



Public Relations Society of India

INTERNATIONAL PUBLIC RELATIONS CONFERENCE

NEWS BULLETIN

25-27 NOVEMBER 2023



TODAY

DAY-1
25 Nov, 2023

DAY-2
26 Nov, 2023

DAY-3
27 Nov, 2023

PRSI is the best-suited partner for us.

9

पीएसआईआर का तीन दिवसीय अंतर्राष्ट्रीय जनसंपर्क महोत्सव जनसंपर्क के महाकुंभ का आगाज़ आज

THEME G20: Showcasing Indian Values and the Emerging India to the World: Opportunities for Public Relations

मुख्य अतिथि



एच.एच. पूज्य स्वामी चिदानंद सारस्वतजी



श्री सुधांशु त्रिवेदी



श्री नरेश बंसल



डॉ. संदीप मारवाह

देश की राजधानी दिल्ली में २५-२७ तारीख तक पब्लिक रिलेशंस सोसाइटी ऑफ इंडिया (पीआरएसआई) के अंतर्राष्ट्रीय जनसंपर्क महोत्सव का आयोजन किया जा रहा है। महोत्सव की मुख्य थीम Showcasing Indian Values and the Emerging India to the World: Opportunities for Public Relations है। इस तीन दिवसीय समारोह में देश-विदेश के पीआर प्रोफेशनल्स भाग लेंगे। कुल आठ सत्र में ४२ विशेषज्ञ विभिन्न विषयों पर अपने विचार साझा करेंगे। महोत्सव का शुभारंभ २५ नवंबर की शाम से आरंभ होगा। जिसमें परमार्थ निकेत, ऋषिकेश से परम पूज्य स्वामी चिदानंद सरस्वती जी, राज्य सभा सदस्य श्री सुधांशु त्रिवेदी, श्री नरेश बंसल, एएफटी विश्वविद्यालय के कुलपति और मारवाह स्टूडियो के

डॉ. प्रिया उपाध्याय सत्र का संयोजन करेंगी। तीसरे सत्र की अध्यक्षता जनसंचार अकादमी के प्रोफेसर सुभाष सूद करेंगे। साथ ही गुरु गोबिंद सिंह इंद्रप्रस्थ विश्वविद्यालय के वरिष्ठ सहायक प्रोफेसर और पीएचडी कार्यक्रम के समन्वयक प्रोफेसर कुलवीन त्रेहान, ऑयल इंडिया लिमिटेड के मुख्य महाप्रबंधक कॉरपोरेट कम्युनिकेशन श्री रंजन गोस्वामी तथा विज्ञान प्रसार के वैज्ञानिक डॉक्टर निमेश कपूर विभिन्न विषयों पर संबोधित करेंगे। पहले दिन के अंतिम सत्र की अध्यक्षता राजेंद्र प्रसाद इंस्टीट्यूट ऑफ कम्युनिकेशन एंड मैनेजमेंट, भारतीय विद्या भवन, अहमदाबाद के निदेशक श्री श्याम पारेख करेंगे। वहीं राष्ट्रीय रेल संग्रहालय की निदेशक श्रीमती विनीता श्रीवास्तव, राष्ट्रीय विज्ञान केंद्र के निदेशक डॉ. एन रामदास अयर, नेशनल गैलरी ऑफ

आदि पर रहेगा। तीसरे दिन के पांचवें सत्र की अध्यक्षता ग्राफिक्स एड्स के अध्यक्ष श्री मुकेश गुप्ता करेंगे। विश्व शांति दूत एचएच आचार्य मुनि लोकेश, ब्रह्म कुमारी गुरुग्राम आश्रम से बहन बी के हुसैन, गेल इंडिया लिमिटेड के कार्यकारी निदेशक (एचआर) श्री डी वी शास्त्री भी मौजूद रहेंगे। छठे सत्र की अध्यक्षता इंडियन ऑयल कॉर्पोरेशन लिमिटेड एवं स्कोप के पूर्व चेयरमैन श्री सार्थक बहुरिया करेंगे। साथ ही जीएसटी परिषद सचिवालय के अतिरिक्त सचिव श्री पंकज कुमार सिंह, भारतीय जन संस्थान की प्रोफेसर डॉ. सुरभि दहिया तथा शिक्षा भागीदारी राष्ट्रीय कौशल विकास निगम के महाप्रबंधक डॉ नीता प्रधान अपना वक्तव्य रखेंगी। पांचवें तथा छठे सत्र का संयोजन क्रमशः रुचि गोस्वामी तथा डॉ. सोनम महाजन करेंगी।

कुल आठ सत्र में 42 विशेषज्ञ अपना योगदान देंगे

डॉयरेक्टर डॉ. संदीप मारवाह शामिल होंगे। इस सत्र का संयोजन डॉ. देव कन्या करेंगे। २६ और २७ नवम्बर में कुल ८ सत्रों का आयोजन किया जाएगा। २६ नवम्बर के पहला सत्र में 'जी २० नेतृत्व: भारत के लिए गर्व का अवसर' विषय पर चर्चा होगी। दूसरे दिन कुल चार सत्र होंगे। पहले सत्र की अध्यक्षता एनएचपीसी लिमिटेड के निदेशक (एचआर) श्री उत्तम लाल करेंगे, वहीं द न्यू इंडियन एक्सप्रेस के वरिष्ठ संपादक सुश्री येशी सेली, पीआईबी के महानिदेशक श्री योगेश बवेजा तथा वॉक्सन विश्वविद्यालय के रणनीतिक साझेदारी के प्रमुख डॉ. रामू सुरवज्जुला अपना वक्तव्य देंगे। डॉ. तनु दांग सत्र का संयोजन करेंगी। संचार: चुनौतियाँ और अवसर, विषय पर दूसरे सत्र का आयोजन किया जाएगा। जिसकी अध्यक्षता आईआईएम के सीएमईई निदेशक प्रोफेसर सत्य भूषण दास करेंगे। आईटीसी लिमिटेड, कोलकाता के कार्यकारी उपाध्यक्ष और कॉर्पोरेट संचार के प्रमुख श्री नजीब आरिफ, भारतीय जन संचार संस्थान की प्रोफेसर डॉ. अनुमति यादव तथा एनडीटीवी के वरिष्ठ संपादक श्री हिमांशु शेखर अपने विचार साझा करेंगे।

