create a positive wave for the post Covid-self reliant India which will lead the world in days ahead.

When the new education Policy was brought in India we were again the first professional organisation to show-case the positives of the new policy which re-defines education in a country which is bubbling with youth energy and looking for the right opportunities to shape-up future of the nation.

PR-Mass Communication Orientation Programme for Students was organised by PRSI during 1-15 October, 2021 ; first of its kind event across the world, providing free academic inputs to the students in the Pandemic dominated session. 15 Professors from various Universities covered the wide spectrum of PR and Mass Communication and has been appreciated across the country.

PRSI continues to march on its untiring journey to Excellence !



Dr Ramesh Pokhriyal " Nishank " Ex Union Education Minister, Govt of India and Member of Parliament (Haridwar), Mr Naresh Bansal Member of Parliament (Rajya Sabha), Mr Philippe Borremans, IPRA President -2021 International Public Relations Association, Mr Richard A Linning, Past President, IPRA and Chairman , World Innovation and Change Management Institute, Dr Ajit Pathak, National President, Public Relations Society of India and Mr Y Babji, Secretary General, Public Relations Society of India addressed the participating students at the Orientation Programme and termed this event a historical opportunity for them to earn valuable knowledge.



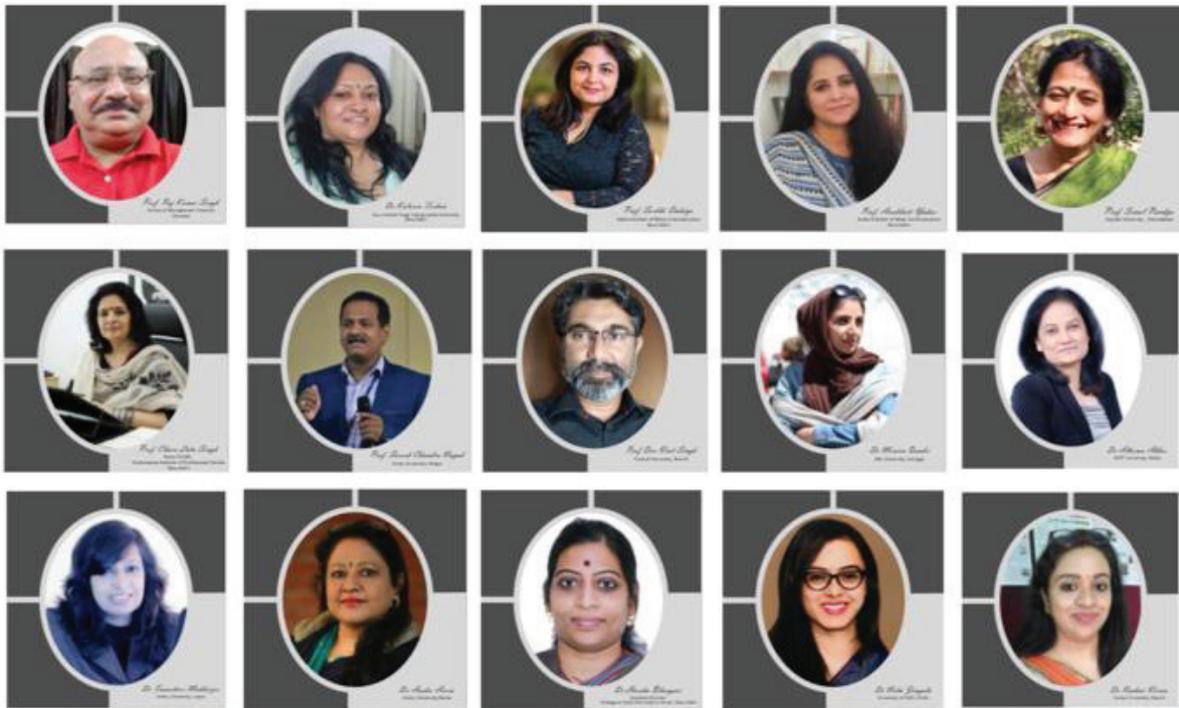
Public Relations Society of India

PR - Mass Communication Orientation Programme for Students

1st Oct to 15th Oct , 2021

Fifteen days : Fifteen Best

Students of Public Relations , Journalism and Mass Communication and the practicing professionals can take advantage of the opportunity to upgrade their communication skills ; best of the professors of the country would be available to share their knowledge.

