

46th All India Public Relations Conference

Theme :
National Values : International Competencies
- Role of Public Relations

Hotel Babylon International, Raipur | 20-22 December, 2024



Public Relations Society of India

www.prsi.org.in

46th All India Public Relations Conference 2024



Theme:
**National Values: International Competencies
- Role of Public Relations**

Conference Focus

- Culture
- Public Relations
- Ethics
- Reputation
- Media
- Communication
- Emerging India
- Aatmanirbhar Bharat
- Skill Development
- CSR
- Artificial Intelligence

Who Can Attend ?

- Public Relations and Communication Professionals
- Govt. Officials
- IT, CSR and Marketing experts
- Academia
- Advertising Experts
- Journalists
- NGOs
- Mass Communication/ PR Students
- Digital Media Professionals





Abhinandan !

Dr. AJIT PATHAK

National President

Public Relations Society of India

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Greetings from the Public Relations Society of India!

“ॐ भूर्भुवः स्वः तत्सवितुर्वरेण्यं भर्गो देवस्य धीमहि धियो यो नः प्रचोदयात्”

As we stand at the crossroads of tradition and modernity, the Public Relations Society of India (PRSI) continues its unwavering commitment to fostering communication that builds bridges of trust and strengthens the foundation of our nation. For decades, PRSI has been more than just a body of communication professionals; it has been a beacon guiding the industry toward a future where communication serves not just corporate interests but the greater good of society. While we draw inspirations from our rich traditions, culture and values, we get inspired by the strength of emerging India in the Amrit Kaal of Aazadi. India is spreading wings and we are trying to give strength to our desires and aspirations.

Heart and soul of the Public Relations Society of India has been absolutely nationalist with firm belief in “One Nation. One Agenda. One Voice”. It gives me immense pleasure to welcome you to the 46th All India Public Relations Conference, being organised during December 20-22, 2024, in Raipur on the theme of “National Values: International Competencies - Role of Public Relations.” The significance of this theme cannot be overstated. In an era where global competencies are often perceived as being at odds with national values, we at PRSI are committed to proving otherwise. Our nation’s rich heritage, built on values like integrity, unity, and resilience, provides the perfect foundation for excelling on the global stage. This conference is not just about discussions; it is about shaping the future of our profession by integrating these values into the very fabric of global communication strategies.

Our National PR Day celebrations on April 21st, with the theme “Sanatan Values and Emerging India,” were a testament to our belief in the enduring relevance of India’s cultural and ethical values. Across the country, PRSI chapters hosted events that brought to light the role of these values in modern public relations, showcasing how they can be harnessed to navigate the complexities of today’s globalized world. This celebration wasn’t just about honouring our past but about equipping our professionals with the wisdom to build a future where PR is a force for nation’s good.



This was the time when the Sanatan world celebrated Ram Temple in Ayodhya, as a symbol of our religious and spiritual pride. Moving to the next level, PRSI takes you to Raipur, the Birthplace of Mata Kaushalya, Lord Ram's mother at Chandkhuri, the only Kaushalya temple in the world.

As we convene for this year's conference, we do so with a sense of anticipation and purpose. The discussions will explore a range of topics that are both timely and relevant, such as the integration of national values into global public relations practices, the role of PR in promoting international understanding and cooperation, and the ethical challenges that arise in an increasingly interconnected world. We will also examine how the principles of Sanatan Dharma can provide a moral compass for PR professionals navigating the complexities of today's media landscape. These conversations are not just academic; they are vital to our collective mission of making public relations a force for positive change on both the national and international stages. We shall have opportunity to deliberate on Aatmanirbhar Bharat, Skill development, Information Technology and AI, PR, Media and the emerging trends.

Let us collectively applaud the efforts of team Raipur for hosting the first ever All India Public Relations Conference in Chattisgarh. At Raipur, together, we will explore new horizons, forge stronger bonds, and set the course for a future where public relations is synonymous with integrity, innovation, and inclusivity.

With deep gratitude, I would like to acknowledge the invaluable support of the International Public Relations Association and the World Innovation and Change Management Institute, Switzerland. Their collaboration has been instrumental in bringing this event to life, and their partnership continues to enrich our journey.

I also take this opportunity to congratulate winners of the PRSI National Awards who have earned new benchmarks of excellence in Public Relations that will continue to shape new Bharat !

Swagatam!

