

Empowering Growth Preserving Roots



Public Relations Society of India

www.prsi.org.in

Let the Excellence rule the world !



National President

India is a significant player globally in terms of economy, consumer power, Information Technology developments, defence capabilities and above all visionary leadership of Prime Minister, Shri Narendra Modi. India is expected to grow between 6.4% and 6.7% in FY26, driven by domestic demand, a young and tech-adaptive workforce, and government policy support. India's IT sector is expected to cross \$245 billion in 2023, growing at an annual rate of 8.4%. The sector is projected to reach \$350 billion by 2026. The Indian military is ranked as the fourth most-powerful in the world and the country aims to reach \$3 lakh crore in defence production by 2029, with a focus on self-reliance and indigenous manufacturing. The government is promoting skill development, innovation and entrepreneurship through initiatives like the "Make in India".

All these developments give the country a great hope and the Public Relations Industry of the country has to make significant contributions to take India to the next level of development. This is the Amrit Kaal of India and by 2047, 140 million Indians aspire to see India as the developed nation.

Public Relations Society of India has realised its responsibility towards inspiring and showcasing India and creating bridges of trust with rest of the world. PRSI National Awards are yet another effort to loudly applaud excellence in Public Relations, Corporate Communication, Skill development, technology imminence, Make in India efforts and Corporate Social Responsibility.

I take this opportunity to invite all the Ministries, government departments, Public and Private Sectors, NGOs and Academia to send their best work in Public Relations and Corporate Communications. Look forward to have you with us with your vibrant participation.

(Dr Ajit Pathak)



PRSI National Awards 2025

Applauding efforts of 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.

Public Relations and Corporate Communication

Communications play pivotal role in the journey of India to make its mark as the emerging world leader. The Public Relations Society of India (PRSI) is proud to announce the PRSI National Awards 2025, celebrating excellence in public relations and corporate communications. As India strives to become a global leader, PR professionals play a vital role in shaping the nation's image and the narrative.

The awards recognize outstanding contributions that drive innovation and uphold high standards in PR practices. Categories include CSR, Aatmnirbhar Bharat, technology excellence, and skill development.

PRSI invites corporate organizations, PR consultancies, governments, academic institutions, and PR professionals to showcase their achievements. Let's celebrate excellence in public relations in following categories:

Corporate Communications

1. House Journal (Hindi)
2. House Journal (English)
3. Newsletter (English)
4. Newsletter (Hindi)
5. E-Newsletter
6. Special / Prestige Publication
7. Coffee Table Book
8. Sustainable Development Report
9. Annual Report
10. Best Communication Campaign (Internal Publics)
11. Best Communication Campaign (External Publics)
12. Corporate Website
13. Best use of Social Media in a Corporate Campaign
14. Public Relations in Action (Case Study)
15. Most Impressive Event Management
16. Best Public Awareness Program

Corporate Films

17. Corporate Film (Hindi)
18. Corporate Film (English)

Public Relations Education

19. Most Value-add Public Relations Programme

20. Outstanding PR / Mass Communication Institute University
21. Best Public Relations / Mass Communication Journal
22. Best Public Relations / Mass Communication Book

Corporate Social Responsibility

23. Best PSU Implementing CSR
24. Best Private Sector Organisation Implementing CSR
25. Best CSR Project for Childcare
26. Best CSR Project for Women Development
27. Women empowerment and community Development

Aatmnirbhar Bharat

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

Medical and Health Care

31. Outstanding initiatives for promoting Medical and health
32. Outstanding Research efforts for promoting Medical and health

Defence

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

Skill Development

36. Best Skill development Programme by government departments / Ministries
37. Best Skill development Programme by PSUs
38. Best Skill development Programme by Private Sector
39. Best Training Programme of Skill Development

Science & Technology

40. Best Initiative for promoting Science & Technology
41. Best R&D effort for promoting Science & Technology

Right to Information

42. Best PSU Implementing RTI
43. Best NGO Promoting RTI

Artificial Intelligence

44. Best AI course for Mass Communication / PR
45. Best advertising campaign using AI
46. Best use of AI in a PR Campaign

Bharat Ratna Shri Atal Bihari Vajpayee National Awareness Campaign Award

47. This Award has been 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

48. Public Relations Society of India announces “Shri Pushpendra Pal Singh Mass Communication and PR Teacher of the year award” to the Professor who has demonstrated excellence in academics. There will not be any fees for this award and a Professor once getting this award will not be eligible to participate again.

