

July-Aug 2024

# PRSI HARMONY

Building Bridges of Trust

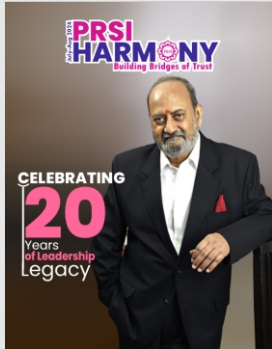
CELEBRATING

20

Years  
of Leadership  
Legacy



PUBLIC RELATIONS SOCIETY OF INDIA  
**HARMONY**



Monthly (July-Aug 2024)

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**Celebrating Two Decades of Visionary Leadership:**

## PRSI Members Honor Dr. Ajit Pathak's Legacy

The members of PRSI collectively express deep admiration for Dr. Ajit Pathak's transformative leadership over the past 20 years. His visionary approach, commitment to professionalism, and inclusive nature have united PR professionals across India, fostering growth in the organization. Many credit Dr. Pathak for elevating PRSI's stature, with his focus on ethics, continuous learning, and innovation being central to his influence. His mentorship and passion for public relations have inspired both senior members and young professionals alike. Several members, including leaders from various chapters, acknowledge his ability to connect with diverse professionals and steer the organization toward national and regional success. His dedication, particularly in enhancing communication strategies and guiding grassroots efforts, has left an indelible mark on PRSI's development, shaping the future of public relations in India.

**Dr. Archana Kumar**  
Editor

# My Gratitude !

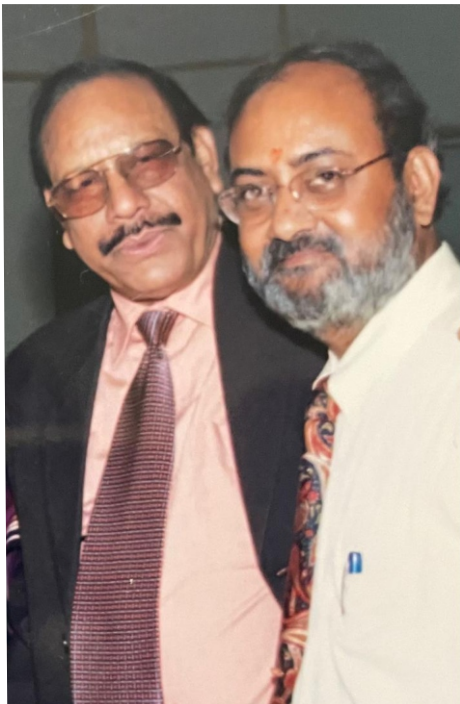


**Dr. Ajit Pathak**  
National President  
Public Relations Society of India

Gratitude is one of the pathways to greater happiness; it nurtures positivity, unites teams, gives fire and strength to deal with challenges. As I mark the milestone of leading Public Relations Society of India as its National President for last 20 years, I express my sincere gratitude and gratefulness to all my colleagues of the national body of the P R practitioners of India who have given me their support, strength and love over the years.

Public Relations and Corporate Communication have transformed over the years to match the pace of growth, development and the public aspirations and the Public Relations Society of India has given its best to empower and strengthen the professionals of PR. Today, the profession is recognised better than ever. We are able to meet the expectations of the International market and show-case the great traditions, leadership and potential of the emerging Bharat.

It is said that I can't change the direction of the wind, but I can adjust my sails to always reach my destination; it is true, but I have always believed in making efforts to change the wind direction. Challenges have come and gone and we have continued our march with unity of purpose. Success is a journey, not a destination. PRSI's march has continued for last 65 years and I feel happy and humbled to have led the organisation for 20 eventful years.



*With Shri Shiv Rup Tiwari, Secretary  
General, PRSI*

To me, integrity means always doing what is right and good, regardless of the immediate consequences. It means being righteous from the very depth of our soul, not only in our actions but, more importantly, in our thoughts and in our hearts. We, as an active player of the Global Alliance of Public Relations and Communication Management have adopted Global Ethics Protocol and advocate ethics and fair practices in media and public relations. Holding the hand tight with International Public Relations Association, we are making efforts of growing together with the International community. Our meaningful association with World Innovation and Change Management Institute has also connected us greatly with our counterparts across the world. Public Relations Society of India is seen globally as an institution that is ready to play lead role in professional, social and International issues.

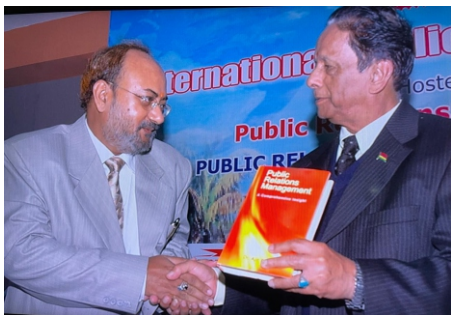
I recall to have joined PRSI at Vadodara in 1993 and the same year I was elected Chairman of the Chapter and my team of Ms Dolly Sinha Roy, Ms Malthi Gaekwad, Mr Nikitin Contractor, Ms Jagruti Trivedi, Mr Prafful Shah and Mr Gurav helped me in translating my young dreams to reality and we could make a big noise as a chapter across the country by organising national level conferences and NC meetings. Soon, the performance was recognised and I was elected as the Vice President ( West ). Creation of six new chapters, new



With Samir Goswami



With Shri Naresh Bansal, Hon'ble Member of Parliament ( Rajya Sabha)



With President of Mauritius



With PRSI National Executive



With Past and Present Secretary Generals Y Babji, Ms Sumita Singh, Ms Nivedita Banerjee and Dr PLK Murthy

tie-ups and launching a newsletter of PRSI were the highlights.

