



International Public Relations Festival-2023

G20: Showcasing Indian Values and the
Emerging India to the World :
Opportunities for Public Relations

Dr. Bheem Rao Ambedkar

International Convention Centre Janpath, New Delhi

25th-27th November, 2023



Public Relations Society of India

www.prsi.org.in

International Public Relations Festival-2023



G20: Showcasing Indian Values and the Emerging India to the World: Opportunities for Public Relations

Conference Focus :

- India G20 Leadership
- Governance
- Traditional Values
- Spiritual Power
- Management
- Imaging India
- Public Relations
- Media
- Corporate Social Responsibility

WHO CAN ATTEND ?

- Public Relations and Communication Professionals
- Govt. Officials
- IT, CSR and Marketing experts
- Academia
- Advertising Experts
- Journalists
- N60s
- Mass Communication Students and PR Students
- Digital Media Professionals



Dr. AJIT PATHAK

National President
Public Relations Society of India
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अतिथि देवो भवः

Greetings from Public Relations Society of India!

Over the years, Public Relations Society of India, the national body of Public Relations and Corporate Communication has been serving the profession to strengthen the nation by creating positive waves through effective communication and building bridges of trust.

For past 45 years we have been organising All India Public Relations Conference on the themes, the profession needed to laud. This 45th All India Public Relations Conference is being celebrated as the International Public Relations Festival during 25-27 November, 2023 to mark the historic celebration of India's G 20 Leadership. The visionary Prime Minister Shri Narendra Modi made G20 a people-driven national movement which otherwise could have been a mere diplomatic and Delhi-centric event.

The G20 was founded in 1999 after the Asian financial crisis as a forum for the Finance Ministers and Central Bank Governors to discuss global economic and financial issues; this was later upgraded to the level of Heads of State / Government in the wake of the global economic and financial crisis of 2007, and, in 2009, was designated the "premier forum for international economic cooperation". The G20 initially focused largely on broad macroeconomic issues, but as an evolving platform it has expanded its agenda to include trade, sustainable development, health, agriculture, energy, environment, climate change, and anti-corruption. The African Union joined the world's elite group of G20 nations on September 9, 2023. The inter-governmental organisation comprises 55 member states located on the African continent and seeks to build "an Integrated, Prosperous and Peaceful Africa, driven by its own citizens".

The G20 Summit is held annually, under the leadership of a rotating Presidency. From December 1, 2022 onwards, India is holding the G-20 Presidency. This is a historic occasion for India and our vibrant Prime Minister, Shri Narendra Modi has raised the bar of the hosting of G 20. Today every Indian takes pride in the celebrations of G20 and appreciates government's initiatives to stand tall in the global community.

G20 Presidency underlines the need for unity of purpose and collective actions and is based on our values of universal brotherhood: **वसुधैव कुटुम्बकम्!**

The biggest earning of the ongoing G20 leaders' summit in India was the spirit of 'the world is one family'.



India's G20 presidency has marked a significant milestone in its global leadership role. With, India taking the presidency for the first time, it is steering discussions and initiatives among the world's major economies to address complex challenges. With its diverse economy, technological prowess and commitment to sustainable development, India has successfully brought unique perspectives to the table. During the presidency, India focussed on various issues like inclusive growth, digital innovation, climate resilience, and equitable global health access. By leveraging its presidency, India is fostering collaborative solutions that not only benefit its own population but contribute to the broader global well-being, reinforcing its spirit of 'Vasudhaiva Kutumbakam' or the 'World is One Family'.

India's G20 Presidency has received immense support from G20 Members and guest countries for its inclusive, ambitious, action-oriented and decisive agenda. The wide ranging, large-scale and enthusiastic participation in India's G20 meetings is a testimony to the G20 Members and invitees coming together under India's G20 Presidency to collectively address contemporary global challenges.

Quoting ancient Vedas, which were composed thousands of years ago, Prime Minister Shri Modi said in G20 Summit Session - "एको अहम् बहुस्याम्!" This means, "I am one; let me become many." We need to move from "I" to "We" for creation, innovation, and viable solutions. "I" to "We", that means thinking of the whole from the self, the well-being of "us" instead of just "me."

