



44th All India Public Relations Conference

Bhopal, 25-27 December, 2022

**Kushabhau Thakre International
Convention Centre (Minto Hall), Bhopal**



Theme :
Aatmnirbhar Bharat
Role of Public Relations



Public Relations Society of India

www.prsi.org.in

PRSI BHOPAL CHAPTER

A picture is worth a thousand words





44th | All India Public Relations Conference

Bhopal, 25-27 December, 2022

Theme :

Aatmnirbhar Bharat
Role of Public Relations

CONFERENCE FOCUS :

The concept of Aatmnirbhar Bharat
Traditional values and Strengths of India
Skill Development
Science & Technology
Medical and Health Care
IT & Communication
PR and Media
Sustainability Priorities
Youth Power of India

WHO CAN ATTEND THE CONFERENCE ?

- Communication and PR Practitioners
- Management / Media Consultants
- HR, CSR and IT Professionals
- Central & State Government Officials
- PR and Mass Communication Teachers
- NGOs
- PR, Media and Mass Communication Students
- Digital Media Professionals
- Journalists / Advertising Experts / Development Communication Professionals



Public Relations Society of India

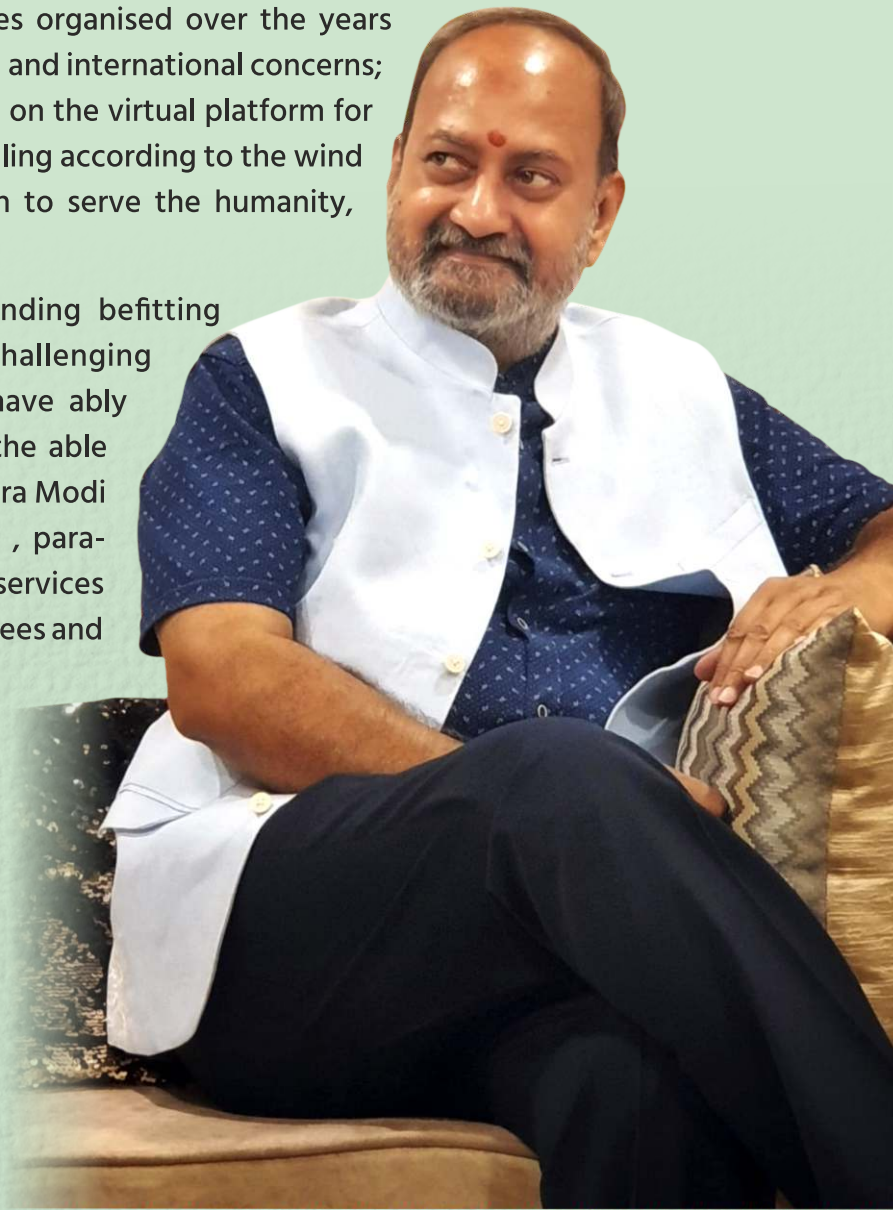
Welcome to the 44th All India Public Relations Conference