मॉडर्न आर्ट की निदेशक श्रीमती तेमसुनारो त्रिपाठी शामिल होंगी। डॉ. अर्चना कुमारी तीसरे तथा डॉ. हर्षा भारगवी चौथे सत्र का संयोजन करेंगी। भारत के महत्व पर विशेषज्ञों द्वारा प्रकाश डाले जाने के उपरान्त दिन का समापन पुरस्कार वितरित कर किया जाएगा। विभिन्न श्रेणियों में दूसरे दिन भी अपने क्षेत्र में उत्कृष्ट कार्य के लिए व्यक्तियों और संस्थानों को सम्मानित किया जाएगा। इस सम्मान समारोह में ऑस्ट्रेन दूतावास के राजदूत श्री बेरंड एंडरसन, वर्ल्ड बैंक के वरिष्ठ ऊर्जा सलाहकार श्री राजीव रंजन मिश्रा और इंडिया टुडे मीडिया इंस्टीट्यूट के डीन और निदेशक प्रो. ध्रुव ज्योति पती शामिल होंगे। सम्मान समारोह के बाद दूसरे दिन के महोत्सव का समापन सांस्कृतिक कार्यक्रमों के साथ होगा। पुरस्कार वितरण कार्यक्रम का संयोजन डॉ. तनुश्री मुखर्जी तथा सांस्कृतिक कार्यक्रम का संयोजन डॉ. रुचि गोस्वामी करेंगी। जनसम्पर्क क्षेत्र के दिग्गज तीसरे दिन भी इस चर्चा को एक नया आयाम देंगे और कार्यक्रम का मुख्य फोकस भारत द्वारा G - २० का नेतृत्व, पारंपरिक मूल्य, आध्यात्मिक शक्ति, प्रबंधन, भारत की छवि, शासन

देश-विदेश के पीआर प्रोफेशनल्स भाग लेंगे

सातवें सत्र की अध्यक्षता पब्लिक रिलेशन सोसाइटी ऑफ इंडिया के पूर्व राष्ट्रीय अध्यक्ष श्री समीर गोस्वामी करेंगे। अपोलो हॉस्पिटल, चेन्नई की जनसंपर्क हेड सुश्री सुगती सुंदरराज, जन स्वास्थ्य एवं परिवार कल्याण विभाग, मध्य प्रदेश के आईईसी निदेशक डॉ.रचना दूबे, एचपीसीएल मुम्बई के पीआर और सीसी के मुख्य प्रबंधक श्री सुदीप्तो बसाक तथा विजीकी की सह संस्थापक सुश्री आकृति भार्गव अपने विचार साझा करेंगी। सत्र का संयोजन डॉ. नेहा करेंगी। आठवें सत्र की अध्यक्षता विवेकानन्द इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज की संकायाध्यक्ष डॉ. चारुलता सिंह करेंगी। इंडिया टुडे के पूर्व मुख्य फोटोग्राफर शेखर घोष, दूरदर्शन की पहली कैमरा पर्सन इंदु दांग मौजूद रहेंगे। डॉ. नेहा जिगला सत्र का संयोजन करेंगी। अंतरराष्ट्रीय महोत्सव के समापन सत्र में राज्यसभा सांसद डॉ. सोनल मानसिंह, श्री जी वी एल नरसिम्हा राव, मंत्रीशस के राजदूत श्रीमती एच डिलुम, विदेश मंत्रालय के राजदूत श्री राजशेखर और देव संस्कृति विश्वविद्यालय के प्रो वाइस चांसलर डॉ. चिन्मय पांडे मौजूद रहेंगे। समापन सत्र की संयोजन डॉ. देव कन्या करेंगी।



International Public Relations Festival 2023

Dr Bheem Rao Ambedkar International Convention Centre
25-27 November, 2023

" G 20 : Showcasing Indian Values and the emerging India to the World :
Opportunities for Public Relations"

Inauguration

1800 Hrs, 25th November, 2023



H.H. Pujya Swami Chidanand Saraswati ji
Parmarth Niketan, Rishikesh



Dr Sudhanshu Trivedi
Member of Rajya Sabha, New Delhi



Shri Naresh Bansal
Member of Raiva Sabha, New Delhi



Dr Sandeep Marwah
Chancellor, AFT University ,Noida

Public Relations Society of India

www.prsi.org.in

Message



Dr. Ajit Pathak
National President
Public Relations Society of India

Let us celebrate leadership of G 20

Greetings from Public Relations Society of India !

Welcome to the International Public Relations Festival 2023.

Over the years, Public Relations Society of India, the national body of Public Relations and Corporate Communication has been serving the profession to strengthen the nation by creating positive waves through effective communication and building bridges of trust.

65 years of committed service of the nation and the profession is introduction of Public Relations Society of India. This, 45th All India Public Relations Conference is being celebrated as the International Public Relations Festival during 25-27 November, 2023 to mark the historic celebration of India's G20 Leadership. The visionary Prime Minister Shri Narendra Modi made G20 a people-driven national movement which otherwise could have been a mere diplomatic and Delhi-centric event.

The G20 Summit is held annually, under the leadership of a rotating Presidency. From December 1, 2022 onwards, India is holding the G-20 Presidency. This is a historic occasion for India and our vibrant Prime Minister, Shri Narendra Modi has raised the bar of the hosting of G 20. Today every Indian takes pride in the G-20 celebrations and appreciates government's initiatives to stand tall in the global community. G20 Presidency which is in its concluding phase underlines the need for unity of purpose and collective

actions and is based on our values of universal brotherhood: वसुधैव कुटुम्बकम्!

The biggest earning of the ongoing G20 leaders' summit in India has been the spirit of 'the world is one family'.

India's G20 presidency has marked a significant milestone in its global leadership role. With, India taking the presidency for the first time, it is steering discussions and initiatives among the world's major economies to address complex challenges. With its diverse economy, technological prowess, and commitment to sustainable development, India is poised to bring unique perspectives to the table. During the presidency, India is focusing on various issues like inclusive growth, digital innovation, climate resilience, and equitable global health access. By leveraging its presidency, India is fostering collaborative solutions that not only benefit its own population but contribute to the broader global well-being.