A handwritten signature in black ink, appearing to read 'Ajit Pathak', is positioned above the printed name.

Dr. AJIT PATHAK
National President

PRSI National Executive 2023-25



Dr. Ajit Pathak
National President, PRSI



Ms. M S Mazumdar
Vice President (East), PRSI



Shri Narendra Mehta
Vice President (North), PRSI



Shri Upadhayayula Subrahmanya Sarma
Vice President (South), PRSI



Shri S P Singh
Vice President (West), PRSI



Dr PLK Murthy
Secretary General, PRSI



Shri Dilip Chauhan
Secretary Treasurer, PRSI

Let us celebrate Excellence!

PRSI National Awards 2024

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



Public Relations Society of India
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Public Relations Society of India

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

Set up in 1958, PRSI Works to quality of Public Relations and build public opinion on various issues of national and social importance. PRSI has to its credit campaigns like Media Transparency drive, Unity India drive, Anti-terrorism movement, Ethics in political communications, Right to Information, Sab ka Saath: Sab ka Vikaas, Make in India, Swatchh Bharat Mission, Cancer Awareness, Corona Awareness drive etc. PRSI has served the Public Relations fraternity of the country through its network of 25 chapters across the country for last sixty five years. PRSI is founder member of the Global Alliance of Public Relations and Communication Management and International Public Relations Association.

All India Public Relations Conference are organised every year to deliberate on the topical national, social and communication issues which have been inaugurated by Hon'ble Vice President of India, Prime Minister of India and State Chief Ministers. So far 44 editions of the Conference have been organised on various themes.

PRSI National Awards have been initiated to promote excellence in Public Relations and Communication ; every professional in India dreams to get this honour.

PRSI National Quiz provides a platform for encouraging quizzing talent in PR, media, communication, advertising and marketing for the professionals of corporate sector.

In early 2020, when the COVID-19 epidemic started threatening human lives , everyone was scared and there was an urgent need to make our people aware of the basic precautions to avoid Corona. Appreciating the need for this awareness, Public Relations Society of India exhibited its best to create a positive wave to eliminate Corona from India by making people aware and enlightened. Out-of-box efforts were required to do this Public Relations activity without the physical involvement with Public. Our Chapters across the country took the challenge head-on and got engaged in creating awareness posters and campaigns through social media, distribution of supporting aids to the medical staff and police, organising webinars and even humble efforts of collecting funds to support the government. Besides organising value added virtual programmes, PRSI organised competitions for students, Mass Communication teachers



and Students. The rich traditions of PRSI National Awards and the All India Public Relations Conference were maintained through virtual platforms. Even Poetry and Cultural events were organised to break the sadness of the Covid impact. PRSI had the honour to salute Corona warriors for their brave contributions with Pride of India Award for the brave Corona Fight.

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

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

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

PRSI launched the "Vijayi Bharat Abhiyan" in 2020 with the firm belief that India will re-define the economic development, global business and inclusive growth based on our traditional treasure of knowledge, innovation and creativity after we win over Corona. With the movement of 'Aatmnirbhar Bharat' and 'Make in India", India will be on top of the world. This Abhiyan was flagged-off by Dr Ramesh Pokhriyal "Nishank", the then Union HRD Minister.

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

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

New India is taking shape under the vibrant leadership of Prime Minister, Shri Narendra Modi and PRSI is committed to play its role in this march for excellence with the power of Public Relations and communication to inspire 140 crore Indians to work with unity of purpose to make Mother India , once again the world leader ! The great Celebration of India's G20 Leadership has proved it once again to the world.

Bharat will be the winner and PRSI is committed to make this 'Vijayi Yara' a real success.



PRSI Raipur Chapter: Hosting First All India Public Relations Conference in Chhattisgarh

The Public Relations Society of India (PRSI) Raipur Chapter is a key regional branch of the national PRSI organization, dedicated to enhancing the practice and profession of public relations in Chhattisgarh. As a central hub for PR professionals, businesses, and organizations in the region, the Raipur Chapter plays a crucial role in advancing industry standards and fostering professional development. It achieves this by organizing a range of events, workshops, and seminars that address current trends and challenges in public relations. These initiatives provide valuable opportunities for members to refine their skills, stay informed about industry developments, and network with peers. The chapter also emphasizes ethical practices and high professional standards, guiding members in maintaining integrity in their work. Additionally, it engages with the local community through initiatives that support social causes and public awareness. Recognizing outstanding contributions through awards and honors, the chapter highlights exemplary work and inspires further excellence in the field. Overall, the PRSI Raipur Chapter is instrumental in promoting the growth and development of public relations practices while fostering a strong sense of community among professionals in the region.