Greetings from the Public Relations Society of India !

It is great feeling to invite you to the 44th All India Public Relations Conference being organised at Bhopal; it is really exciting for all of us to once again meet on this Maha-Kumbh of PR and Communication professionals after two years of virtual platform this year. CovidConstraints challenged us but we moved against all the odds with our commitment and now is the time to celebrate life !

43 All India Public Relations Conferences organised over the years have addressed various issues of national and international concerns; the Pandemic pushed us to wall to meet on the virtual platform for last two Conference. PRSI adjusted its sailing according to the wind directions and we continued our march to serve the humanity, nation and the profession.

Public Relations practitioners enjoy finding befitting solutions to the changing and the challenging situations. In India, 135 crore citizens have ably dealt with the global 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 gratitude. Media and Public Relations officials of various corporates have also learned new tools and techniques to help their organisations realising their vision with the power of communication.





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. Skill development, Research, Innovation, creativity and Make in India efforts surely promise to take India to greater heights. Role of effective Public Relations and Corporate Communication will remain most important in preparing the positive climate, bringing-in positivity, encouraging excellence and show-casing the praiseworthy contributions. This Conference will unveil plans to keep India ahead in the race.

Bhopal is known for its beautiful lakes and striking landscapes. The old city encompasses fascinating mosques, serpentine alleys, amazing food corners and buzzing chowks ; on the other side of the upper lake is new Bhopal. The city offer something for every taste!

Bhopal Chapter is one of the most vibrant chapters of PRSI that has been given the responsibility of hosting this Conference. The committed team of PRSI Bhopal is ready to welcome you with love, affection, warmth and the traditions of the great traditional city !

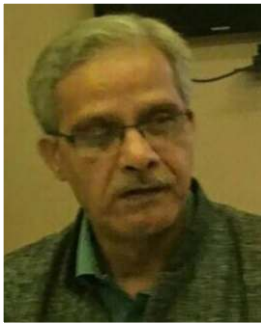
I welcome all the participants to this conference; Join us at Bhopal where PRSI National Awards Nite, Christmas Celebrations and “Atal Jan SamparkSamriddhi” launch await you besides the fruitful conference deliberations.

DR. AJIT PATHAK
National President

PRSI National Executive



Dr. Ajit Pathak
National President



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Vice President (North)



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Vice President (South)



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Secretary General



Mr. Dilip Chauhan
Secretary Treasurer



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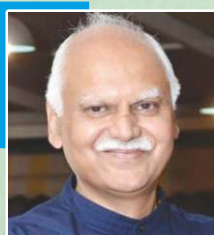
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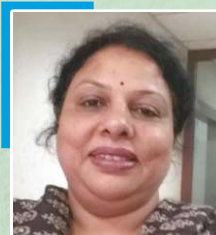
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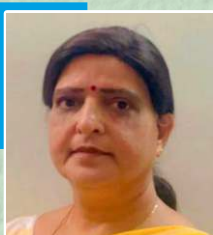
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Public Relations Society of India

Public Relations is art, science, life philosophy and management; it is all about building trust and earning on the desired image ! Public Relations is a sustained, planned and deliberate communication, based on truth, to project right image of the organisation. Public Relations works on two way communication between an organisation and its various stakeholders. As the oldest culture and largest democracy of the world and of one the most dynamic economy today, whole world is looking at India. The political leadership, IT knowledge, consumer power, youth population strength and technical expertise attract every investor in the world towards India. Interpreting India to the world or an organisation to its publics and building bridges of trust, Public Relations and Communication professionals of India work with dedication and commitment, using 360 degree communication to achieve this Positivity. Public Relations professionals of the country work under the umbrella of the Public Relations Society of India. Public Relations officials from private and public sectors, the government sector, public utilities, NGOs, PR consultancies, advertising and media and mass communication academia and students all together give strength to the organisation.