Quoting ancient Vedas, which were composed thousands of years ago, Prime Minister Shri Modi said in G20 Summit Session - "एको अहम् बहुस्याम्!" This means, "I am one; let me become many." We need to move from "I" to "We" for creation, innovation, and viable solutions. "I" to "We", that means thinking of the whole from the self, the well-being of "us" instead of just "me."

This International Public Relations Festival on "G 20 : Showcasing Indian Values and the emerging India to the World : Opportunities for Public Relations" will focus on Indian Values, culture and spiritual Power, G 20 Celebrations, CEOs Perception of PR, Opportunities and Challenges in PR, Sustainability, Public Relations Research, skill development, CSR and IT.

I welcome all the dignitaries, diplomats, Speakers, delegates and the Mass communication Academicians to this "Maha Kumbh of Jan Sampark".

India's youth is shaping-up in the form of large skilled young talent pool which is crucial to sustain global growth; this PR Festival will provide ample opportunities to the budding PR and communication professionals in India. A large number of Mass Communication and PR students are joining this event ; I welcome them with great hopes !

I gratefully acknowledge meaningful association and encouragement by the International Public Relations Association and the World Innovation and Change Management Institute, Switzerland.

Swagatam!

DAY-1
SCHEDULE
25th November 2023

<p>Registration / Tea 04:00 PM onwards</p>	<p>Guest of Honour H.H. Pujya Swami Chidanand Saraswatiji Parmarth Niketan, Rishikesh</p>	<p>Guest of Honour Mr Naresh Bansal Member of Parliament Rajya Sabha</p>	<p>Guest of Honour Dr. Sandeep Marwah Chancellor, AAFT University and Marwah Studios, Noida</p>
<p>Inauguration / Awards Function 06:00 PM onwards</p>	<p>Guest of Honour Shri Sudhanshu Trivedi Member of Parliament Rajya Sabha</p>		



38 श्रेणियों में दिए जाएंगे पुरस्कार

पब्लिक रिलेशंस सोसाइटी ऑफ इंडिया द्वारा नेशनल अवार्ड 38 श्रेणियों में दिए जाएंगे। इसमें बेस्ट हाउस जर्नल हिंदी-इंग्लिश, न्यूजलेटर हिंदी-इंग्लिश, स्पेशल प्रेस्टीज पब्लिकेशन, कॉफी टेबल बुक, सस्टेनेबल डेवलपमेंट रिपोर्ट, एनुअल रिपोर्ट, बेस्ट कम्युनिकेशन कैम्पेन्स (इंटरनल और एक्सटर्नल पब्लिक), पब्लिक रिलेशंस इन एक्शन (केस स्टडी), मोस्ट इंप्रेसिव इवेंट मैनेजमेंट, बेस्ट पब्लिक अवेयरनेस प्रोग्राम, सोशल मीडिया पब्लिक रिलेशंस एंड ब्रांडिंग समेत विभिन्न श्रेणियां शामिल हैं।

Special Prestige Publication

First	Indian Oil Corporation Ltd. Mktg HO, Mumbai
Second	NTPC Ltd. Auraiya
Second	Indian Oil Corporation Ltd. Gujarat Refinery
Third	Hindustan Petroleum Corporation Ltd. Mumbai
Third	Ventures Advertising Pvt Ltd Mumbai

Coffee Table Book

First	Aditya Birla Fashion and Retail Ltd, Bangalore
First	Indian Oil Corporation Ltd. Refineries HQs, New Delhi
Second	Hyderabad Metropolitan Water Supply & Sewage Board Hyderabad
Second	NTPC Bhartiya Rail Bijlee Company Ltd. Nabinagar
Third	Indian Oil Corporation Ltd. Pipelines HO, NOIDA
Third	IIM Vishakhapatnam
Third	Indian Oil Corporation Ltd. Panipat Refinery

House Journal (English)

First	Hindustan Petroleum Corporation Ltd. Mumbai
Second	Hindustan Petroleum Corporation Ltd. Mumbai
Third	Hindustan Petroleum Corporation Ltd. Mumbai

House Journal (Hindi)

Second	Balmer Lawrie & Co Ltd. Kolkata
Second	Hindustan Petroleum Corporation Ltd. Mumbai
Second	Hindalco Industries Limited Renukut
Third	NTPC Limited Tanda

Newsletter (English)

First	ITC Ltd Kolkata
First	Hyderabad Airport Metro Hyderabad
Second	NTPC Talaipalli Coal Mining Project
Second	NTPC Limited Korba
Third	AFCONS Infrastructure Ltd Mumbai
Third	India EXIM Bank Mumbai

Newsletter (Hindi)

First	KRIBHCO, NOIDA
Second	MOIL Ltd Nagpur

Sustainable Development Report

First	ITC Kolkata
First	GAIL (India) Limited New Delhi
Second	NMDC Limited Hyderabad
Third	Indian Oil Corporation Ltd. Paradip Refinery

Annual Report

First	Sobha Ltd Bangalore
First	Indian Oil Corporation Ltd. Corporate Office, New Delhi
Second	NHPC Limited Faridabad
Second	Birla Corporation Limited Kolkata
Second	NMDC Limited Hyderabad
Third	SAIL New Delhi
Third	NCC Limited Hyderabad

Corporate Film (Hindi)

First NTPC Limited Barh

Public Relations in Action (Case Study)

First ITC Limited Kolkata

Second Indian Oil Corporation Ltd. Marketing Division (Southern Region) Chennai

Second Bharat Petroleum Corporation Ltd Mumbai

Third Coromandal International Limited Vishakhapatnam

Third Indian Oil Corporation Ltd. Barauni Refinery

Bharat Ratna Shri Atal Bihari Vajpayee National Awareness Campaign Award

First ITC Limited Kolkata

Best PSU Implementing RTI

First Hindustan Petroleum Corporation Limited Mumbai

Second NLC India Limited Neyveli (Tamil Nadu)

Corporate Brochure

First Indian Oil Corporation Ltd, Marketing HO Mumbai

Public Relations Research Honour

Dr. Ciny Philip
Chief Manager
(Corporate Communications)
Indian Oil Corporation Ltd.
Gujarat Refinery