Submission of Entries

Each entry for PRSI National Awards-2025 should be submitted along with an entry fee of ₹ 8,000/- 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. Fee can also be transferred to the Public Relations Society of India bank account :

Bank details : **SBI**

Account No : **62029520539**

IFSC Code : **SBIN0005222**

Branch Sector 61, NOIDA (UP) 201301

PRSI GST No. GSTIN: 07AAAAP6387J1Z4

Works Completed between November, 2024 to October 2025 are welcome for participation. 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 5th November 2025 to:

Dr. 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
Phone : 9393100515
e-Mail: prsinationalawards2025@gmail.com.

Send all the details of participation through email also to the Secretary General.

Prize Distribution

Prize distribution is scheduled all the three days depending on number of categories. Categories 1-15 on 13.12.25; 16-35 on 14.12.25 and 36-48 on 15.12.25.

India and Russian Public Relations professionals pledge to work together!



Public Relations and Media professionals of India and Russia have committed themselves for greater association for professional development and knowledge sharing. On 29th August, "INDO-RUSSIA PUBLIC RELATIONS AND MEDIA CONFERENCE" was organized by Public Relations Society of India (PRSI), in collaboration with Russian Association for Communication Consultancies (AKOC) at Vivekananda Institute of Professional Studies - Technical Campus (VIPS-TC) featured PRSI National President Dr. Ajit Pathak and Andrey Lapshov (Chairman of AKOC, President of KG), Andrey Barannikov (CEO, SPN Communications), Mikhail Maslov (CEO, Maslov Agency), Dr. Himanshu Shekhar (Senior Editor for Politics and Current Affairs, NDTV), Inna Alekseeva (PR Partner), Prof (Dr.) Tanu Dang (Guru Gobind Singh Indraprastha University), Ms. Yeshi Seli (Consulting Editor, Business India, New Delhi) and Anna Talanina (Head of International Department, Interium PR Agency). The delegation from Russia attended virtually.

The event was conducted by Prof (Dr) Charu Lata Singh, Dean Vivekananda School of Journalism and Mass Communication & Chairperson, PRSI Delhi Chapter.



Fr. Rodrigues Robinson Sylvester, Director and the Principal, Dr. Ritu Dubey Tiwari of NISCORT Media College, Ghaziabad and PRSI National President, Dr. Ajit Pathak signed an MOU to promote youth development activities under the banner of Nalanda.



An interactive session of PRSI National President, Dr. Ajit Pathak with the students of New Delhi College of Arts and Commerce. Dr. Neha Jingala coordinated the meet.



Commitment to Sanatan values: Aayodhya and Kashi visit of the National Council Members of PRSI.

PRSI National Awards Jury -2024

Thanks to the Jury Members for PRSI National Awards 2024



Mrs. Deepak Sandhu, Ex. Chief Information Commissioner, Govt. of India, Shri Sarthak Behuria, Ex. Chairman, SCOPE and IndianOil, Shri Manoj Lal, Managing Director, Central Cottage Emporium, New Delhi, Prof Dhruba Jyoti Pati, Director and Dean, India Today Media Institute, Ms. Yeshi Seli, Chief Diplomatic Editor, The New Indian Express, Dr. Himanshu Shekhar, Senior Editor (Political & Current Affairs), NDTV INDIA, Dr. Ajit Pathak, National President, PRSI and Dr. PLK Murthy, Secretary General, PRSI

**Public Relations
from Corporates to Schools**
Harmony. Peace .Values . Knowledge



Public Relations Society of India



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Uttarakhand
celebrates

25

Glorious years
of statehood

47th ALL INDIA PUBLIC RELATIONS CONFERENCE 2025

Theme:

Empowering Growth. Preserving Roots

The PR Vision for 2047

December 13-15, 2025

Hotel Emerald, Sahastradhara Road, Dehradun



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