Set up in 1958, PRSI uses communication tools in order to build public opinion on various issues of national and social importance in addition to its core activities of promoting skills of PR and communication. 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, Corona Awareness drive etc. PRSI has served the Public Relations fraternity of the country through its network of 25 chapters across the country for last sixty years. PRSI is founder member of the Global Alliance of Public Relations and Communication Management and International Public Relations Association.

All India Public Relations Conference 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. So far 43 editions of the Conference have been organised on various themes.

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.

In early 2020, when the COVID-19 epidemic started threatening human lives , everyone was scared and 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 exhibited its best to create a positive wave to eliminate Corona from India by making people aware and enlightened. Out-of-box efforts were required to do this Public Relations activity without the physical involvement with Public. Our Chapters across the country took the challenge head-on and got engaged in creating awareness posters and campaigns through social media, distribution of

supporting aids to the medical staff and police, organising webinars 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 Poetry and Cultural events were organised to break the sadness of the Covid impact. PRSI had the honour to salute Corona warriors for their brave contributions with Pride of India Award for the brave Corona Fight.

Considering the Covid environment PRSI organised a 15 day long All India PR-Mass Communication Orientation Programme for Students from 1st Oct to 15th Oct , 2021 presenting best of the Academicians and professionals to the students who are pursuing Public Relations, Journalism and Mass Communication courses.

PRSI has always believed in nurturing the future generations with values and empowering them with knowledge and skills. Participation in All India PR Conferences, organising All India PR-Mass Communication Students' Congress, PRSI National Quiz and recognising excellence through various competitions has been our focus.

PRSI has taken yet another initiative for the future PR/ Mass Communication professionals of the country. A students' platform 'Nalanda' has been created by PRSI for Industry Academia inter-face and to prepare the next generation of PR and Communication industry in India. These student wings are being created by PRSI chapters in the University / Institute Campuses across the country. These Forums will enhance a public relations and communication specific mindset among the students of the Public Relations and Corporate Communication graduate / postgraduate courses and create a forum for professional Development.

PRSI 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 after we win over Corona. With the movement of 'Aatmnirbhar Bharat' and 'Make in India'. India will be on top of the world. This Abhiyan was flagged-off by Dr Ramesh Pokhriyal "Nishank", the then Union HRD Minister.

Cultural heritage, character of people, value system of the country and the degree of commitment all define future of that nation. Education works as the foundation for the growth, development and character of the nation. The 21st century is the era of knowledge. India's National Education Policy, 2020 brings-in, increased focus on learning, research and innovation, strengthening the quality of education in the country. This will make our education system the most advanced and modern proposition for students as it emphasises on inter-disciplinary study, which will ensure that the focus is on what the student wants to learn instead of being compelled to learn. Public Relations Society of India took the initiative to show-case the policy and take its advantages to the public at large. Dr Ramesh Pokhriyal "Nishank"ji", the then Union HRD Minister and Shri Naresh Bansal, Member of Parliament (Rajya Sabha) appreciated efforts of PRSI to put wings to the NEP.

Every profession earns respect with the power and opportunities of research; with a mission to encourage youth to take up Ph.Ds in Public Relations, PRSI has launched a promotional scheme. Every student earning doctorate in PR is honoured at the All India Public Relations Conference, decorated with free life membership and a cash award of Rs 11,000/-.

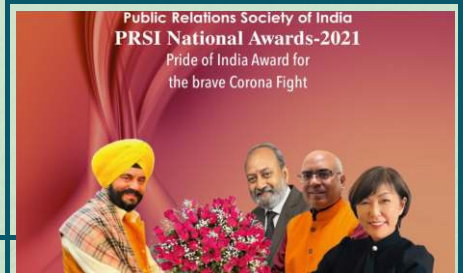
New India is taking shape under the vibrant leadership of Prime Minister, Shri Narendra Modi and PRSI is committed to play its role in this march for excellence with the power of Public Relations and communication to inspire 135 crore Indians to work with unity of purpose to make Mother India , once again the world leader !