The love , appreciation and the recognition received from across the chapters helped me getting elected as one of the youngest National President in 2001. I passed on the baton to my able colleague Samir Goswami in 2004 and the popular support brought me back in 2006 as the National President and elections thereafter have been showering blessings of the PRSI colleagues , uninterrupted.

My Secretary Generals Shri Shiv Rup Tiwari, Ms Sumita Singh , Ms Nivedita Banerjee ,Mr Y Babji and Dr PLK Murthy have provided me strength from time to time ; my special appreciation for all of them for being pillars of strength. International Public Relations Festival in 2006 at Delhi brought Global Alliance, IPRA and PRSI on one platform. Then came International Public Relations Festival in Mauritius in 2008. Hosting such a mega even, without an event manager could be possible with hard work of my colleagues Ms Sumita Singh and Dr Ciny Philip both of them went extra mile to support me in ensuring every arrangement in a praiseworthy manner. In 2023 when the whole nation celebrated G20 celebration , PRSI not only organised National PR Day on the theme of G 20 but also organised International Public Relations Festival on "G 20 Showcasing Indian Values and the emerging India to the World: Opportunities for Public Relations".

Swami Vivekananda believed that the purpose of life is to serve others and encouraged people to work for the betterment of society through selfless service. Inspired by these positive thoughts, PRSI launched campaigns like Media Transparency drive, Unity India drive, Anti-terrorism movement , Ethics in political communications and Voters' awareness drive , Salutations to Indian Armed Forces, One Nation. One Agenda. One Voice and Building Trust : Role of PR. Sab Ka Saath : Sab Ka Vikas , Make in India ,Young India & Communication Revolution, Covid awareness Abhiyan, New Education policy, Vijayi Bharat Abhiyan, Emerging India : Smart Cities-Himalaya and Ganga -Pride of the Nation : Converting Challenges to Opportunities through effective Public Relations , Aatmanirbhar Bharat : Role of Public Relations , Sanatan Values and Emerging India : Role of Public Relations are the themes through which PRSI has owned the responsibility to create positive waves of awareness and building public opinion.

I take this opportunity to also thank my National Vice Presidents Ms MS Mazumdar, Mr Narendra Mehta, Mr U S Sarma ,Mr S P Singh, Dr PKL Murthy and Mr Dilip Chauhan for always strengthening me.

Ex Education Minister, Hon'ble Dr Ramesh Pokhariyal Nishank ji and Shri Naresh Bansal ji , Hon'ble Member of Parliament ( Rajya Sabha ) have been very supportive to us and I express my since gratitude to them for their blessings.

PRSI would not have reached this destination without the very committed efforts , dedication and hard work of our Chapter leaders; I congratulate and compliment all of them and through them, the entire PRSI family for their soladirty.



*Team of PRSI Vadodara in 1993*



*Explaining a PR plan to Shri Pushkar Singh Dhama, Chief Minister, Uttarakhand*



*With Shri Venkaiah Naidu, The then Vice President of India*



*With Vice President of India Shri Jagdeep Dhankad*

We launched our monthly newsletter, Harmony with the support of our vibrant and committed colleagues which has become an effective carrier of the thoughts and commitment of PRSI. Let me also express my grateful compliments to Dr Archana Kumari, Dr Ciny Philip, Dr Dev Kanya Thakur, Dr Harsha Bhargavi, Dr Neha Jingala, Dr. Pardeep Singh Bali, Ms Tanushree Sharma, Mr Yasir Arafat, Ms Pooja, Ms Archana Kiran, Ms Jaya Jha, Ms Lavi Sharma, Ms Manish Hooja and Mr Shekhar Ghosh for very thoughtfully planning this special publication to mark my 20 years service to the profession and the nation as the National President.

Sai blessings, benediction of my parents and support of wife Dr Ragini Pathak have played prominent role in my innings of PRSI.

Let us continue our efforts to strengthen India's image.

हमारी प्राथमिकता राष्ट्रवाद हो ।  
हमारी कार्यशैली सतत संवाद हो ।  
जो सत्य नहीं, नहीं है जनसम्पर्क ।  
सौहार्द्र रहे ना कोई विवाद हो ।  
हमारे संस्कृतिक मूल्यों को नमन ।  
"विश्व विजेता भारत", हमारा प्रसाद हो ॥

Yours in PR

*Ajit Kumar*



*With the renowned Heart specialist Dr K k Agarwal, Union Education Minister, Dr Ramesh Pokhariyal Nishank and Ms baby rani Maurya, Governor of Uttarakhand*

# Dr. Ajit Pathak: A Remarkable Journey of Leadership and Excellence in PRSI



**Dhruv Jyoti Pati**

Professor, Media & Entertainment  
studies, India Today Media Institute

## The Genesis

Dr. Ajit Pathak is an iconic figure in the field of Public Relations and Corporate Communication, with an illustrious career spanning over four decades. His tireless dedication, pioneering initiatives, and visionary leadership have played a pivotal role in transforming the Public Relations Society of India (PRSI), fostering growth with a mission rooted in inclusivity, agility, and sustainability. As a trailblazer, Dr. Pathak has steered the organization through a paradigm shift from traditional approaches to a dynamic, digital-driven perspective, setting new benchmarks for the profession.