Best Communication Campaigns (Internal Publics)

First Indian Oil Corporation Ltd. Marketing Division (Western Region) Mumbai

First Indian Oil Corporation Ltd. Refineries HQs, New Delhi

Second NTPC Ltd. Dulanga Coal Mining Project

Second Indian Oil Corporation Ltd. Gujarat Refinery

Third Afcons Infrastructure Ltd Mumbai

Best Communication Campaign (External Publics)

First GAIL (India) Limited New Delhi

First Indian Oil Corporation Ltd. Marketing Division (Western Region) Mumbai

Second NTPC Ltd Ramagundam

Second Bharat Petroleum Corpn Ltd, Mumbai

Second NTPC Limited. Lara

Third India Exim Bank, Mumbai

Third NTPC Ltd Vindhyachal

Most Impressive Event Management

First ITC Limited Kolkata

Second Indian Oil Corporation Ltd. Refineries HQs, New Delhi

Second THDC India Ltd Rishikesh

Third GAIL (India) Limited New Delhi

Third Indian Oil Corporation Ltd. Barauni Refinery

Communication Excellence Honour

Ms Indu Dang
In-charge Doordarshan News and India's First women Cameraperson
for outstanding contributions to the field of Mass Communication

Dr Tanu Dang
Associate Professor
GGG Indraprasth University Delhi
for outstanding contributions to the field of Public Relations Education

Dr Tanushree Mukherjee
Associate Professor,
Amity University Rajasthan, Jaipur
for outstanding contributions to the field of Public Relations Education

Ms Noveena Chakravarty
Associate Professor,
School of Media and Communication
Admas University, Kolkata
for outstanding contributions to the field of film making

Ms Nidhi Verma
Team Leader Energy
Thomson Reuters, New Delhi
for outstanding contributions to the field of Journalism.

Ms Sajida Khan
First Music Technician of India
for outstanding contributions to the field of Audio and Music engineering.

Best Public Awareness Programm)

- First** Hindustan Petroleum Corporation Limited Mumbai
- First** Indian Oil Corporation Ltd., Corporate Office New Delhi
- Second** GAIL (India) Limited New Delhi
- Second** Indian Oil Corporation Ltd. Bongaigaon Refinery
- Third** NTPC Singrauli
- Third** Hindalco Industries Limited Singrauli

Best PSU Implementing CSR

- First** Indian Oil Corporation Ltd., Corporate Office, New Delhi
- Second** NLC India Limited Neyveli (Tamil Nadu)
- Third** RailTel Corporation of India New Delhi
- Third** NTPC Limited Maja

Social Media for PR & Branding

- First** ITC Limited Kolkata
- Second** NCC Limited Hyderabad
- Second** NTPC Singrauli
- Second** MOIL Ltd Nagpur
- Third** Mangalore Refinery and Petrochemicals Mangalore
- Third** MahaTransco Mumbai

Best PR Programme for promoting Science & Technology

- First** Indian Oil Corporation Ltd., R&D Centre Faridabad
- First** Coromondal International Limited Vishakhapatnam

Best CSR Project for Childcare

- First** Indian Oil Corporation Ltd., Marketing Division (Southern Region) Chennai
- Second** Mangalore Refinery and Petrochemicals Mangalore
- Third** NTPC Simhadri
- Third** APCPL Jhajjar

Best CSR Project for Woman Development

- First** NMDC Hyderabad
- Second** NTPC Limited Singrauli
- Second** NTPC Limited Dulanga Coal Mining Project, Orissa
- Third** NTPC Limited Tanda
- Third** NTPC Limited Kanti (Muzaffarpur)

Best R&D efforts for promoting Science & Tech.

- First** Bharat Petroleum Corporation Ltd Greater Noida
- Second** NTPC Limited Vindhyachal

Best Private Sector Implementing CSR

- First** ITC Limited Kolkata
- Second** NCC Limited Hyderabad
- Third** Heritage Group of Institutions Kolkata

Best Skill Development Programme PSU

- First** Hindustan Petroleum Corporation Limited Mumbai
- Second** Indian Oil Marketing Division, (Southern Region) Chennai
- Third** Mangalore Refinery and Petrochemicals Mangalore
- Third** NTPC Limited Korba

Best Skill Development Programme by Private Sector

- First** NCC Limited Hyderabad

House Journal (Hindi)

- First** NCC Limited Hyderabad

Best Initiatives for promoting Science & Tech.

- First** MOURI TECH Hyderabad
- First** Bharat Petroleum Corporation Ltd Greater Noida

Best Individual Effort for Skill Development

- First** Mr Saurabh Gautam Krishigurukulam and Nalanda Gurukulam New Delhi

Corporate Website

- First** Salar Jung Museum Hyderabad
- First** ITC Limited Kolkata
- Second** Indian Oil Corporation Ltd, Corporate Office New Delhi

E - Newsletter

- First** Indian Oil Corporation Ltd, Corporate Office New Delhi
- Second** NTPC Limited Lara (Chhatisgarh)
- Second** NTPC Limited Dadri
- Second** NTPC Limited Southern Region HQs Hyderabad
- Third** GAIL (India) Limited New Delhi
- Third** NTPC Ltd Kahalgaon
- Third** Indian Oil Corporation Ltd Guwahati Refinery

Corporate Film (English)

- First** NTPC Limited Bongaigaon
- First** GAIL (India) Limited New Delhi
- Second** MahaTransco Mumbai

Best Initiative for G -20

- First** Indian Oil Corporation Ltd., Corporate Office, New Delhi
- First** ITC Limited Kolkata

Corporate Film (Hindi)

- First** Indian Oil Corporation Ltd Mathura Refinery
- First** NTPC Limited Dungal
- Second** Indian Oil Corporation Ltd Barauni Refinery
- Second** Director Health IEC Bureau Ministry of Health, Govt of MP Bhopal
- Third** Ventures Advertising Pvt Ltd, Mumbai

Best Skill Development Programme PSU

- First** HPCL Mumbai

Best Organisational Effort for Aatmnirbhar Bharat

- First** Indian Oil Corporation Ltd. Corporate Office New Delhi
- Second** Indian Oil Corporation Ltd. Haldia Refinery
- Second** Bal Sambal Sansthan Jaipur
- Third** Indian Oil Corporation Ltd. Bongaigaon Refinery

