

Let us celebrate Excellence!

**PRSI
National
Awards
2024**

**Public Relations,
Corporate Communication,
CSR, Skill Development and
Aatmnirbhar Bharat**



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



PRSI National Awards 2024

Applauding Excellence in Public Relations

Competition is the fuel that ignites innovation. It motivates us to give our best and inspires individuals, organizations and nations to climb up from "Good to Great," India stands as a beacon of ambition and progress. Driven by its rich cultural heritage, visionary leadership and the collective resolve of 1.4 billion citizens, India is steadfast in its quest to join the ranks of developed nations in this unprecedented competitive era. This drive for excellence is fueled by determination, a relentless pursuit of quality and a commitment to achieving better than the best.

Public Relations and Corporate Communications play a pivotal role in this journey of India to make its mark as the emerging world leader. Public Relations not only enhances India's global image but also weaves a narrative that aligns with the nation's aspirations and achievements. PR professionals are crucial in managing and disseminating information that highlights India's advancements and addresses its challenges, thereby amplifying national values and Creating a positive environment to achieve international competencies.

The Public Relations Society of India is at the forefront of recognizing and celebrating excellence. Through the esteemed PRSI National Awards, the society honors outstanding contributions that inspire innovation and uphold high standards in PR practices. These awards are a testament to the importance of acknowledging and nurturing excellence in the industry.

In this festival of excellence PRSI also escalates achievements of CSR, Aatmanirbhar Bharat, technology excellence and skill development.

PRSI invites the Corporate organisations, PR Consultancies, central and state governments, academic Institutions and the PR professionals to participate in following categories:

- House Journal (Hindi)
- House Journal (English)
- Newsletter (English)
- Newsletter (Hindi)
- E-Newsletter
- Special/ Prestige Publication
- Coffee Table Book
- Sustainable Development Report
- Annual Report
- Best Communication Campaign (Internal Publics)
- Best Communication Campaign (External Publics)
- Corporate Website
- Best use of Social Media in a Corporate Campaign
- Public Relations in Action (Case Study)
- Most Impressive Event Management
- Best Public Awareness Program

- Corporate Film (Hindi)
- Corporate Film (English)
- Social Media for PR and Branding

Public Relations Education

- Most Value-add Public Relations Programme
- Outstanding PR/Mass Communication Institute / University
- Best Public Relations / Mass Communication Journal
- Best Public Relations / Mass Communication Book

Corporate Social Responsibility

- Best PSU Implementing CSR
- Best Private Sector Organisation Implementing CSR
- Best CSR Project for Childcare
- Best CSR Project for Women Development

Aatmnirbhar Bharat

- Best Organisational Efforts for promoting Aatmnirbhar Bharat
- Best Individual Efforts for Skill Development
- Best PR Programme for promoting Science & Technology through Start-up efforts

Medical and Health Care

- Outstanding initiatives for promoting Medical and health

- Outstanding Research efforts for promoting Medical and health

Defence

- New R&D Efforts in Defence Sector
- Out-of-Box initiatives to develop new products and technologies
- Praiseworthy efforts to encourage Make in India in Defence Sector

Skill Development

- Best Skill development Programme by government departments / Ministries
- Best Skill development Programme by PSUs
- Best Skill development Programme by Private Sector
- Best Training Programme of Skill Development

Science & Technology

- Best Initiative for promoting Science & Technology
- Best R&D effort for promoting Science & Technology

Right to Information

- Best PSU Implementing RTI
- Best NGO Promoting RTI

Bharat Ratna Shri Atal Bihari Vajpayee National Awareness Campaign Award

This is the new Award PRSI has introduced for the Information and Public Relations Departments of the central government and various states. Communication and

Advertising Campaigns on any Public awareness Programmes will be awarded through this coveted Award.

Shri Pushpendra Pal Singh Mass Communication and PR Teacher of the year Award

In the memory of Late Shri Pushpendra Pal Singh, Ex Chairman, Public Relations Society of India (Bhopal Chapter), a promising journalist and a committed teacher, PRSI announces "Shri Pushpendra Pal Singh Mass Communication and PR Teacher of the year award" which will be given to the professor who has achieved highest number of PhDs under his/ her guidance and published highest number of books and made significant contributions in the field of academics. There will not be any fees for this award and a Professor once getting this award will not be eligible to participate again.

Each entry for PRSI National Awards-2024 should be submitted along with an entry fee of ₹ 7,000 /- plus 18 % GST) ; a draft in favour of "Public Relations Society of India (National Council) payable at Noida may be submitted with the entries.

In case of multiple entries, the cumulative amount can be sent as a single draft.

Dr. PLK Murthy

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Works Completed between November, 2023 to October 2024 are welcome for competition. Entries without entry fee will not be entertained. Each entry is expected to be creatively justified in the respective categories through a small write-up.

Physical entries should be submitted before 10th November 2024 to:.

Shri D. Sandeep

Divisional PRO,
AP Information Centre(APIC),
Andhra Pradesh Bhavan,
Jaswant Singh Road,
New Delhi- 110001
Mob : 8309649831

Invoice for Payment of Fee:

To get invoices for making payments, kindly contact Dr PLK Murthy , Secretary-General, PRSI, CEO, Visakha Ads Advertising & PR Consultant, Quarter No. 334, D-II, First Floor, Pandara Road, New Delhi-110003 Phone : 9393100515 e-Mail: prsinationalarwards2024@gmail.com. Send all the details of participation through email also to the Secretary General.