**Excellence is nurtured
by Recognition**

PRSI National Awards-2022

(Recognising excellence in Public Relations and Communication)



Public Relations Society of India



The heart of
Incredible India

BHOPAL

A Many-splendoured City

Bhopal, capital of Madhya Pradesh, combines scenic beauty, historicity and modern urban planning. It is situated on the site of an 11th century city, Bhojapal, founded by Raja Bhoja.

Bhopal today presents a multi-faceted profile; the old city with its teeming marketplaces and fine old mosques and palaces, still bears the aristocratic imprint of its former rulers, among them the succession of powerful Begums who ruled Bhopal from 1819 to 1926. Equally impressive is the new city with its verdant, exquisitely laid-out parks and gardens, broad avenues and streamlined modern edifices.

What to See

Bharat Bhavan : Charles Correa the architect found here the possibilities of a series of terraced gardens, which would be seen cascading down to the lake. In the last many years Bharat Bhavan has organized hundreds of programs including music concerts, readings, exhibitions and film shows.

Shaurya Smarak : Shaurya Smarak is a war memorial situated at Bhopal, inaugurated by the Prime Minister of India Narendra Modi on 14 October 2016. Shaurya Smarak is established by government of Madhya Pradesh at Bhopal in the heart area of Arera Hills near M.P. Nagar.

M.P. Tribal Museum : The tribal people of the state shaped the galleries in the Madhya Pradesh Tribal Museum. In the designs prepared by him, many unique things related to tribal lifestyle and artistic sense have been revealed anew.

Indira Gandhi Rashtriya Manav Sangrahalaya : Any exploration of India's greatest museum is incomplete without a visit to the Indira Gandhi Rashtriya Manav Sangrahalaya, Bhopal. This Museum depicts the story of mankind in time and space. It offers opportunity to explore the most subtle but artistic sensibilities of the rich Indian culture and heritage through its appealing exhibitions. It is one of the largest and leading Anthropological Museums in India.

Birla Mandir : Birla Mandir is situated at the highest point of Bhopal, atop Arera Hills dedicated to goddess Lakshmi.

Taj-ul-Masajid : Said to be the largest mosque in the country, the building of this towering edifice was begun by Shahjehan Begum (1868-1901) but was incomplete on her death.

Jama Masjid : Gold spikes crown the minarets of this beautiful mosque, built in 1837 by Qudsia Begum.

Moti Masjid : Architecturally akin to Delhi's Jama Masjid, this imposing mosque was built by Sikander Jehan, daughter of Qudsia Begum, in 1860.

Upper and Lower Lake : Created by Raja Bhoj, by constructing an earthen dam across the Kolans river, the Upper lake with a catchment area of 361 sq km is the source of drinking water, fish and water chestnuts.

The Lower Lake : It was created in 1794 by Nawab Chhote Khan, minister of Nawab Hayat Mohammad Khan. With an area of 1.3 sq km and a catchment area of 9.6 sq km, the Chhota talab drains in to the Halali river.



Shaurya Smarak, A war Museum



Birla Mandir, Laxmi Narayan Temple at highest point of Bhopal



Bharat Bhavan, A Multi art Complex



MP Tribal Museum, the home of rural art



Upper Lake, the engineering feat of 11th century



The imposing Taj-ul-Masajid



The heart of
Incredible India

Madhya Pradesh

Sanchi



Great Stupa No. 1 : The oldest stone structure in India

Sanchi's stupas, monasteries, temples and pillars dating from the 3rd century BC to the 12th century AD have been declared a World Heritage Site by UNESCO.