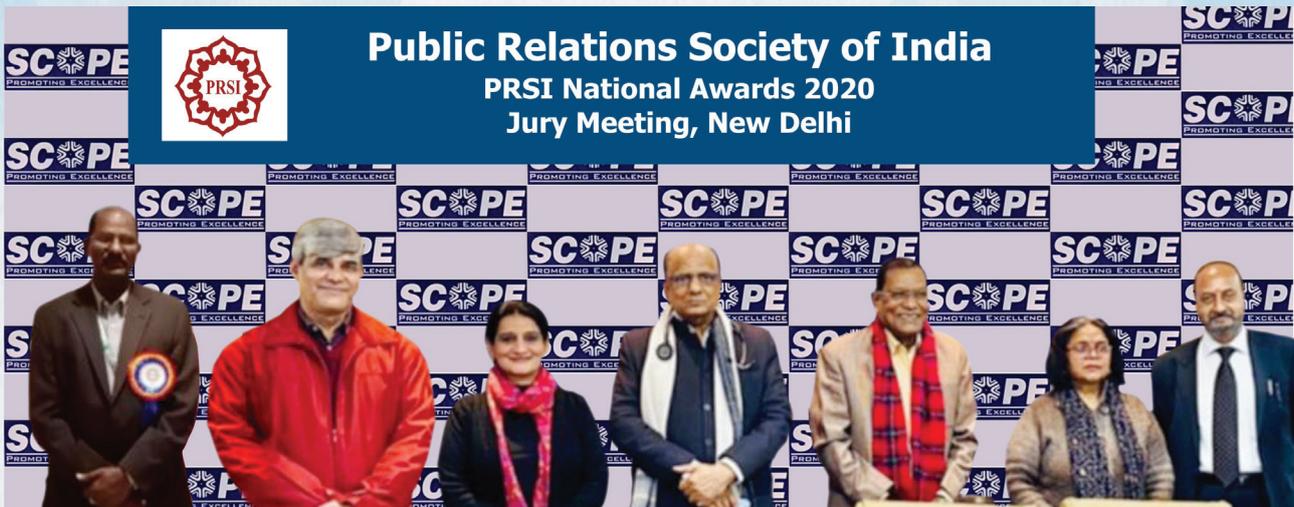


Knowledge and Prayers go hand in hand !



Public Relations Society of India through its 15 day long PR- Mass Communication Orientation Programme for Students provided a platform to the students to learn from the best of the Academicians. At the same time, meaningful prayers were offered by Ms Anu Mazumdar, National Vice President (East), Mr Narendra Mehta, National Vice President (North), Mr Unmesh Dixit, National Vice President (West) and Mr US Sarma, National Vice President (South) for the students .

PRSI National Awards July 2020



PRSI National Awards Jury members Shri Y Babji, Secretary General, PRSI, Senior Journalist Shri Shishir Sinha, Business India Associate Editor, Ms Yesli Seli, Late Dr K K Agarwal, Shri Sarthak Behuria, Ex Chairman, SCOPE and IndianOil, Ms Stuti Narain Kakar, Ex Chairperson, National Commission for the Protection of Child Rights and Dr Ajit Pathak, National President, Public Relations Society of India.

Research for Excellence !

Public Relations Professionals add value to the professional excellence through Research !

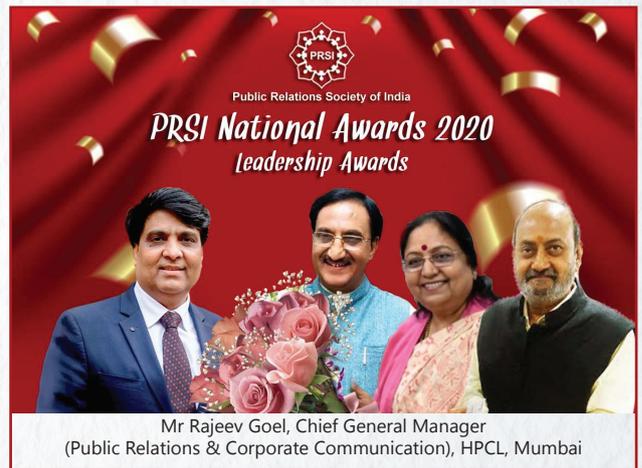
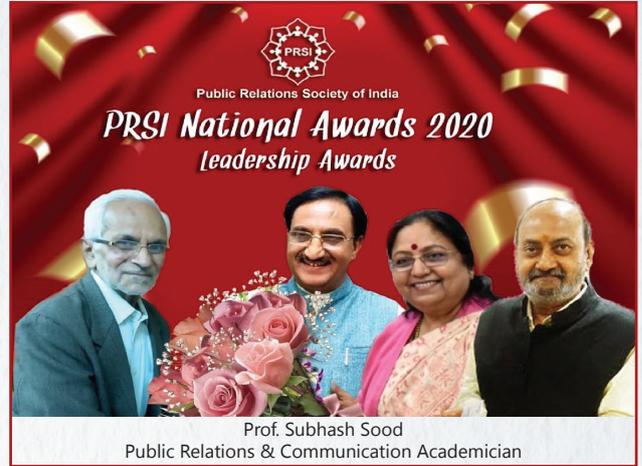
Public Relations Society of India, the national body of Public Relations and Communication professionals greatly encourages Research efforts in the profession. Those who achieve Ph.D in Public Relations in the year gone will be given Cash Award of Rs 11,000/-, Free Life Membership of PRSI and will be honoured at the All India Public Relations Conference. Contact : Dr Ajit Pathak [drajitpathak2002@yahoo.com].



Public Relations Society of India

www.prsi.org.in

PRSI Leadership Awards 2020





New Education Policy

...shaping up India's future !



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