Raipur Chapter Committee:

Chairman:
Dr. Shahid Ali

Vice Chairman:
Dr. Ashutosh Mandavi

Secretary:
Dr. Kumar Singh Toppa

Joint Secretary:
Sonali Dutta Jasani

Treasurer:
Dr. Daneshwari Sambhakar

The executive members:

Milind Kher

Vikas Sharma

Rukhsar Parveen

Dr. Rahul Tiwari

Ritulata Tarak

Bhupesh Kumar Tripathi

Places to visit in Chhattisgarh Near Raipur

Mahamaya Devi Temple

Located in: Purani Basti, Raipur

Distance- 4 Km approximately from Raipur Railway station

Facts to know- The temple is dedicated to **Shree Rajrajeshwari Maa Mahamaya Devi**; one of the 36th Shaktipeeth, built by Maratha Ruler Mordhwaj around 17th-18th Century. There two temple Mahamaya Mandir and Samaleswari Mandir. During sunset, Sun rays touch the feet of Maa Mahamaya and during sunrise, rays touch feet of Maa Samaleswari. It is one of the oldest shrines in Raipur to visit.



Dudhadhari Monastery and Temple



Located in: Math Para, Raipur

Distance- 6 Km approximately from Raipur Railway station

Facts to know- The temple is dedicated to Lord Ram, regarding this monastery, it is said that Lord Shri Ram had rested here during his exile, it is also widely known for its marvellous architecture. The temple name “**Dudhadhari**” was named after the saint ‘**Mahant Balbhadra Das**’ who was the great devotee of Lord Hanuman, he used to bathe the Idol of Lord Hanuman with cow milk and then consume the same, after some time he gave up food and only use to consume milk as his main and only diet.

The Dudhadhari Math is about 468 years old, it was established in 1554 by Raja Raghurao Bhosale.

Within few Kilometers Jaitu Sav Math is situated where the stone of Ram setu is present, brought from Shivrinarayan, which is only 128 Km away from Raipur. The stone weigh 11 Kg and does not sink in water. It is also believed that the bridge Ram setu was made using these stones.

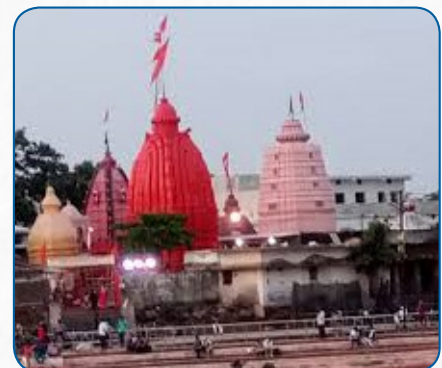
Mahadev Ghat

Located in: Raipur

Distance- 10 Km approximately from Raipur Railway station

Facts to know- The Mahadev Ghat as the name suggest is dedicated to Lord Shankar, the temple name “**Hatkeshwar Mahadev**” is situated here and it is believed that this temple was built during “Treta Yug” by Lord Lakshman, brother of Lord Ram. The shivlinga in the temple was established here while Lord Ram, Sita mata and Lord Lakshman were in exile. The shivlinga was brought by Lord Hanuman in his shoulder to the banks of Kharun river and was established by Lord Lakshman.

Lakshman Jhula is also one of the main attractions here built by the state government to connect both the ends of the river.



Chandkhuri Mata Kaushalya Temple



Located in: Chandkhuri Village

Distance- 27 Km approximately from Raipur

Facts to know- Mata Kaushalya Mata, mother of Lord Ram. The only temple in the world dedicated to Mata Kaushalya. The temple is known as the “Nanihal”, maternal home of Lord Ram. The temple

is said to be built around 8th century, was damaged many times by invader. In the year 2020 the temple was rejuvenated by the state government. It is believed that Lord Ram, Mata Sita and Lord Lakshman during their exile, rested here in the woods of this province which was also known as “Dandakaranya”. This temple also marks one of the paths during their exile popularly known as “Ram Van Gaman” path.