Bhojpur



Bhojeshwar Temple, Bhojpur is known as the Somnath of the East

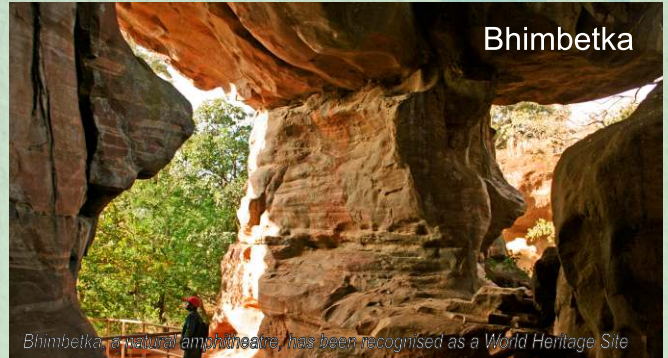
Founded by the legendary Parmar king of Dhar, Raja Bhoj (1010-'53), and named after him, Bhojpur, 28 km from Bhopal, is renowned for the remains of its magnificent Shiva Temple and Cyclopean dam. The temple, which has earned the nomenclature of the Somnath of the East, is known as the Bhojeshwar Temple.

Ujjain



The ancient city of Ujjain lies on the banks of river Kshipra. The number of temples in Ujjain, it is popularly held, is so large that if one comes here with two cartloads of grain and offers only one handful at each temple, one would still run short of offerings. Legend has it that Ujjain is one of the saptapuris, or the seven holy cities of India that grant moksha or liberation from the cycle of birth and death. Ujjain hosts the **Simhasth**, as the Kumbh Mela is known here, every 12 years, the latest of which was in 2004.

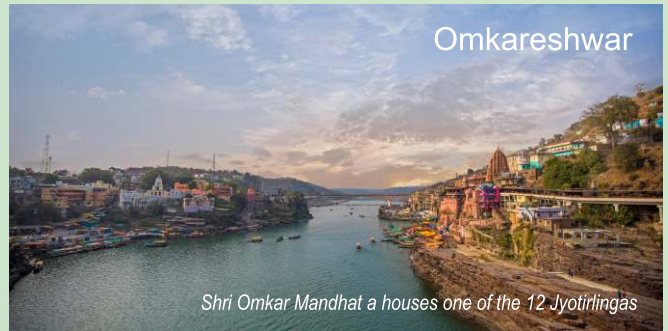
Bhimbetka



Bhimbetka, a natural amphitheatre, has been recognised as a World Heritage Site

Surrounded by the northern fringe of the Vindhyan ranges, Bhimbetka lies 46 km south of Bhopal. In this rocky terrain of dense forest and craggy cliffs, over 600 rock shelters belonging to the Neolithic age were recently discovered. Here, in vivid, panoramic detail, paintings in over 500 caves depict the life of the prehistoric cave-dwellers, making the Bhimbetka group an archaeological treasure, an invaluable chronicle in the history of man.

Omkareshwar



Shri Omkar Mandhat a houses one of the 12 Jyotirlingas

Omkareshwar, the sacred island, shaped like the holiest of all Hindu symbols, 'Om' has drawn hundreds of generations of pilgrims.

Shri Mahakal Mahalok



A historic rejuvenation of Shri Mahakaleshwar Dham

Shri Mahakaleshwar Dham in Ujjain is amongst the most revered Jyotirling in India and a world renowned pilgrimage site. As part of the urban transformation of the Mahakal Temple precinct, the Phase 1 for Shri Mahakal Lok has been completed which aims to improve the experience of pilgrims by decongesting the area, providing state of the art infrastructure and aesthetically pleasing open spaces. This iconic project includes a 900-mtr long corridor filled with traditional installations, theme park, a heritage mall, e-transport facilities and revitalization of the pious Rudrasagar lake.