As National President of PRSI for over 22 years, Dr. Pathak has led the organization on a path of global recognition. His scholarly insights and transformative influence have paved the way for PRSI's widespread impact, both within India and across international platforms.

## Leadership at PRSI

Dr. Pathak's leadership in PRSI began with a visionary zeal to expand the organization nationwide. Under his guidance, PRSI now operates in 24 states and regions, fostering local PR professionals and academics. His relentless drive extended beyond national borders, bringing PRSI into the global spotlight through his role as an Executive Board Member of the International Public Relations Association (IPRA), where he advocated for high professional standards.

One of his key initiatives was the introduction of annual

*Dr. Pathak's influence extends far beyond India. His contributions to the World Innovation and Change Management Institute in Geneva further underscore his commitment to global change and the United Nations' Sustainable Development Goals (SDGs), particularly in areas such as education, health,*



national conferences, a platform that brings together government departments, PSUs, NGOs, corporate communication divisions, MNCs, and civic bodies. These conferences provide a space for theme-based discussions and critical analysis of the contemporary challenges and opportunities within the PR profession.

Dr. Pathak also spearheaded the creation of 130 award categories within PRSI, celebrating the silent performers and thought leaders of Indian PR. These prestigious awards, along with the PR Leadership and Zonal Awards, have generated immense enthusiasm within the community.

A champion of knowledge-sharing, Dr. Pathak introduced \*Nalanda\*, a student knowledge hub, across universities and institutes, fostering the next generation of PR professionals. Under his leadership, \*The Horizon\*, PRSI's in-house journal, became a vital publication, offering contributions from PR experts, academicians, and practitioners.

Dr. Pathak's youth-focused initiatives, such as the annual quiz contest and awards for young professionals, have further strengthened PRSI's impact.

### **Global PR Leadership and Thought Leadership**

Dr. Pathak's influence extends far beyond India. As an Executive Board Member of the IPRA and the first Asian Secretary of the Global Alliance for Public Relations and Communication Management, his leadership has significantly shaped the global PR landscape. He has fostered cross-cultural collaborations and innovations while advocating for ethical standards in PR. His contributions to the World Innovation and Change Management Institute in Geneva further underscore his commitment to global change and the United Nations' Sustainable Development Goals (SDGs), particularly in areas such as education, health, technology, and climate action.

**Education, Training, and Holistic Development**

Dr. Pathak has played a pivotal role in advancing public relations education and training. Through his work with PRSI, he has fostered collaborations with academic institutions and spearheaded impactful skill development programs for industry professionals. The Nalanda student chapters, along with PRSI's annual conferences, offers valuable platforms for academics, scholars, and students to connect with leading PR experts and thought leaders.

need for effective public communication to build an inclusive society.

In over two decades of leadership, Dr. Pathak's legacy



**Advocacy and Public Service Communication**

Under Dr. Pathak's leadership, PRSI has been a powerful advocate for public service communication. He has championed the use of creative formats, including cartoons and multimedia, to bridge communication gaps and generate awareness on important social issues. Collaborating with government bodies and media, Dr. Pathak has consistently emphasized the

of innovation, ethical thought leadership, and unwavering dedication continues to elevate PRSI, positioning it as a beacon of excellence in public relations both in India and on the global stage.



MoU was signed by Dr Ajit Pathak, National President, PRSI and the Chancellor of AAFT Dr Sandeep Marwah, who is cultural Ambassador of over 75 countries.



Public Relations Society of India and AAFT, Noida today signed a Memorandum of Understanding to create Nalanda – Student's Forum of PRSI to further Industry Academia interface and prepare the next generation of PR and Communication industry in India.

## Dr. Ajit Pathak: A Visionary Leader Shaping the Future of Public Relations



**PLK Murthy**

**Secretary General, PRSI**

**T**hroughout my professional journey, I have been immensely privileged to collaborate closely with the esteemed Dr. Ajit Pathak, a towering figure in the Public Relations Society of India (PRSI). In my various roles as Executive Member, Joint Secretary, Treasurer, Secretary, and Chairman of the Visakhapatnam Chapter, as well as a National Council Member, I have had the distinct honor of witnessing firsthand the exceptional leadership qualities that have established Dr. Pathak as an iconic presence in the realm of public relations.

His unwavering guidance, steadfast encouragement, and boundless wisdom have profoundly shaped not only my personal and professional development but also the remarkable achievements of our chapter. Dr. Pathak's leadership serves as a beacon of inspiration for us all. Under

his visionary stewardship, the Visakhapatnam Chapter has reached milestones that once seemed unattainable.

His unique ability to galvanize action in the face of challenges has been a defining factor in our success. During my tenure as Secretary, his constant mentorship empowered me to strive for excellence, culminating in the honor of receiving the prestigious Best Secretary award for three consecutive years—an accomplishment I attribute to his unparalleled support.