Every year, on 21st April, PRSI celebrates "National PR Day"; this year all our chapters across the country organised awareness programmes, debates and competitions on the theme of "G20 and Indian Values : Public Relations Perspectives".

Moving a step forward we are organising this International Public Relations Festival on the theme "G20 : Showcasing Indian Values and the emerging India to the World : Opportunities for Public Relations". The Festival will focus on Indian Values, culture and spiritual Power, G 20 Celebration, CEOs Perception of PR, Opportunities and Challenges in PR, Media, Sustainability, Public Relations Research, skill development, CSR and IT.

I welcome all the dignitaries, diplomats, Speakers, delegates and the Mass communication Academicians to this "Maha Kumbh of Jan Sampark".

India's youth is shaping-up in the form of large skilled young talent pool which is crucial to sustain global growth; this PR Festival will provide ample opportunities to the budding PR and communication professionals in India. I welcome them with great hopes !

I gratefully acknowledge meaningful association and encouragement by the International Public Relations Association and the World Innovation and Change Management Institute, Switzerland.

Swagatam !

Dr. AJIT PATHAK
National President



Public Relations Society of India

Need to earn desired image has always been a priority in the society from times immobile. 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.

Hon'ble Vice President of India briefed about PRSI initiatives



Dr. Ajit Pathak, National President, PRSI met Shri Jagdeep Dhankhar, Hon'ble Vice President of India and briefed him about various professional and national initiatives, Public Relations Society of India has taken. Shri Dhankhar is a symbol of deep knowledge and strong human values and appreciated the efforts of PRSI.

Public Relations Society of India has strategic association with International Public Relations Association and have been founding partner of the Global Alliance of Public Relations and Communication Management. PRSI is serving the nation and the profession for past 65 years.



Public Relations Society of India Joining hands with Bhartiya Vidhya Bhawan

Public Relations Society of India (Bharat) is entering into an agreement with the prestigious Bharatiya Vidhya Bhawan's flagship institute, Rajendra Prasad Institute of Communication and Management (RPICM) to work together for upgrading the Public Relations education in India and making all the professional efforts to provide supports to the budding professionals of PR and Communication field. Dr. Ajit Pathak, National President, PRSI had a meeting with



Shri Shyam Parekh, Director, and Dr. Sayantani Roy, Coordinator of RPICM along with Shri Dilip Chauhan, Secretary Treasurer, PRSI and Shri Nikhil Aboti, Chairman, PRSI Ahmedabad Chapter. PRSI will help in syllabus formation, conducting classes, organising workshops and facilitating student internships and placements.

PRSI has been advocating Industry-Academia coordination to prepare the next generation of Communicators and PR practitioners and this is yet another initiative in that direction. RPICM Director, Shri Shyam Parekh is keen to expand the scope of this partnership and take it to the RPICM's centres spread across the country.

Bharatiya Vidya Bhavan is a very well-known institution today, with a large number of colleges, schools, cultural centres, and other institutions within and outside of India. Through these institutions, it makes a significant contribution to the academic, cultural, and social development of the entire nation.

Bharatiya Vidya Bhavan (BVB) was established by legendary writer, statesman and academician Kulapati Dr. Kanaiyalal Maneklal Munshi in 1938, in Mumbai. The idea was to promote education and professional training with the values, virtues and the culture of India.

PRSI and Bhartiya Vidhya Bhavan together shall take forward this positive initiative with commitment for a better future of Public Relations.

PRSI Nalanda forum Launched at India Today Media Institute

“Nalanda”-Students Forum of the Public Relations Society of India was launched at the India today Media Institute to provide opportunities of training, development and mentorship to the vibrant batch of about 150 students. Thanks to the visionary Director and Dean of the institute, Prof Dhruba Jyoti Pati who does not leave any stone unturned to train and develop his students. Compliments to Dr. Priya Upadhyay and Dr Sonam Puri for their active support. PRSI reaffirms its commitment to make every possible effort to help the budding communication professionals.





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



The Festival
of Excellence!