Best Use of Social Media in Corporate Campaign

- First** Hindustan Petroleum Corporation Limited Mumbai
- Second** Indian Oil Corporation Ltd, Corporate Office New Delhi
- Third** NTPC Limited Bongaigaon

Best Public Relations Journal

- First** PR Voice Hyderabad

Outstanding Initiatives for promoting Medical & Health

- First** Indian Oil Corporation Ltd. Bongaigaon Refinery
- Second** IndianOil Corporation Ltd. Pipelines Division Noida
- Second** Ms Ritu Nag Health Communication Professional Chandigarh
- Second** NLC India Limited Neyveli (Tamil Nadu)
- Third** NTPC Limited Pakri Barwadih Coal Mining Project Hazaribagh (Jharkhand)

Garden Reach Shipbuilders & Engineers Ltd

Won FIVE AWARDS in different category

- First** New R&D Efforts in Defence Sector
- Second** Coffee Table Book
- Second** Best PSU Implementing CSR
- Second** Best CSR Project for Childcare
- First** Best Organisational Effort for Aatmnirbhar Bharat

SCHEDULE | Day 2 (26 November 2023)

Session 1 (10:00 -11:30) G 20 Leadership : Proud Opportunity for India

<p>Coordinator : Dr Tanu Dang</p> <hr/> <p>Session Chair Mr Uttam Lal Director (HR), NHPC Ltd, Faridabad</p> <hr/> <p>"G 20 and the Government Media" Shri Yogesh Baweja Director General PIB, New Delhi</p>	<p>" India's G 20 Leadership : Creating a positive wave across the world " Ms Yeshi Seli Senior Editor The New Indian Express New Delhi</p> <hr/> <p>"G 20 : India's Reputation Building Perspective" Dr Ramu Suravajjula Head-Strategic Partnerships Woxen University Hyderabad</p>
---	--

Session II (11:45 AM -1315 PM) Communication : Challenges and Opportunities

<p>Coordinator : Dr Priya Upadhyay</p> <hr/> <p>"Future of Communications" Shri Nazeeb Arif Executive Vice President & Head, Corporate Communications ITC Ltd Kolkata</p>	<p>Session Chair Prof Satya Bhusan Dash Director, CMEE, IIM, Lucknow</p> <hr/> <p>"Building Trust in Digital Age" Dr Anubhuti Yadav Professor , IIMC, New Delhi</p> <hr/> <p>"Challenges of News Reporting in a Disaster Zone" Mr Himanshu Shekhar Senior Editor NDTV, New Delhi</p>
--	--

Session III (14:00 PM -15:30 PM)

<p>Coordinator : Dr Archana Kumari</p> <hr/> <p>Session Chair Prof Subhash Sood Mass communication Academician, New Delhi</p> <hr/> <p>"Impact of CSR Efforts in North-East : Oil India Story" Shri Ranjan Goswami, Chief General Manager (Corporate Communication) Oil India Ltd. Noida</p>	<p>" Innovative Practices in PR Research in India " Prof Kulveen Trehan Sr. Asstt Professor and Coordinator Ph.D Programme, Guru Gobind Singh Indraprasth University, Delhi</p> <hr/> <p>"Public Participation in Science and Technology" Dr Nimish Kapoor Principal Scientist and Head, Vigyan Prasasr, New Delhi</p>
---	--

Session IV (14:00 PM -15:30 PM)

<p>Session Coordinator : Dr Harsha Bhargavi</p> <hr/> <p>"India and Science " Dr N. Ramdas Iyer Director National Science Centre New Delhi</p> <hr/> <p>"Arts and India " Mrs Temsunaro Tripathi Director National Gallery of Modern art New Delhi</p>	<p>Session Chair : Mr Shyam Parekh, Director, Rajendra Prasad Institute of Communication and Management, Bhartiya Vidhya Bhavan, Ahmedabad</p> <hr/> <p>"Story Telling of India through Museums""Indian Railways" Mrs Vinita Shrivastava Director National Rail Museum Chanakyapuri New Delhi</p>
---	---

Plenary Session and Awards Ceremony (17:30 PM- 18:30 PM)

<p>Session Coordinator : Dr. Tanushree Mukherjee</p> <hr/> <p>Mr Rajeew Ranjan Mishra Senior Energy Consultant, World Bank & Ex CMD Western Coalfields Ltd</p>	<p>Prof Dhruva Jyoti Pati Dean and Director India Today Media Institute NOIDA</p> <hr/> <p>Mr Bernd Andersson Dy Trade Commissioner & Commercial Attache' Austrian Embassy New Delhi</p>
--	--

Cultural Programme (19:00 PM -20:30 PM)

Coordinator :
Dr Ruchi Goswami

EXPERT
View

The art of nurturing a positive brand image

G-20: India's Reputation Building Perspective



Dr Ramu Suravajjula

Head-Strategic Partnerships,
Woxsen University &
Chairman, PRSI Hyderabad chapter

Crafting a sterling reputation is a two-decade endeavour, but a mere five minutes of misstep can shatter it.

These words of wisdom from Warren Buffett, the visionary CEO of Berkshire Hathaway, underscore the arduous journey involved in the process of reputation building. Whether we label it advertising, marketing, public relations, branding, or corporate communications, the art of nurturing a positive brand image and safeguarding reputation demands finesse. It's not just a critical pursuit for companies; it's the linchpin for the growth and success of nations and individuals alike.

Brand building and reputation building are related concepts in the realm of marketing and public relations, but they refer to distinct aspects of an entity's presence and perception. Before we proceed further, here's a breakdown of the differences between these two interlinked terms for academic purpose:

Brand Building: Brand building involves creating and developing a brand from scratch or enhancing an existing brand. It focuses on establishing a distinct

identity, values, and personality for a product, service, company, or individual.

Objective: The primary goal is to create a strong, recognizable brand that resonates with the target audience. Brand building aims to differentiate the entity from competitors, build brand loyalty, and positively influence consumer perceptions.