Saint Vallabhacharya temple, Champaran

Located in: Champaran, Arang road

Distance- 50 Km approximately from Raipur

Facts to know- The temple is birthplace of **Saint Vallabhacharya**, the reformed and founder of Valabh sect. The temple is regarded as most prominent “Vaishnava Peeth” Pilgrim site. Large number of pilgrims come here from around the world. The temple complex is also known as “Sudamapuri”. Near the temple there’s a small stream of Mahanadi River which is believed to be from Yamuna River. There are two temples dedicated to Mahaprabhuji, the first is Prakatya Baithakji Mandir and another is Chhatti Baithak. Apart from this there is a Haveli temple dedicated to Shree Girirajji and Shree Balkrishnalalji.



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The temple of **Champakeshwara Mahadeva** is another attraction at Champaran, where it is believed that the shivlinga itself originated.

Rajiv Lochan Temple



Located in: Rajim

Distance- 52 Km approximately from Raipur

Facts to know- The temple is dedicated to **Lord Vishnu**, it was built around 8th century CE. According to some inscription it was built by Vilasatunga of the Nala dynasty or mythical king Jagat Pal. As per the believe the temple was built by the craftsman deity Lord Vishwakarma. The temple has beautiful architecture with elaborately carved doorways, pillars, and pilasters, depicting various Hindu gods, goddesses, and other figures.

The temple is located on the route of Lord Jagannath temple.

Jatmayi- Ghatarani Temple

Located in: Gariaband

Distance- 85 Km approximately from Raipur

Facts to know- Jatmayi Temple is dedicated to "**Mata Jatmayi**", **Goddess Durga**. The water stream adjacent to temple touches the feet of Mata. The temple is situated in between the lush green forest, with breathtaking scenic view.

The temple has beautiful architecture made with white granite having many white spires or shikharas. The wall and the pillars of the temple are engraved with many Hindu deities and mythological characters. The Ghatarani waterfall is 25 Km from Jatmai Temple.



Lakshman Temple, Sirpur



Located in: Sirpur

Distance- 90 Km approximately from Raipur

Facts to know

The Temple was built around 7th century, dedicated to lord Vishnu. Sirpur used to be ruled by Shaiva kings. Somavanshi king Harshgupta was among these kings, who was married to Princess Vasata Devi, daughter of the Magadha King who followed the Vaishnav sect. After the death of King Harshgupta, Queen Vasata Devi built this temple in the memory of her husband. Therefore, this temple is **considered a symbol of love in Chhattisgarh**.

The temple is built in Nagara style, it is the first temple in India which was built with red bricks, in this temple the artefacts have been created by carving on bricks, which is yet another marvelous creation. The sanctum sanctorum, antarala and mandapa are the main parts of the temple structure. Besides, the arch of the temple is also its main feature.

Sirpur is a confluence of all three religions. It shows the presence of Hindu, Buddhist and Jain.



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DELEGATE REGISTRATION FORM

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

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

REGISTRATION FEE

Delegates	Early Birds (Upto 20 October 2024)	Delegates (21 October 2024 Onwards)
PRSI Members	₹ 6,000	₹ 7,000
Non-PRSI Members	₹ 11,000	₹ 12,000
Retired Professionals/Students/Spouse	₹ 3,000	₹ 4,000

PAYMENT

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

Beneficiary Name	Public Relations Society of India (Raipur Chapter)
Bank Name	IDBI Bank
Bank Branch	Opp Museum, Civil Lines, Raipur, Chhatisgarh-492001
IFSC	IBKL0000049
Beneficiary Account No.	0049104000572248
Account Type	Savings
PAN No.	AISPA0371Q

Send your forms along with draft to: Dr. Shahid Ali, Chairman, PRSI (Raipur Chapter), C-9/18, Dhebar City Raipur (C.G.), Pin-492013, Mobile: 9407691051, eMail: drshahidaliktujm@gmail.com

SPONSORSHIP OPPORTUNITIES

The conference is an event that will bring a cross section of people belonging to the Central & State Government, Public & Private Sector Companies, Educators, Brand Marketers, Public Relations IT, HR and CSR practitioners. Sponsors are assessed full value of their support in the event.

Sponsorships Offered :

Sponsorship Type
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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, 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 Kunjari and the editorial team for their dedication.



PRSI Chapter Network

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Chairman, PRSI Ahmedabad Chapter

Dr. (Smt) G. Anita

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One Nation One Agenda One Voice
एक राष्ट्र एक प्राण एक स्वर