Dr. Pathak's influence on the PR fraternity transcends mentorship; his leadership is truly transformative. His exceptional talent, combined with a dynamic and forward-thinking approach, has made him a revered figure not only within PRSI but throughout the broader public relations community in India.

His fatherly guidance, characterized by warmth, wisdom, and a profound commitment to the well-being of his colleagues, has endeared him to many. He has become a guiding light, a source of inspiration for all fortunate enough to work alongside him. Today, I am deeply honored to serve as the Secretary-General of PRSI at the national level, continually drawing inspiration and guidance from his remarkable leadership. In addition to his illustrious career in public relations, Dr. Pathak is also a talented Hindi poet, renowned for his remarkable ability to create poetry spontaneously. Drawing from his surroundings and emotions, he crafts verses on the spot, showcasing his profound understanding of the language. His poetry resonates deeply, evoking a spectrum of emotions and connecting with cultural themes, making it both enjoyable and thought-

provoking. Whether in casual or formal settings, he captures the essence of moments through his spontaneous compositions.

For over two decades, Dr. Pathak has held the esteemed position of President of PRSI. Through his tireless and dynamic leadership, the society has not only experienced exponential growth but has also garnered global recognition.

His vision, coupled with an unwavering commitment to PRSI's values, has propelled the organization to new heights. Dr. Pathak has ensured PRSI's evolution while solidifying its reputation as a respected and influential institution within the global public relations community. His legacy of excellence will undoubtedly continue to shine for generations to come.

As I reflect on his extraordinary contributions, I earnestly hope that Dr. Pathak's leadership journey as President endures for many more years. His guidance has been a pivotal force, and his vision has laid the foundation upon which PRSI has thrived. His continued presence at the helm will undoubtedly lead the organization to even greater heights and success. With immense gratitude and deep respect, I pray for Dr. Pathak's ongoing good health and well-being. May he continue to serve not only PRSI but the broader community with the same passion, dedication, and wisdom that have defined his illustrious career. His noble service is invaluable, and I look forward to witnessing the ongoing impact of his extraordinary leadership in the years to come.

# जनसंपर्क की नई दृष्टि और दर्शन का नाम है डॉ अजीत पाठक



□□ □□□□□ □□□

चैयरमेन,

रायपुर चैप्टर पब्लिक रिलेशन्स सोसाइटी  
आफ इंडिया, रायपुर (छ.ग.) एवं  
एसोसिएट प्रोफेसर, जनसंचार विभाग,  
कुशाभाऊ ठाकरे पत्रकारिता एवं जनसंचार  
विश्वविद्यालय रायपुर।

**ज**नसंपर्क एक विधा है। जनसंपर्क का क्षेत्र विशाल है। एक जनसंपर्क प्रोफेशनल्स के लिए जनसंपर्क का अर्थ उसके संस्थानिक दायित्वों से परिभाषित हो सकता है। जनसंपर्क की शिक्षा देने वाले हजारों हजार संस्थान आज दुनिया भर में फैले हुए हैं। लेकिन जनसंपर्क को एक मानव दर्शन और उसके सृजन की भूमिका में देखना एक नया विषय है। जनसंपर्क के पेशेवर शायद इस बात को समझने में थोड़ा वक्त ले सकते हैं लेकिन यह सच है जनसंपर्क कला एक साधारण कर्म नहीं है बल्कि मानव जीवन की सृजन दृष्टि और दर्शन का नाम है और इस दृष्टि और दर्शन की साक्षात उपस्थिति हैं डॉ अजीत पाठक।

जनसंपर्क का एक विद्यार्थी, प्रोफेशनल्स और प्राध्यापक होने के नाते मेरे मन में यह कौतूहल हमेशा बना रहा कि जनसंपर्क का विषय हमारे जीवन में कितना महत्वपूर्ण हो सकता है। जनसंपर्क की विविधता और उसका व्यवसाय दशकों से चुनौती, चिंतन और चेतना के साथ विकसित होता रहा है। नई तकनीक और एआई के दौर में जनसंपर्क का क्षेत्र शोध और अध्ययन पीठों का प्रमुख आकर्षण का केंद्र है। ऐसे समय में जनसंपर्क कला को सही अर्थों में नई दृष्टि और दर्शन का पर्याय बन चुके डॉ अजीत पाठक को करीब से देखना मेरे जैसे लोगों के लिए किसी चमत्कार से कम नहीं है। यह अतिशयोक्ति नहीं है कि वरेण्य जनसंपर्क अध्येता डॉ अजीत पाठक जी ने देशभर में जनसंपर्क के क्षेत्र में जो अनूठा योगदान किया है वह आज हम जैसे सैंकड़ों विद्यार्थियों के लिए अध्ययन, अनुसंधान और अनुपालन की दिशा में आगे बढ़ने के लिए प्रेरित करता रहेगा। पिछले लगभग एक दशक से डॉ अजीत पाठक जी से वास्ता रहा है। यह वास्ता पहले एक जिज्ञासु विद्यार्थी के रूप में था जब पब्लिक रिलेशन्स सोसाइटी आफ इंडिया को पत्रकारिता एवं जनसंचार के पाठ्यक्रम में पढ़ता-पढ़ाता रहा। पब्लिक रिलेशन्स सोसाइटी आफ इंडिया यानी पीआरएसआई के नेशनल प्रेसिडेंट के रूप में डॉ अजीत पाठक जी की सोच और सकारात्मक शैली की चर्चा अपने मित्रों से सुनता था। जनसंपर्क मेरा प्रिय विषय रहा है। इसलिए जनसंपर्क के अत्यंत लोकप्रिय व्यक्तित्व के रूप में प्रतिष्ठित डॉ अजीत पाठक जी से मिलने और उन्हें करीब से समझने की इच्छा बनी रहती थी। यह महज संयोग ही नहीं है शायद एक टैलीपैथी हो सकती है कि वर्ष 2018 में पीआरएसआई रायपुर चैप्टर का शुभारंभ हुआ और