Reputation Building: Reputation building is the intentional effort to establish a positive and credible image for an individual, organization, or entity. It involves shaping how stakeholders perceive the entity's character, behavior, and values over time.

Objective: The key objective is to foster trust, credibility, and positive opinions among stakeholders such as customers, employees, investors, and the public. Reputation building focuses on long-term perceptions and involves ethical conduct and consistent positive interactions.

Alongside brand name, reputation is built and upkeeping both is the key for the success. Reputation building is the intentional and strategic process of creating a positive and credible image for an individual, organization, product, or entity. It involves cultivating a perception among stakeholders, customers, employees, and the public that reflects trustworthiness, reliability, and positive values. Reputation is an intangible asset that plays a crucial role in influencing how an entity is perceived, trusted, and valued by others. Realising the fact, the Indian government has made use of G20 presidency to increase the brand image as well as to enhance the reputation of the country, the largest democracies in the world. India indeed is a brand thanks to its contribution to world civilization, humanity, science and technology. Following the handover of the G20 Presidency to Prime Minister Narendra Modi at the G20 Bali Summit on 16 November 2022, India's year long G20 Presidency commenced on 1 December 2022, and would continue until 30 November 2023 allowing the government to underline India's vision for the world and mankind.

Mind you, for India, the G20 Presidency also marks the beginning of "Amritkaal", the 25-year period beginning from the 75th anniversary of its independence on 15 August 2022, leading up to the centenary of its independence, towards a futuristic, prosperous, inclusive and developed society, distinguished by a human-centric approach at its core, as mentioned in the GoI's website (g20.org).

Naysayers critical observations notwithstanding, as the CEO of Ind Inc Modi and his team delivered the goods to utmost perfection. We have all seen that Indian government has taken 'G20 presidency' as a product to create a positive impact world over. In every brand building exercise, the following 12 techniques are involved.

- 1) Defining brand identity
- 2) Knowing target audience
- 3) Creating a memorable logo and visual identity
- 4) Crafting a compelling brand story

- 5) Ensuring consistent branding across channels

- 6) Using social media

- 7) Marketing the content

- 8) Engaging with customers

- 9) Partnering with influencers

- 10) Making employees as brand ambassadors

- 11) Monitoring

- 12) Surveying and feedback

The entire G-20 presidency stint got an unprecedented traction due to clear articulation of G20 brand values, mission and vision. This foundational step meticulously laid by the Indian government helped in creating a brand identity that is consistent and resonates with target audience throughout the year.

To start with, Indian government created a wonderful logo and visual identity. The G20 Logo draws inspiration from the vibrant colours of India's national flag – saffron, white and green, and blue. It juxtaposes planet Earth with the lotus, India's national flower that reflects growth amid challenges. The Earth reflects India's pro-planet approach to life, one in perfect harmony with nature. Below the G20 logo is "Bharat", written in the Devanagari script.

The theme of India's G20 Presidency -

"Vasudhaiva Kutumbakam" or "One Earth · One Family · One Future" - is drawn from the ancient Sanskrit text of the Maha Upanishad. Essentially, the theme affirms the value of all life – human, animal, plant, and microorganisms – and their interconnectedness on the planet Earth and in the wider universe. (g20.org).

India celebrated a key milestone in its G20 Presidency on April 17, 2023, with the hosting of its 100th G20 meeting, the Meeting of Agriculture Chief Scientists (MACS) in Varanasi. The 2nd Health Working Group in Goa, the 2nd Digital Economy Working Group in Hyderabad and the Space Economy Leaders' Precursor Meeting in Shillong were also held the same day.

According to a report, till date there are more than 220 meetings in 60 cities by directly involving 1.5 crore people as part of the G20 presidency. Modi government crafted a compelling brand story and shared it with people through social media and other platforms. The biggest success of lies in narrative building. As in the case of any product, a powerful narrative has been created to strike emotional connections.

Customer engagement is the cornerstone of any brand building exercise. Indian government did it very well by organising a good number of programmes. Inspired by the India's leadership role, professional bodies like PRSI led by Dr Ajit Pathak conducted a good number of programmes as part of PR day celebrations.

Government ensured brand partnerships to send the message across in an impactful way. Collaboration with other countries and organisations has enhanced brand visibility and credibility. Any brand building

exercise involves people as brand ambassadors. Encourage employees to be brand ambassadors is the core for the success of any brand. Exactly that is what happened in case of India's G20 presidency. Indian citizens have felt the sense of participation and took pride in the country's leadership.

By leveraging this platform effectively, India could build a brand that reflects its values, capabilities, and aspirations, contributing to a positive narrative that extends far beyond its borders. A narrative built around 'Viswa Guru' status India achieved got further consolidated in the last one year. In fact, a couple of years before the beginning of G20 presidency, India had won the hearts of international citizens by leading a global action against the COVID-19 pandemic. From vaccine diplomacy to advocating for equitable vaccine distribution, India's leadership demonstrated a sense of responsibility and solidarity on health security front internationally. These efforts contribute significantly to India's global image as a reliable partner in times of crisis.

India is like a sage mediating for every human being amidst mad dogs and dangerous jackals. We are the biggest victims of cross boarder terrorism religiously practiced by Pakistan with the tacit support of super powers. On the other hand, China is posing a grave threat to our national security with multi-pronged strategies. We have umpteen number of internal issues to resolve. In this dicey condition, India's G20 leadership provided a platform for the projection of soft power. Cultural diplomacy, technological advancements, and the nation's rich heritage were highlighted on the global stage. By showcasing its diversity and achievements, India could enhance its soft power, attracting global admiration and fostering positive perceptions. Also, G20 leadership enabled India to position itself as an attractive destination for investment. The euphoria I have witnessed during India's G20 leadership reminded me of the country's extraordinary role in the Non-Aligned Movement (NAM). India was one of the founding members of the group of States that are not formally aligned with or against any major power bloc. India's leadership in NAM was evident with Nehru and later Indira Gandhi serving as one of the key players of the movement. India has consistently advocated for global peace and security within the framework of NAM. As the international landscape continues to evolve, India's engagement with NAM or G20 remains a significant aspect of its foreign policy and diplomatic outreach.

Prime Minister Narendra Modi's remarks at the G20 Summit Session-2 on September 9, 2023, sums up the very basic idea behind the country's year-long efforts.