PRSI National Awards-2023

Public Relations,
Corporate Communication
Aatm Nirbhar Bharat and G-20



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of India**
www.prsi.org.in

<https://prsi267656214.files.wordpress.com/2023/09/prsi-award-brochure-21.09.pdf>

Delhi-the Heart of Bharat



Delhi is heart of India (Bharat); the beautiful capital of the largest democracy of the world. Delhi has great historical significance as it was home to Pandavas and the Mughals. The city has many historical monuments and tourist attractions like Qutab Minar, India Gate and Lal Killa. Akshardham Temple, The National War Memorial ,Parliament House, Lotus Temple and the traditional markets like Connaught Place and Chandani Chowk add value for the tourists .

Bharat Mandapam is an International Exhibition-cum-Convention Centre (IECC) at the India Trade Promotion Organisation (ITPO) complex located at Pragati Maidan, New Delhi, which hosted the main celebrations of G-20 in India.

Team Delhi



Mrs. Anshu Mahajan
Chairperson, PRSI (Delhi Chapter)



Prof. Dhruba Jyoti Pati
Dean and Director, India Today Media Institute



Prof. Charulata Singh
Dean, Vivekananda Institute of Professional Studies



Ms. Sheetal Sharma
Secretary, PRSI (Delhi Chapter)



Mr. Ajay Chaturvedi
Vice President, PRSI (Delhi Chapter)



Mr. Bhaskar Mazumdar
Head - Marketing Communication, CSR and digital, Egis - India and South Asia



Dr. Harsha Bhargavi
Treasurer, PRSI (Delhi Chapter)



Ms. Mamta Pant Abichandani
Director (Communications)
Infineon Technology



Mr. Umesh Mishra
Ex General Manager, KRIBHCO



Mr. Avinash Pawar
Dy. Mg (Corp. Commn), NSIC



Ms. Neha Kumar Garg
Director (Marketing Commn)
Atria Inc.



Dr. Archana Kumari
Asstt. Professor, JNU



Dr. Jaya Shrivastava
Jt. Secretary, PRSI (Delhi Chapter)



Mr. Gagan Sharma
Sales & Marketing Manager-North & East India, Nepal, Air Mauritius



Dr. Meeta Ujjain
Associate Professor, Indian Institute of Mass Communication



Dr. Neha Jingala
Asstt. Professor Delhi College of Arts and Commerce



Ms Pashmina Pusdekar
Chief Manager (Corp. Comm) IndianOil



Dr. Shifali Ahuja
Asstt. Professor, Maharaja Agrasen Institute of Management Studies



Dr. Nidhi Chowdhury
Asstt. Professor, Maharaja Agrasen Institute of Management Studies



International Public Relations Festival-2023

45th All India Public Relations Conference

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 2023)	Delegates (21 October 2023 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, (National Council)

Beneficiary Name	Public Relations Society of India (National Council)
Bank Name	State Bank of India
Bank Branch	Sector 61, Noida (UP) 201301
IFSC	SBIN0005222
Beneficiary Account No.	62029520539
Account Type	Savings
PAN No.	AAAAP6387J1Z4

Send your forms along with draft to: 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



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
Platinum Sponsor - ₹ 10 Lacs
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PRSI Chapter Network

Shri Nikhil Aboti
Chairman, PRSI Ahmedabad Chapter

Dr. (Smt) G. Anita
Chairperson, PRSI Amaravathi Chapter

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Chairman, PRSI Bhopal Chapter

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Chairman, PRSI Nagpur Chapter

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Chairman, PRSI Ranchi Chapter

Shri K. Srinivasa Rao
Chairman, PRSI Tirupati Chapter

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Chairman, PRSI Shimla Chapter

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Chairman, PRSI Varansi Chapter

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Prof. Anil Kumar Rai
Chairman, PRSI Wardha Chapter

Prof. Sumedha Singh
Chairperson, PRSI Chandigarh Chapter

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International
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World Innovation and
Change Management Institute



Public Relations Society of India

www.prsi.org.in

One Nation One Agenda One Voice

एक राष्ट्र एक प्राण एक स्वर