

Public Relations Society of India
www.prsi.org.in

43rd All India Public Relations Conference

Theme :

“ Shaping up New India through Innovation, creativity and Make in India efforts: Role of effective Public Relations”



3-5 January 2022.
Facebook Live / youtube



Welcome to the 43rd

All India Public Relations Conference

New Year Greetings from the Public Relations Society of India !

It gives me immense pleasure to welcome you to the 43rd All India Public Relations Conference, which is on virtual platform this year. Constraints challenge us but we move on with our commitment.

Through the previous 42 editions of the All India Public Relations Conferences , we have addressed various issues of national concerns over the years ; the prevailing Pandemic pushed us to wall not to celebrate the PR Mahakumbh together and meet on this virtual platform.

Public Relations is all about finding befitting solutions to the changing and the challenging situations. The Pandemic has thrown an unprecedented crisis which has put all the mankind in crisis. Every nation has been affected by the Corona virus today.

135 crore citizens of India have ably dealt with the global Corona pandemic under the able leadership of Prime Minister Shri Narendra Modi during the past two years. 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.

All PRSI 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 4th 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. The movement of ' Aatmnirbhar Bharat' and ' Make in India" will put India on top of the world.

Theme of this All India PR Conference is “ Shaping up New India through Innovation, creativity and Make in India efforts: Role of effective Public Relations”.This Conference will unveil more of the opportunities in creativity, innovation, out-of-box ideas, Aatmnirbhar Bharat besides the role of PR in the changing world, to keep India ahead in the race.

I also welcome officials of International Public Relations Association and the World Innovation and Change Management Institute. I must make special mention of Mr Richard A Linning, Past President, IPRA and Chairman , World Innovation and Change Management Institute and the Secretary General Mr Danijel Koletić and Mr Philippe Boremans, IPRA , President 2021 who have been a great strength to us and in days ahead we look forward to have many more programmes together.

I welcome all the participants to this conference, I also extend my best wishes for a safe, happy and innovative New Year 2022.

Dr Ajit Pathak



Inauguration

(3.01.22 1700 Hrs -1830 Hrs)

Shri G. Kishan Reddy
Hon'ble Union Minister of Culture, Tourism &
Development of North Eastern Region
Chief Guest

Shri Naresh Bansal
Member of Parliament (Rajya Sabha)
Preside Over

Shri Rajeev Vishnoi
Chairman & Managing Director , THDC India
Guest of Honour

Session I (4.01.22 1000 Hrs -1200 Hrs)

Skill & Innovation Platform

“ Skill Development will decide fortune of the country “

Mr Jai Kant Singh
Ex Head
National Skill Development Corpn
New Delhi

**“ PUBLIC RELATIONS ACTIVITIES BY THE GOVERNMENT OF
INDIA : DIGITAL INDIA INITIATIVE”**

Dr. Amrita Chakraborty
Assistant Professor
Mass Communication ,
Pandit Deendayal Energy University (PDEU), Gandhinagar

" Innovation, Creativity and Public Relations "

Mr Gagan Chaturvedi
DDG
Ordnance Factory
Kolkata

“ Skill Development Efforts for Japan : NDIM Experience”

Shri V M Bansal,
Chairman,
NDIM, Delhi

Session II (4.01.22 1300 Hrs -1500 Hrs)

Public Relations Forum

"Challenges & Opportunities for PR consultancies in post COVID era".

Mr Bhaskar Majumdar
Head, Corporate Affairs, Communications and Digital
Egis India Consulting Engineers Pvt Ltd
Gurgaon

"Communicating the Value of PR – What Every PRO should know!"

Mr Aseem Sood
CEO
Impact Research and Measurement Pvt Ltd;
Director and Fellow, AMEC
New Delhi

" Apart from skills, investing in Technology is paramount for survival of any PR agency”

Mr Satyen Bhatt
Managing Director,
PRISM Public Relations,
Chennai

Session III (4.01.22 1600 Hrs -1800 Hrs)

Media

“ Opportunities in Media Industry Post Covid-19 Pandemic “

Dr. Amit Chawla
Professor – Amity School of Communication
Amity University, Gurgaon

“Corporate Profile Photography: Realising a dream !”

Mr Shekhar Ghosh
Ex Chief Photographer
India Today
New Delhi

Crisis Communication: How to effectively navigate a Crisis?

Dr. Jaya Srivastava
Assistant Professor
Apeejay Institute of Mass Communication
Dwarka, New Delhi

Session IV (5.01.22 1000 Hrs -1200 Hrs)

Youth Forum

‘ Advertising Next’

Dr. Sharmila Kayal
Associate Professor, Communication Management
Adamas University, Kolkata

‘ Paradime Shift in Communication Strategy and the New age Communication ‘

Ms Neha Deepak Choudhary
Manager Corporate Communications
Indian Oil Corporation Limited
Corporate Office
New Delhi

Journalism Post Pandemic

Mr Amit Chaturvedi
Digital Media journalist,
Hindustan Times
New Delhi

Session V (5.01.22 1300 Hrs -1500 Hrs)

Corporate Communication & Public Relations

“ Innovation and Public Relations “

Mr Richard A Linning
Past President, IPRA and Chairman ,
World Innovation and Change Management Institute

"Media Intelligence Service in the Balkan Region"

Ms Mateja Greifoner , Head of International cooperation
Ms Petra Vek , Head of analysis department
Ms Mateja Črešnar , Sales Manager
Press Clippings
Maribor

“Oil & Gas PSUs fuelling a billion dreams and delivering happiness”

Mr Rajeev Goel
Chief General Manager
Public Relations and Corporate Communications
Hindustan Petroleum Corporation Limited
Mumbai

Valedictory Programme
(5.01.22 1500 Hrs -1630 Hrs)

Dr Ramesh Pokhariyal “ Nishank”
Ex Education Minister,
Govt of India
Chief Guest

Dr Chinmay Pandya
Pro Vice Chancellor
Dev Sanskriti Vishvidyalya
Haridwar
Preside Over

Mr Philippe Boremans
IPRA President 2021
Guest of Honour