Venue of Conference

The Nostalgic Regal Premise of Bhopal

The Minto Hall

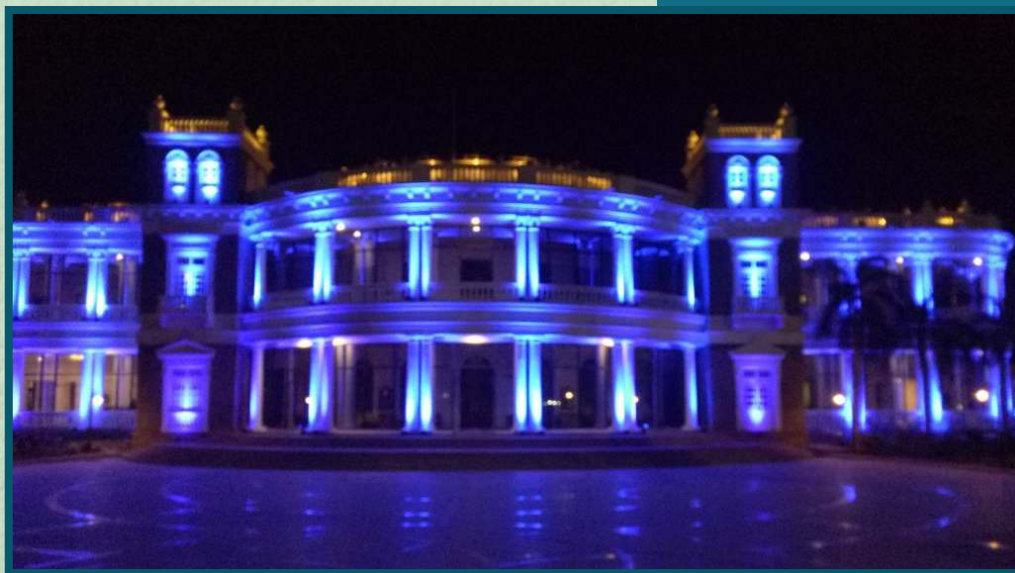
Minto Hall - The Crown of Bhopal

The Begums of Bhopal played a vital role in the development of Bhopal. Under the supervision of the Begums of Bhopal, the city reached up to a mark of a stronghold in the field of art, architecture, and culture. Minto Hall is an exemplary historical monumental landmark built by Nawab Sultan Jahan Begum in the City of Lakes. The foundation stone of Minto Hall was laid on 12th November 1909. Bhopal used to be ruled by four Begums of Bhopal and Nawab Sultan Jahan Begum was the last among them; she brought life to Minto Hall in a very beautiful way of her vision. This building was further completed by her son Nawab Hamidullah Khan.

It was constructed keeping in mind the requirement of a guest house near the Raj Bhavan. The chief architect of this heritage building was A.C. Roznathe.

Today this popular heritage building stands upholding its regal class and mesmerizes everyone with its magnificence.





Shri Mahakal temple Shri Mahakal Mahalok Ujjain

Visit

A Visit of Mahakal Temple and Shri Mahakal Mahalok (Recently Inaugrated by Hon'ble Prime Minister, Shri Narendra Modi Ji) Ujjain is proposed during 44th All India Public Relations Conference on 28th December, 2022.

Delegates and their family members can join this Visit. A Bus for this Visit from Kushabhau Thakre International Convention Centre (Minto Hall), Bhopal will start at 8.00am morning on 28th December and will be back at 10.00pm night on same day. Participation Fee of Rs. 1800/- to be sent in advance to block the seat.