Dr. Ajit Pathak

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Public Relations Society of India

The Public Relations Society of India (PRSI), established in 1958, has played a pivotal role in using communication tools to build public opinion on national and social issues while promoting PR and communication skills. Over the years, PRSI has spearheaded significant campaigns such as Media Transparency, Unity India, Anti-Terrorism, Right to Information, and Swachh Bharat Mission. It has a strong presence with 25 chapters across the country and is a founding member of the Global Alliance of Public Relations and Communication Management and the International Public Relations Association.

In 2024, PRSI continued its impactful initiatives with a National Campaign for Election Awareness from March 30th to April 6th, emphasizing the importance of voting for values. This was followed by the PR Day Celebration on April 21st, with the theme "Sanatan Values and Emerging India." A significant highlight of 2024 has been the release of three powerful issues of PRSI's newsletter, **Harmony**, each resonating with themes of profound national importance: vote awareness, Sanatan values, and the environment. These issues are more than just publications; they are passionate calls to action, urging the public and professionals alike to engage deeply with the core values that shape India's democratic, cultural, and environmental landscape. PRSI has not only informed but also inspired, fostering a legacy of awareness, pride, and responsibility that will influence India's journey toward a more enlightened and empowered future. As PRSI drives these initiatives, it underscores the importance of integrating national values with global competencies, reflecting the evolving role of public relations in shaping a modern and globally competitive India.

PRSI National Awards Jury -2023



Mrs. Deepak Sandhu, Ex Chief Information Commissioner, Govt of India, Dr. Sandeep Marwah, Chancellor AFT University and Marwah Studios Noida, Mr. Manish Desai, Principal Director General Press Information Bureau, New Delhi; Shri Sarthak Behuria, Ex Chairman, SCOPE and IndianOil; Ms. Stuti Narain Kakar, Ex Chairperson, National Commission for the Protection of Child Rights Ms. Yeshi Seli, Chief Diplomatic Editor, The New Indian Express Prof Dhruva Jyoti Pati, Director and Dean India Today Media Institute Mr. S K Bose, Director Administrative Staff College Hyderabad Shri Shishir Sinha, Senior Editor, The Hindu Dr. Ajit Pathak, National President Public Relations Society of India Dr. PLK Murthy, Secretary General, Public Relations Society of India



PRSI Receives Exhibition Excellence Award 2024 for International Public Relations Festival

At the CIDCO Exhibition and Convention Center in Navi Mumbai, the Public Relations Society of India (PRSI) was honored with the Exhibition Excellence Award 2024. This accolade recognizes PRSI's exceptional International Public Relations Festival 2023, held in Delhi from November 25-27. Dr. Ajit Pathak, National President, and Dr. P. L. K. Murthy, Secretary General, received the award for their efforts in hosting a groundbreaking event that showcased global PR trends and innovations. The festival featured leading speakers and discussions, underscoring PRSI's role in advancing the public relations field and fostering international dialogue.

Rajya Sabha MP Naresh Bansal releases **harmony** the monthly newsletter of the PRSI



The Public Relations Society of India (PRSI), the national body for PR and communication professionals, has launched a new monthly newsletter, Harmony. The publication was unveiled by Shri Naresh Bansal, Hon'ble Member of Parliament (Rajya Sabha), who praised PRSI's efforts in addressing national issues and enhancing the value of PR in India. He also lauded the government's initiatives under Prime Minister Modi, emphasizing India's global respect due to his leadership. PRSI's National President reaffirmed the organization's nationalist approach and commitment to making India a world leader through the power of PR, congratulating Dr. Archana Kumari and the editorial team for their dedication.



*Largest Democracy: Biggest Dreams,
Value your Vote- Vote for Values*

PRSI Drives Voter Awareness for General Elections 2024

India, the world's largest democracy, is gearing up for the pivotal General Elections-2024. The Public Relations Society of India (PRSI) is leading a nationwide voter awareness campaign under the theme "Largest Democracy: Biggest Dreams, Value your Vote- Vote for Values." PRSI's vibrant chapters have organized diverse events like interactive talks, round table conferences, and creative campaigns, all aimed at empowering citizens and promoting active participation in the electoral process. These initiatives are fostering an informed and engaged electorate, ensuring every vote contributes to the future of the nation.

PRSI Leads National Environmental Stewardship

On World Environment Day, the Public Relations Society of India (PRSI) spearheaded a nationwide initiative focused on environmental sustainability. PRSI chapters across India engaged in tree plantation drives, virtual dialogues, and pledge campaigns to enhance green cover, reduce carbon emissions, and promote sustainable practices. These activities underscore PRSI's dedication to environmental stewardship and the critical role of community action in building a greener, more sustainable future.



PRSI Celebrates National PR Day with Sanatan Values

The Public Relations Society of India (PRSI) commemorates National PR Day with the theme "Sanatan Values and Emerging India: The Role of Public Relations." This year's celebration reflects on how ancient values can influence modern practices. Across India, from Kolkata to Bangalore, Mumbai to Delhi, PRSI chapters hosted events exploring the integration of Sanatan values in contemporary PR.





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