



**The Festival
of Excellence!**

PRSI National Awards-2023

**Public Relations,
Corporate
Communication
Aatmnirbhar Bharat and
G-20**



**Public Relations Society
of India**

www.prsi.org.in

LET US COLLECTIVELY SALUTE EXCELLENCE IN COMMUNICATION AND PUBLIC RELATIONS

In today's competitive world every nation and the organisation is running fast to become "Good to Great". India with its rich cultural heritage, national leadership and the new commitment of the 140 crore Indians to be among the developed nation soon is the Key driving force. The will to win, the desire to succeed, the urge to reach the full potential are the key factors to unlock the doors of excellence. Determination, desire and commitment to an unrelenting effort to achieve the goal - a commitment to quality-and the fire to achieve better than the best results is doing magic. Time has come to yet again recognise appreciate and applaud the efforts that have made India stronger than ever.

Public Relations and Corporate Communications are playing a great role to build a new India. Efforts of excellence need to be recognised to strengthen the movement of self – reliant India.

PRSI National awards instituted by the Public Relations Society of India, the national body of the Public Relations and Communication professionals are respected as the highest recognition in the industry over the years. Entries are invited to recognise creative contributions made during the year gone. We strongly believe that recognition of praiseworthy contributions is important to nurture excellence.

India's G-20 Celebration under the impeccable Leadership of Prime Minister, Shri Narendra Modi earned unprecedented

success in putting Bharat on the global stage with honour and pride. Various Institutions made significant contributions in making the G-20 Summit in this landmark success. PRSI will also honour efforts of various governments and institutions for their praiseworthy efforts.

Last year PRSI also announced "Bharat Ratna Shri Atal Bihari Vajpayee National Awareness Campaign Award" to recognise state government for their Public awareness drives.

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

Public Relations and Corporate Communications

- 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 P R and Branding

Public Relations Education

- Most Value-add Public Relations Programme
- Outstanding PR/Mass Communication Institute / University
- Best Public Relations / Mass Communication Journal
- 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
- Best Individual Efforts for Skill Development

- Best PR Programme for promoting Science & Technology

Medical and Health Care

- Outstanding initiatives for promoting Medical and health
- 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

Science & Technology

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

G 20 Programmes

- Best Ministry initiative for G20 Programmes
- Best State Government Programme G20.
- Best PSU Programme for G20.

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 this coveted Award.

Each entry should be submitted along with an entry fee of Rs 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.

Bank details : SBI, Account No : 62029520539, IFSC Code : SBIN0005222, Branch Sector 61, NOIDA (UP) 201301

PRSI GST No. GSTIN : 07AAAAP6387J1Z4

Works Completed between November, 2022 to October, 2023 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.

Entries should be submitted before 20th October, 2023.

Two hard copies of the print publications and pen drives of the films e-Communications should be sent to :

Dr PLK Murthy

Secretary General, PRSI

Mobile: +91 9393100515

Email : plkmurthy@gmail.com

Dr. Harsha Bhargavi Pandiri

Assistant Director

State Information Center,
Government of Telangana

New Delhi

Ph: 9966375259, 9949351270

eMail : harshabhargavi@gmail.com

**eMail of the entry submission letter
should be sent to :**

Prsinalawards2023@gmail.com

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 eMail : plkmurthy@gmail.com

Awards Presentation :

Awards trophies will be presented at the Awards Ceremony on 25th November, 2023 at the Inaugural Ceremony of the International Public Relations Festival being organised at Dr Bheem Rao Ambedkar International Convention Centre, Janpath , New Delhi during 25-27 November, 2023. Two people from any winning organisation will be allowed per award ; for additional representatives Conference Registration would be necessary. Organisations winning more than one award will be presented in one stroke by the Chief Guest.

Dr. Ajit Pathak

National President, PRSI

Mobile : +91 98990 00565

Email : drajitpathak2002@gmail.com



Public Relations Society of India

Set up in 1958, PRSI uses communication tools in order to build public opinion on various issues of national and social importance in addition to its core activities of promoting skills of PR and communication. 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 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 school children. 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 courses and create a forum for professional Development.

PRSI launched the "Vijayi Bharat Abhiyan" on 4th July, 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 !

PRSI National Awards July 2022



Dr Ajit Pathak, National President, PRSI, Prof Dhruva Jyoti Pati, Director and Dean, India Today Media Institute, Shri Sarthak Behuria, Ex Chairman, IndianOil and SCOPE, Ms Yeshi Seli, Senior Editor, New Indian Express, Mrs Deepak Sandhu, Ex Chief Information Commissioner, Govt of India, Mrs Stuti Kakar, Ex Chairperson, National Commission for the Protection of Child Rights, Mr. S K Bose, Director, Administrative Staff College, Hyderabad and Mr. Y Babji, Secretary General, PRSI.



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