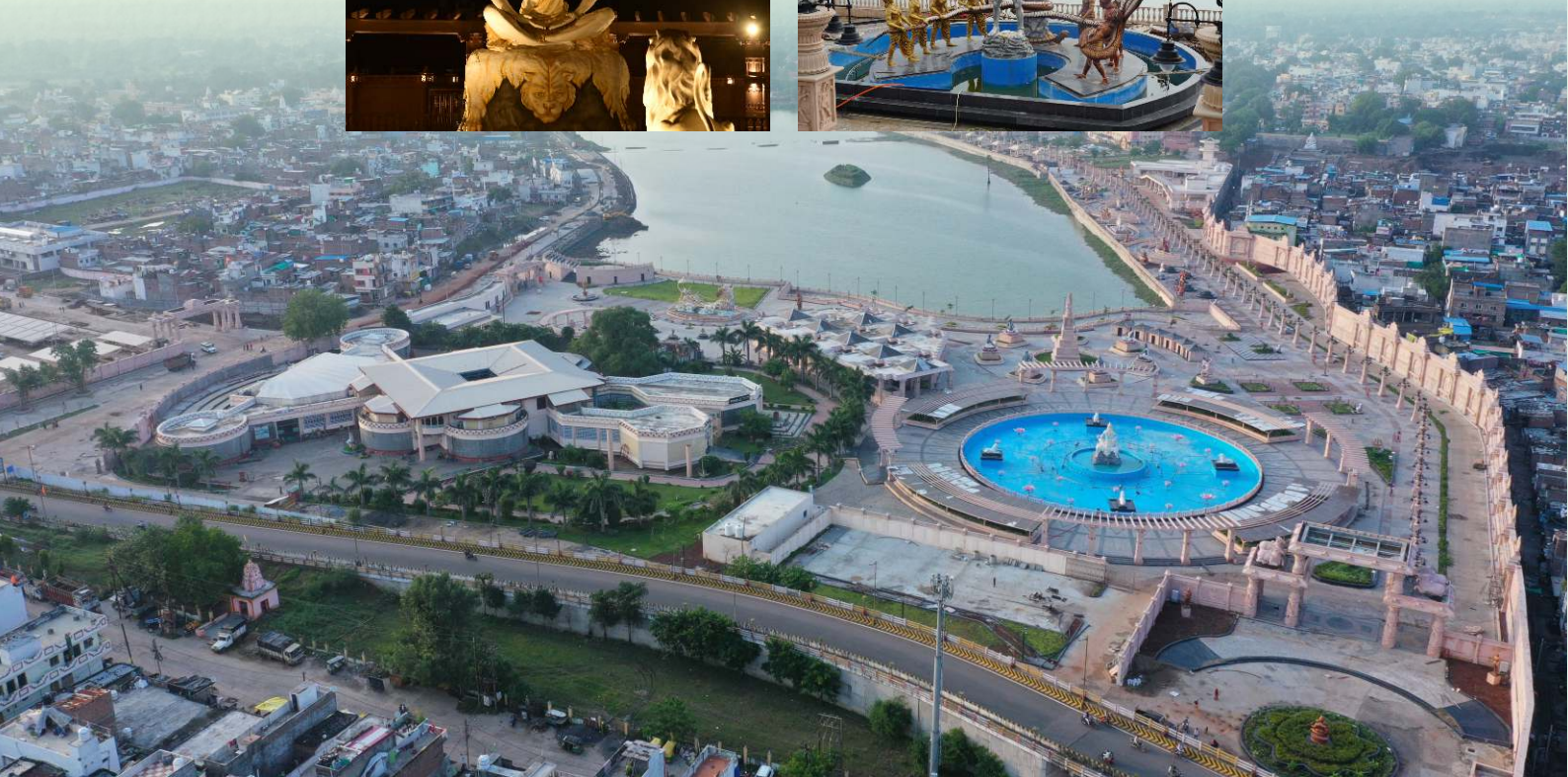
Interested Delegates can contact

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DELEGATE REGISTRATION FORM

(Please send this form along with payment to the Conference Secretariat address given below)

1. Name (in capital letters): _____
2. Designation: _____
3. Organization: _____
If Member of PRSI, which chapter: _____
4. Tel.: (STD Code) _____ Off: _____ Res: _____
5. Tel No./ Fax No.: _____
6. E-Mail ID: _____
7. Name of Spouse (if participating): _____
8. Postal Address : _____

9. Registration Fee Rs.: _____
10. Cheque/DD No.: _____ Date: _____ Drawn of Bank: _____
(Branch) _____

REGISTRATION FEE

Delegates Early Birds	Early Birds (Upto 30-11-2022)	Delegates (01-12-2022 Onwards)
PRSI Members	₹ 6,000	₹ 7,000
Non-PRSI Members	₹ 11,000	₹ 12,000
Retired Professionals /Students/Spouse	₹ 3,000	₹ 4,000

PAYMENT

All payments for registration will have to be done in advance by cheque or demand draft in favour of Public Relations Society of India, Bhopal Chapter.