He says: "In our ancient Vedas, which were composed thousands of years ago, it is said - 'एको अहम् बहुस्याम्!' This means, "I am one; let me become many. We need to move from "I" to "We" for creation, innovation, and viable solutions."

By transforming "I" to "We", India has come out with flying colours from Reputation building perspective.

INTERVIEW



Shyam Parekh
Director, Bhartiya Vidya Bhawan

PRSI is the best-suited partner for us

Bhartiya Vidya Bhawan is one of the oldest and largest educational networks in India. Its foundations were laid in 1938. Dr. Rajendra Prasad the first president of India laid the foundation stone of the Bhawan's Delhi Kendra in 1952 which became functional in 1957. It is now a global network comprising 114 centres in India and 7 centres overseas.

Public Relations Society of India and Bhartiya Vidya Bhawan have arrived at an MoU to collaborate in the field of Public Relations. Here are excerpts from an interview with Mr. Shyam Parekh by Sabiha Farhat.

Bhartiya Vidya Bhawan is reputed for its courses, how do you benefit from a collaboration with PRSI

We are looking at PRSI as an active partner in our Public Relations and Digital Communication courses. As a body of PR professionals and experts from across the country, PRSI has its own knowledge and learning pool and we feel our students will benefit from it. It is a logical expansion for PRSI too and therefore it is a win-win deal for both of us.

In what ways will PRSI be able to integrate with academia?

In our Public Relations course, it will help us revise our syllabus even though we have a proven and tested syllabus. But we are now looking at a syllabus which is ahead of its time so that the classroom and the industry are integrated, and linked throughout. And therefore we want PRSI to come up with its own vision of how the future is going to pan

out and bring those inputs for our student's benefit. This collaboration will shape the syllabus, which is not just in keeping with today's requirements, but will also take care of the future requirements. Because we believe, that when we train students, we are looking at a twenty or thirty-year future, not just the next two years. We know that AI is here and influencers are here, so the Public Relations future is going to be very dynamic, especially in the Digital space. PRSI experts are equipped to handle the here and now as well as the future, we would like our students to get trained with an eye on the future. It will essentially mean a very beneficial course to students, with better understanding and better skills to handle the future. And in that light, I think our courses will be most unique.

Is it going to change your course offerings?

PRSI will also help us identify some faculty members so we get inputs from the best not just to teach but also to train our people. Bhartiya Vidya Bhawan has been running offline modules but now we are also planning online exclusives. We will soon launch online plus offline, both kinds of modules.

PR is going digital...

I feel, there aren't too many PR courses being offered, they are being taught more as part of Journalism courses but not really as many specialisations as we need. Now particularly with the expansion of Digital media, all communication students need training to connect with their respective audience or consumers, so therefore a good PR course will be of great use to our students.

पब्लिक रिलेशंस सोसायटी ऑफ इंडिया स्वर्णिम इतिहास पर एक नजर



देश की राजधानी दिल्ली में २५-२७ तारीख तक पब्लिक रिलेशंस सोसाइटी ऑफ इंडिया (पीआरएसआई) की अंतर्राष्ट्रीय जनसंपर्क महोत्सव का आयोजन किया जा रहा है। महोत्सव का मुख्य थीम Showcasing Indian Values and the Emerging India to the World: Opportunities for Public Relations है। इस तीन दिवसीय समारोह में देश-विदेश के पीआर प्रोफेशनल्स भाग लेंगे। कुल आठ सत्र में ४२ विशेषज्ञ विभिन्न विषयों पर अपने विचार साझा करेंगे।

महोत्सव का शुभारम्भ २५ नवंबर की शाम से आरंभ होगा, जिसमें परमार्थ निकेत, ऋषिकेश से परम पूज्य स्वामी चिदानन्द सरस्वती जी, राज्य सभा सदस्य श्री सुधांशु त्रिवेदी, श्री नरेश बंसल, तथा एएफटी विश्वविद्यालय के कुलपति तथा मारवाह स्टूडियो के डॉयरेक्टर डॉ. संदीप मारवाह, शामिल होंगे। सत्र का संयोजन डॉ. देव कन्या करेंगे।

२६ और २७ नवम्बर में कुल ८ सत्रों का आयोजन किया जाएगा। २६ नवम्बर के पहला सत्र में 'जी २० नेतृत्व: भारत के लिए गर्व का अवसर' विषय पर चर्चा होगी। दूसरे दिन कुल चार सत्र होंगे। पहले सत्र की अध्यक्ष एनएचपीसी लिमिटेड के निदेशक (एचआर) श्री उत्तम लाल करेंगे, वहीं द न्यू इंडियन एक्सप्रेस के वरिष्ठ संपादक सुश्री येशी सेली, पीआईबी के महानिदेशक श्री योगेश बवेजा, तथा वाॅक्सन विश्वविद्यालय के रणनीतिक साझेदारी के प्रमुख डॉ. रामू सुरवज्जुला पर अपना वक्तव्य देंगे। डॉ. तनु दांग सत्र का संयोजन करेंगी।

संचार: चुनौतियाँ और अवसर विषय पर दूसरे सत्र का आयोजन किया जाएगा जिसकी अध्यक्षता आईआईएम के सीएमईई निदेशक प्रोफेसर सत्य भूषण दास करेंगे। आईटीसी लिमिटेड, कोलकाता के कार्यकारी उपाध्यक्ष और कॉर्पोरेट संचार के प्रमुख श्री नजीब आरिफ, भारतीय जन संचार संस्थान की प्रोफेसर डॉ. अनुभूति यादव तथा एनडीटीवी के वरिष्ठ संपादक श्री हिमाशु शेखर अपने विचार साझा करेंगे। डॉ. प्रिया उपाध्याय सत्र का संयोजन करेंगी।