**जनसंपर्क कला को सही अर्थों में नई दृष्टि और दर्शन का पर्याय बन चुके डॉ अजीत पाठक को करीब से देखना मेरे जैसे लोगों के लिए किसी चमत्कार से कम नहीं है। यह अतिशयोक्ति नहीं है कि वरेण्य जनसंपर्क अध्येता डॉ अजीत पाठक जी ने देशभर में जनसंपर्क के क्षेत्र में जो अनूठा योगदान किया है वह आज हम जैसे सैंकड़ों विद्यार्थियों के लिए अध्ययन, अनुसंधान और अनुपालन की दिशा में आगे बढ़ने के लिए प्रेरित करता रहेगा।**

चैप्टर चैयरमेन के रूप में डॉ अजीत पाठक सर के निर्देशन में काम करने का सौभाग्य मिला। मेरे लिए यह एक भावुक कर देने वाला क्षण था जब मैं एक विशाल व्यक्तित्व के सामने रायपुर चैप्टर की नई जिम्मेदारी की शपथ ले रहा था।

चैप्टर से जुड़ने के बाद डॉ पाठक सर के मार्गदर्शन में अनेकानेक संगोष्ठियों और आयोजनों को करने का अवसर मिला। कोरोना वायरस के खतरनाक दो वर्षों के समय में भी राष्ट्रीय अध्यक्ष के तौर पर डॉ पाठक सर ने पीआरएसआई की भूमिका को नए ढंग से तय करते हुए लोगों की जीवन सुरक्षा, जन जागरूकता और जन स्वास्थ्य को लेकर देश भर में जो अभियान चलाया वह अनुकरणीय है। चाहे मतदान की जागरूकता हो या G-20 की बात हो आदरणीय डॉ पाठक सर का नेतृत्व हमेशा उर्जा और उत्साह से लबरेज रहा। मेरे व्यक्तिगत जीवन की चुनौतियों में भी सर्वप्रिय डॉ पाठक सर ने एक अभिभावक की तरह मुझे हौंसले से बांधे रखा।

जनसंपर्क के क्षेत्र को विकसित होते हुए देखना और श्रद्धेय डॉ पाठक सर के व्यक्तित्व और अनुभवों से सीखना शायद इस पीढ़ी के लिए महत्वपूर्ण समय है। संयम, साहस, सच के साथ खड़े रहने और आत्मविश्वास से न केवल अपने जीवन को सृजित करना बल्कि अपने संगठन में शक्ति भरना डॉ पाठक सर से सीखा जा सकता है। पीआरएसआई जैसी बड़ी संस्था को राष्ट्रीय अध्यक्ष के रूप में लगभग बीस वर्षों से नेतृत्व प्रदान करते हुए आज एक विशाल उंचाई देने का जो काम डॉ पाठक सर ने किया है वह एक बड़ी मिसाल है। सरल-

सहज, सादगी से भरा व्यवहार आपका विशेष गुण है जो आज के जनसंपर्क के क्षेत्र में कदम रखने वाले प्रशिक्षुओं के लिए प्रेरणास्पद है। प्रभावी उद्बोधन और संप्रेषण शैली आपको दूसरों से अलग करती है। जैसा कि मैंने पहले ही उल्लेख किया है कि जनसंपर्क को मानव सृजन और दर्शन की नई दृष्टि देने का जो अनुष्ठान डॉ पाठक सर ने किया है वह जनसंपर्क कला के अध्येताओं के लिए एक नया आयाम हो सकता है। अगले वर्ष 01 नवंबर 2025 में छत्तीसगढ़ अपने राज्य निर्माण के 25 वर्ष पूरे करेगा। छत्तीसगढ़ राज्य की स्थापना तत्कालीन सुप्रसिद्ध कवि, राजनेता और प्रधानमंत्री श्री अटल बिहारी वाजपेई जी के करकमलों से हुई है।

छत्तीसगढ़ के 25 वर्षों का सफ़र आज छत्तीसगढ़ के लोकप्रिय माननीय राज्यपाल श्री रामेन डेका जी, यशस्वी मुख्यमंत्री श्री विष्णु देव साय जी और माननीय विधानसभा अध्यक्ष डॉ रमन सिंह जी के नेतृत्व में विकास की नई करवट ले रहा है। विश्वसनीय छत्तीसगढ़ नए सोपानों के साथ देश की मुख्यधारा से जुड़ रहा है। विकसित भारत की संकल्पना को साकार करने का लक्ष्य छत्तीसगढ़ राज्य में पूरा हो रहा है। इस पृष्ठभूमि में राष्ट्रीय अध्यक्ष डॉ अजीत पाठक जी ने छत्तीसगढ़ के रायपुर में पब्लिक रिलेशन्स सोसाइटी आफ इंडिया की 46 वीं कांफ्रेंस करने का जो फैसला लिया वह उनके विज्ञान को रेखांकित करता है। निश्चित ही, डॉ अजीत पाठक सर का पब्लिक रिलेशन्स सोसाइटी आफ इंडिया को राष्ट्रीय अध्यक्ष के रूप में 20 वर्षों का नेतृत्व सराहनीय एवं वंदनीय है। सैल्यूट।