Beneficiary Name	Public Relations Society Bhopal
Bank Name	Bank of Baroda
Bank Branch	HABIBAGANJ BRANCH BHOPAL
IFSC	BARBOHABIBG
Beneficiary Account No.	98170100000741
Account Type	SAVING
PAN No.	AADAP2914J

Secretariat Address: 14, Krishak Jagat Parisar, Indira Press Complex, Zone-I, M.P. Nagar, Bhopal-462011 (M.P.)

SPONSORSHIP OPPORTUNITIES

The conference is an event that will bring a cross section of people belonging to the Central & State Government, Public & Private Sector Companies, Educators, Brand Marketers and a varied class of consumers of knowledge and information. A Good Member of Public Relations and Media Students will also be Participating.

We plan to showcase brands and key areas of CSR, HR and IT, NGO's sponsors prominently and strategically to catch eyeballs through a wide range of venue branding and media based activities.

Sponsorship Type	Stall	Logo Backdrops	AV	Logo in Hoarding	No. of Free Delegates
International Partner - ₹ 10 Lacs	5X3 Mtr	Yes	Yes	Yes	8
Platinum Sponsor - ₹ 7 Lacs	4X2 Mtr	Yes	Yes	Yes	7
Gold Sponsor - ₹ 5 Lacs	3X2	Yes	Yes	Yes	5
Silver Sponsor - ₹ 3 Lacs	-	Yes	Yes	Yes	4
Support - ₹ 2 lacs	-	Yes	-	Yes	2
Delegate Kit - ₹ 3 lacs	-	Yes	-	Yes	3

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PRSI BHOPAL CHAPTER

Media Coverage of different Programs

भोपाल लाइव

मनोरंजन के साथ आत्म चिंतन और अवलोकन की है जरूरत

नवभारत

अनेक वर्षों के बाद फिर से मनोरंजन के साथ आत्म चिंतन और अवलोकन की है जरूरत। मनोरंजन के साथ आत्म चिंतन और अवलोकन की है जरूरत। मनोरंजन के साथ आत्म चिंतन और अवलोकन की है जरूरत।

प्रसिद्ध गुरु प्रकाश केसाव खेर

प्रसिद्ध गुरु प्रकाश केसाव खेर

प्रसिद्ध गुरु प्रकाश केसाव खेर

मनोरंजन के साथ आत्म चिंतन और अवलोकन की है जरूरत

नवभारत

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प्रसिद्ध गुरु प्रकाश केसाव खेर

प्रसिद्ध गुरु प्रकाश केसाव खेर

प्रसिद्ध गुरु प्रकाश केसाव खेर

प्रीतारससआई भोपाल चैटर ने किया प्रवासी भारतीय रचनाकारों का सम्मान

प्रवासी साहित्यकारों ने हिंदी को विश्व में फैलाया, इस भाषा को बोलने वाले भी बढ़ते जा रहे हैं : डॉ. पाठक

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Music, spiritualism can give peace to people: Kailash Kher

PRSI event to mark International Women's Day

OUR STAFF REPORTER

कैलाश खेर ने कहा कि आध्यात्मिकता और संगीत लोगों को शांति दे सकते हैं। उन्होंने कहा कि आध्यात्मिकता और संगीत लोगों को शांति दे सकते हैं। उन्होंने कहा कि आध्यात्मिकता और संगीत लोगों को शांति दे सकते हैं।

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प्रतिक्रिया के साथ जीना ही, परमेश्वर के साथ जीना है : कैलाश खेर

नवभारत

प्रतिक्रिया के साथ जीना ही, परमेश्वर के साथ जीना है : कैलाश खेर

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चिंतन न्याय व्यवस्था, मीडिया और राजनीति को खड़े हो रहे सवाल

डेटा और इन्फॉर्मेशन में अंतर करना होगा : प्रो. हिमांशु राय

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'Lok Sampark Samman' to 6 from PR, journalism field

PRSI Bhopal Chapter

भोपाल लाइव

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विज्ञान पत्रकारों एवं संचारकों की साइंटिफिक टैंपर बनाने में विशेष भूमिका: डॉ. नकुल पाराशर

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'Differentiate between data and information'

Public Relations Day Celebrated

भोपाल लाइव

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हरिभूमि

भोपाल - मुख्य संस्करण

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