तीसरे सत्र की अध्यक्ष जनसंचार अकादमी के प्रोफेसर सुभाष सूद करेंगे। साथ ही गुरु गोबिंद सिंह इंद्रप्रस्थ विश्वविद्यालय के वरिष्ठ सहायक प्रोफेसर और पीएचडी कार्यक्रम के समन्वयक प्रोफेसर कुलवीन त्रेहान, ऑयल इंडिया लिमिटेड के मुख्य महाप्रबंधक कॉरपोरेट कम्युनिकेशन श्री रंजन गोस्वामी, तथा विज्ञान प्रसार के वैज्ञानिक डॉक्टर निमेश कपूर विभिन्न विषयों पर संबोधित करेंगे। पहले दिन के अंतिम सत्र की अध्यक्षता राजेंद्र प्रसाद इंस्टीट्यूट ऑफ कम्युनिकेशन एंड मैनेजमेंट, भारतीय विद्या

भवन, अहमदाबाद के निदेशक श्री श्याम पारेख करेंगे। वहीं राष्ट्रीय रेल संग्रहालय की निदेशक श्रीमती विनीता श्रीवास्तव, राष्ट्रीय विज्ञान केंद्र के निदेशक डॉ. एन रामदास अयर, नेशनल गैलरी ऑफ मॉडर्न आर्ट की निदेशक श्रीमती तेमसुनारो त्रिपाठी शामिल होंगी। सुश्री शैफाली आहूजा तीसरे तथा डॉ. हर्षा भारगवी चौथे सत्र का संयोजन करेंगी।

भारत के महत्व पर विशेषज्ञों द्वारा प्रकाश डाले जाने के उपरान्त दिन का समापन पुरस्कार वितरित कर किया गया। विभिन्न श्रेणियों में दूसरे दिन भी अपने क्षेत्र में उत्कृष्ट कार्य के लिए व्यक्तियों और संस्थानों को सम्मानित किया गया। इस सम्मान समारोह में ऑस्ट्रेन दूतावास के राजदूत श्री बेरंड एंडरसन, और वर्ल्ड बैंक के वरिष्ठ ऊर्जा सलाहकार श्री राजीव रंजन मिश्रा और इंडिया टुडे मीडिया इंस्टीट्यूट के डीन और निदेशक प्रो. ध्रुव ज्योति पती शामिल होंगे। सम्मान समारोह के बाद दूसरे दिन के

जनसम्पर्क क्षेत्र के दिग्गज तीसरे दिन भी इस चर्चा को एक नया आयाम देंगे और कार्यक्रम का मुख्य फोकस भारत द्वारा G-२० का नेतृत्व, पारंपरिक मूल्य, आध्यात्मिक शक्ति, प्रबंधन, भारत की छवि, शासन आदि पर रहेगा। तीसरे दिन के पांचवें सत्र की अध्यक्षता ग्राफिक्सएड्स के अध्यक्ष श्री मुकेश गुप्ता करेंगे। विश्व शांति दूत एचएच आचार्य मुनि लोकेश, ब्रह्म कुमारी गुरुग्राम आश्रम से बहन बी के हुसैन, गेल इंडिया लिमिटेड के कार्यकारी निदेशक (एचआर) श्री डी वी शास्त्री मौजूद होंगे। छठे सत्र की अध्यक्षता इंडियन ऑयल कॉर्पोरेशन लिमिटेड एवं स्कोप के पूर्व चेयरमैन श्री सार्थक बहुरिया करेंगे। साथ ही जीएसटी परिषद सचिवालय के अतिरिक्त सचिव श्री पंकज कुमार सिंह इसके बाद भारतीय जन संस्थान की प्रोफेसर डॉ. सुरभि दहिया, तथा शिक्षा भागीदारी राष्ट्रीय कौशल विकास निगम के महाप्रबंधक डॉ. नीता प्रधान अपना वक्तव्य रखेंगी।



महोत्सव का समापन सांस्कृतिक कार्यक्रमों के साथ होगा। पुरस्कार वितरण कार्यक्रम का संयोजन डॉ. सोनम महाजन तथा

पांचवें तथा छठे सत्र का संयोजन क्रमशः रूचि गोस्वामी तथा डॉ. तनुश्री मुखर्जी करेंगी।



सांस्कृतिक कार्यक्रम का संयोजन डॉ. रूचि गोस्वामी करेंगी।

सातवें सत्र की अध्यक्षता पब्लिक रिलेशन सोसाइटी ऑफ इंडिया के पूर्व राष्ट्रीय अध्यक्ष श्री समीर गोस्वामी करेंगे। अपोलो हॉस्पिटल, चेन्नई की जनसंपर्क हेड सुश्री सुगंती सुंदरराज, जन स्वास्थ्य एवं परिवार कल्याण विभाग, मध्य प्रदेश के आईसीसी निदेशक डॉ. रचना दूबे, एचपीसीएल मुम्बई के पीआर और सीसी के मुख्य प्रबंधक श्री सुदीप्तो बसाक, तथा विजीकी की सह संस्थापक सुश्री आकृति भार्गव अपने विचार साझा करेंगी। सत्र का संयोजन डॉ. नेहा करेंगी।

आठवें सत्र की अध्यक्षता विवेकानन्द इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज की संकायाध्यक्ष डॉ. चारुलता सिंह करेंगी। इंडिया टुडे के पूर्व मुख्य फोटोग्राफर शेखर घोष, दूरदर्शन की पहली कैमरा पर्सन इंदु दांग मौजूद रहेंगे। डॉ. नेहा जिगला सत्र का संयोजन करेंगी।

अंतरराष्ट्रीय महोत्सव के समापन सत्र में राज्यसभा सांसद डॉ. सोनल मानसिंह, श्री जी वी एल नरसिम्हा राव, मंत्रीशस के राजदूत श्रीमती एच डिलुम, विदेश मंत्रालय के राजदूत श्री राजशेखर और देव संस्कृति विश्वविद्यालय के प्रो वाइस चांसलर डॉ. चिन्मय पांडे मौजूद रहेंगे। समापन सत्र की संयोजन डॉ. अर्चना कुमारी करेंगी।

Event Publicity




Chief Editor - Dr. Aji Pathank | **Editor** - Dr. Archana Kumari | **Associate Editors** - Mr. Yasir Arfat,
Editorial Team- Ms. Sabiha Farhat, Dr. Anshula Garg, Ms. Lavi Sharma, Ms. Pooja, Ms. Swati Sharma, Ms. Poornima Jamini,
 Devraj Singh. | Prepared in the supervision of Public Relations Society of India
 Published by PRSI (For Internal Distribution only.)