# Celebrating the Leadership Legacy of a Trailblazer: Dr. Ajit Pathak



**Sumita Singh**

Deputy General Manager  
(Corporate Communication)  
IndianOil Corporation Ltd

It's a testament to Dr. Ajit Pathak's extraordinary influence that words often fall short in capturing his invaluable contributions to the field of public relations. For over two decades now, he has been the driving force behind the Public Relations Society of India (PRSI), nurturing the profession with unwavering zeal and dedication.

Dr. Pathak's journey exemplifies the power of a single individual in catalysing the PR and Communication industry and making an indelible mark. His passion for excellence, coupled with his unwavering commitment to ethical practices, has elevated PR to a core management function in India.

Under Dr. Pathak's leadership, PRSI has flourished into a dynamic organization that has been playing a pivotal role in shaping public discourse and fostering positive relationships between organizations and their stakeholders. A unique contribution of Dr. Pathak is that he has instilled a strong sense of purpose in the organisation. PRSI and its members thus continue to raise awareness in myriad social and national issues leveraging the power of communication and PR.

He has been instrumental in forging global partnerships, promoting industry-academia collaboration, and championing the development of young PR professionals. This is indeed a significant contribution that will go a long way in strengthening the foundation of Public Relations.

Dr. Pathak's legacy extends far beyond his role as a leader. His humane approach has endeared him to colleagues and mentees alike, creating a supportive and inclusive environment within the PR community. His tireless efforts to promote ethical standards and his unwavering commitment to his mission have inspired countless individuals to pursue careers in public relations.

As PRSI celebrates Dr. Pathak's remarkable achievements, it's an opportunity for me to express gratitude for his mentorship, guidance, and unwavering support. In the early days, I and scores of colleagues who were just stepping into the profession, he was an empowering mentor who encouraged us to climb high. He gave me the opportunity to be a part of the PRSI leadership team for almost a decade, that has been truly enriching.

Dr. Pathak's leadership has left an indelible mark on the industry, and his legacy will continue to inspire generations of PR practitioners to come. Wishing him many more milestones in the times ahead.

The following couplet aptly sums up the sentiment:

***"Justjoo ho to safar khatm kahaan hotaa hai***

***Yoon to har mod pe manzil ka gumaan hotaa hai"***

# Celebrating Two Decades of PRSI Leadership



**Dr. Ciny Mathew Philip**  
Deputy General Manager  
(Corporate Communications  
& CSR)  
IndianOil Corporation Ltd

As we celebrate 20 years of Dr. Ajit Pathak's Presidency at the Public Relations Society of India (PRSI), we reflect on his remarkable journey and the indelible mark he has left on Public Relations both in India and globally. Dr. Pathak's leadership is characterized by a unique blend of pride in the Corporate Communications function, empathy, and mentorship, making him a revered figure among PR professionals. His vision has elevated the status of PR practitioners and expanded the horizons of

communications in the evolving media landscape.

Dr. Pathak's tenure as the National President of PRSI has been transformative. Under his guidance, PRSI has grown into a robust organization that advocates for ethical practices and fosters professional development among its members. His vision has propelled PRSI to the forefront of the global PR community, establishing it as a beacon of excellence and innovation.

Having been blessed with the opportunity to work with him for over two decades at IndianOil, I have witnessed firsthand Dr. Pathak's emphasis on the importance of Corporate Communications as a strategic function within organizations. He has tirelessly worked to elevate the status of PR professionals, ensuring they are recognized as key players in shaping corporate reputation and driving business success. His efforts have instilled a sense of pride and purpose among PR practitioners, encouraging them to strive for excellence in their roles.

One of the hallmarks of Dr. Pathak's leadership style is his deep empathy, and commitment to mentorship, inspiring many to pursue careers in public relations and communications. He has been a guiding light for countless PR professionals, offering support, advice, and encouragement. His empathetic approach has fostered a nurturing environment within PRSI, where members feel valued and empowered to achieve their full potential. As Bob Proctor aptly said, "A mentor is someone who sees more

talent and ability within you than you see in yourself and helps bring it out of you." Dr. Pathak's unwavering belief in my potential and his visionary guidance has been the driving force in my professional journey in Corporate Communications and behind my obtaining a PhD in Journalism & Communication recently.

Dr. Pathak's leadership in PRSI has been marked by numerous innovative initiatives aimed at advancing the PR profession. From organizing the National PR conferences and International PR Festivals to launching educational programs involving communication students and young professionals, he has consistently sought to provide opportunities for learning and growth. His forward-thinking approach has ensured that PRSI plays a leading role in driving trends and best practices.

His advocacy and social contributions at the helm of PRSI including championing public awareness campaigns on RTI, national unity, Covid Awareness, PR ethics, and G20, have strengthened the role of PR in the Brand India story.

In celebrating Dr. Ajit Pathak's 20 years of PRSI leadership, we honour not just his achievements but also the values and principles he has instilled in the PR and wider academic and professional community. His journey is a testament to the power of visionary leadership and the impact it can have on an entire profession.

## A Memorable Encounter: Meeting Dr. Ajit Pathak

I am fortunate enough to get the opportunity to meet and interact with Dr. Ajit Pathak, National President, the Public Relations Society of India (PRSI) during the official launch of the PRSI Jammu chapter in April 2023. The event was held in Jammu and was a landmark event for the region and Dr. Pathak's presence and support was highly appreciated. Since the Jammu chapter was

generous enough to host the team of PRSI Jammu, who went to collect the cheque. Dr Pathak appeared all the way welcoming and appreciative to the efforts made by the Jammu team. His body language was positive and expressive. He acknowledged the initiatives made by PRSI Jammu and also assured all possible help in the future. Before handing over a cheque, Dr Pathak presented me with a signed copy of his book on public relations and the best part of that beautiful present was that Dr Pathak, being an amazing caricature artist, drew my caricature on the front page of the book with a beautiful message.

Over the period of time, Dr Pathak really valued my presence and included me in the editorial team of PRSI's newsletter 'Harmony'. My gratitude for Dr Ajit Pathak cannot be summed up in just words, as he has inspired many like me to learn the dynamics of public relations by practically doing it. I may fail in my duties, if I do not mention Prof Archana Kumari, who has been an important bridge between Dr Ajit Pathak and practitioners of public relations. The experience that I shared above would not have been possible without Prof Archana, she always remained one step ahead to strengthen the organization.

It would not be perhaps wrong to say that the lessons that I learned from Dr Ajit Pathak and Prof Archana Kumari have made an important place in my life and I try to continue grow with the ideals of compassion, generosity and team work.



### Dr Pardeep Singh Bali

Assistant Professor  
Dept of Journalism and Media  
Studies, University of Jammu.

relatively younger and I had been nominated as the Treasurer of the organization, the major challenges that we encountered were of a financial nature. However, the kindness and generosity which was shown by Dr. Pathak was refreshing and made a lot of difference. Knowing our plight, he sported all possible financial support to enable us to cater for the expenses of the launch event. This gesture of support was not over the money; but it was a demonstration of his patronage in the growth of the PR professionals in the country.

Dr Pathak alongwith his wife, were staying up in the nearby hotel. Despite being a guest in Jammu, Dr Pathak was

# A memorable Journey with a Living Legend



**Y Babji**

Legal Advisor, PRSI  
Editor, Public Relations Voice

My association with Dr Ajit Pathak is a wonderful experience of more than two decades. In 2001, when I became chairman of Hyderabad Chapter, Dr Pathak was National president of Public Relations Society of India (PRSI).

Working with him is a major highlight of my career because he is a great inspirer, a pillar of strength and a constant source of support. Fortunate that I was his Vice President for Southern Region from 2012 to 2017 and had an amazing opportunity to work closely with him as Secretary General from 2021 to 2023.

Dr Pathak is an illustrious figure with an impressive career spanning four decades in Public Relations profession, of which 22 years at the helm of Public Relations Society of India as National President, right from 2001 till today, except the tenure of Shri Samir Goswami in 2002-2004.

In an interview to Public Relations Voice journal on an occasion of his re-election to the PRSI Presidentship, his suggestions to the PR fraternity of the country were, "Put your heart and soul together in whatever you do for PR". This shows his involvement and leadership. His deeds sync in perfect harmony with his words. Enumerating his pioneering endeavors, visionary stewardship, global adulation, scholarly prowess and transformative professional influence, he has been featured in Public Relations Voice (the only journal for Indian PR professionals) with the caption "Dr Ajit Pathak: A legacy of excellence in global PR leadership".

His academic accomplishments, professional milestones, contributions to education, literature, training, publications, research, social work and especially leadership in public relations as Chapter Chairman, Regional Vice President and as National President for over two decades makes one feel certainly that he is a PR Legend par excellence, a shining icon in every sense and an unparalleled visionary.

Wishing Dr Ajit Pathak, the Global PR Leader all the best in his every endeavor.



**11th May 2002,  
Bhopal: Dr Ajit  
Pathak flanked by Y  
Babji, Best Chapter  
Chairman &  
Rajeswari Iyer, Best  
Chapter Secretary**

He not only recognized me with the awards viz. Best Chapter Chairman in 2002, Pillar of PR Profession in 2017 and PR Leadership in 2019, but also assigned me with certain special tasks like Election Officer, Chennai; Conference Ambassador of 39th AIPRC at Vizag and opted me to be the Legal Advisor of PRSI, which no other Member of PRSI would have enjoyed his confidence, this way.

## The Unsung Mentor: Dr. Ajit Pathak



**Yeshi Seli**  
Senior Editor,  
The New Indian Express

When you are a journalist writing on a sector as technical as petroleum you should have a keen interest in learning about the subject before you begin to write on it and only if you are lucky enough you will get someone like Dr Ajit Pathak, who will not just patiently listen to you, but help you, understand the subject based on any little query you may have.

This is no exaggeration. I began to write on the petroleum sector when there were a lot of changes taking place in the sector and being in a newspaper, I would need information at odd hours – but Dr Pathak was always a phone call away. I remember I got stuck with understanding the changes that would come about after the dismantling of the administered pricing mechanism and I reached out to Dr Pathak around 8 pm for some help with data and he reverted in no time.

Dr Pathak besides helping out journalists also goes beyond his call of duty, if he gets to know of anyone's challenges. There was a senior journalist who was ailing and in the last stage of cancer. Both Dr Pathak and I went to see him at the hospital. While I returned home sad knowing how that person was suffering, Dr Pathak involved himself with his family arranging for alternative medicines which could have miraculously saved him.

I remember him getting medicines from Beneras. The journalist didn't make it but Dr Pathak's unconditional support is etched in my memory. He is one of a kind, extremely knowledgeable, principled and bound by ethics. It has been a privilege to know him for more than two decades now. Those wanting to join the field of communications should try and associate themselves with him and in no time they will become the best version of themselves.

National President Dr. Ajit Pathak's exceptional leadership and unwavering commitment to the Public Relations Society of India are deeply appreciated by the Varanasi Chapter. His visionary guidance has significantly advanced the field of public relations and continues to inspire all members. The dedication he shows in fostering professional excellence and integrity is truly commendable. We salute his support and for setting such a high standard for us to follow.



**Anil K. Jajodia**  
Chairman,  
Varanasi Chapter



**Nikhil Aboti**  
Chairman,  
Ahmedabad Chapter

Dr Ajit Pathak has been a great inspiration when it comes to the inclusive approach towards the growth and betterment of the communications fraternity, and through it for society at large. It is impressive that even after a long and illustrious career, he is extremely humble and cares for members in their time of distress. I have had the good fortune to interact with him personally many a times and have gained a lot from these interactions.

## **Dr Ajit Pathak: A Man of Many Qualities**



**Samir Goswami**  
Ex CPRO,  
Indian Railways &  
Past National President, PRSI.

If I am allowed to speak honestly, I must say that I envied Dr. Ajit Pathak, National President, Public Relations Society of India (PRSI). I was really surprised how a man had possessed so many qualities in him, great poet, cartoonist, brilliant leadership ability, learned, wide knowledge, good orator, having charming personality, smart, sober, cool in nature and so on. I cut short here as I don't want to make the list too long.

My relation with Dr. Ajit Pathak extends more than three decades. If I am not wrong he was then Vice President (West) and I was initially Chairman of Kolkata Chapter. After two years he was elected National President and I became Vice President (East). Our relationship evolved amid certain adverse circumstance, when PRSI came under confrontation from some inimical forces. Whenever we meet, we happily remember our journey and challenges that we faced and solved together.

Dr. Pathak always behaves very politely and speaks softly with smiling face with everyone. This is my personal experience and I can vouch for it that the positive attitude of Dr Pathak makes everyone his fan. I should not forget his tremendous support for winning the election and making me National President, PRSI. I should also confess that both of us still share our views and plans with open mind. Due to his dynamic attitude PRSI has achieved new heights.

I will not do justice with my memoirs, if I do not mention our 'Bhabi' (his wife). She has a great contribution for the development of PRSI. She always stood beside our leader and gives him moral support. In conclude with the lines that despite envious, I regard Dr Pathak from the bottom of my heart.

# Reflections on Leadership and Legacy: Honoring Dr. Ajit Pathak's 20-Year Journey with PRSI



**Prof. Anil Saumitra**  
Chairman,  
Jammu Chapter

As we mark the 20-year milestone of Dr. Ajit Pathak's extraordinary tenure as the President of the Public Relations Society of India (PRSI), it is an opportune moment to reflect on the profound impact his leadership has had on the public relations industry in India. Dr. Pathak's unwavering commitment, strategic foresight, and dedication to ethical practices have redefined the way we view and practice public relations in a world increasingly driven by digital innovation and evolving communication landscapes.

Throughout these two decades, Dr. Pathak has been much more than a leader; he has been a mentor, a visionary, and an advocate for the power of communication. Under his guidance, PRSI has flourished into a platform that not only fosters professional growth but also encourages discourse on the importance of integrity and accountability in public relations. His leadership has nurtured a generation of communication professionals who are equipped to navigate the complexities of a globalized world, ensuring that public relations

remains a vital component of business strategy and public engagement.

One of Dr. Pathak's key contributions has been his ability to adapt to the rapidly changing nature of communication. In an era where social media, digital storytelling, and reputation management are at the forefront, Dr. Pathak has ensured that PRSI remains a forward-thinking institution, integrating new technologies and innovative practices to keep pace with global trends. This progressive approach has enabled PRSI to maintain its relevance, fostering collaboration across industries and expanding its outreach at both the national and international levels.

As we celebrate this 20-year journey, we must acknowledge the deep-rooted values of professionalism, collaboration, and service to society that Dr. Pathak has consistently championed. His legacy will continue to inspire future PR leaders to push the boundaries of public relations, with the same passion, ethics, and vision that he has embodied over the past two decades.

**Let us celebrate Excellence!**

**PRSI  
National  
Awards  
2024**

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



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[www.prsi.org.in](http://www.prsi.org.in)



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