



Public Relations Society of India

40th ALL INDIA PUBLIC RELATIONS CONFERENCE-2018

08th - 10th December, 2018

Hotel Pacific, Subhash Road, Dehradun, Uttarakhand

Theme :

HIMALAYA TO GANGA : PRIDE OF NATION

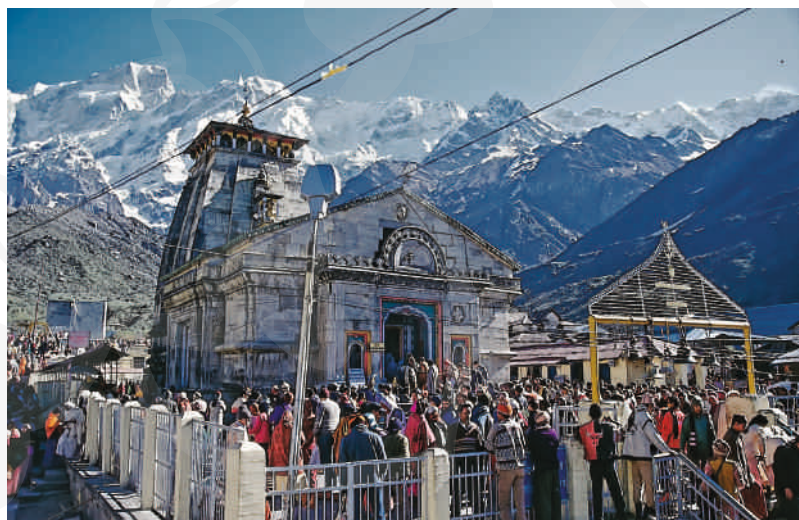
Converting Challenges to Opportunities through Effective Public Relations

www.prsi.org.in | www.allindiaprconference.org

WELCOME TO THE ALL INDIA PUBLIC RELATIONS CONFERENCE - 2018 DEHRADUN

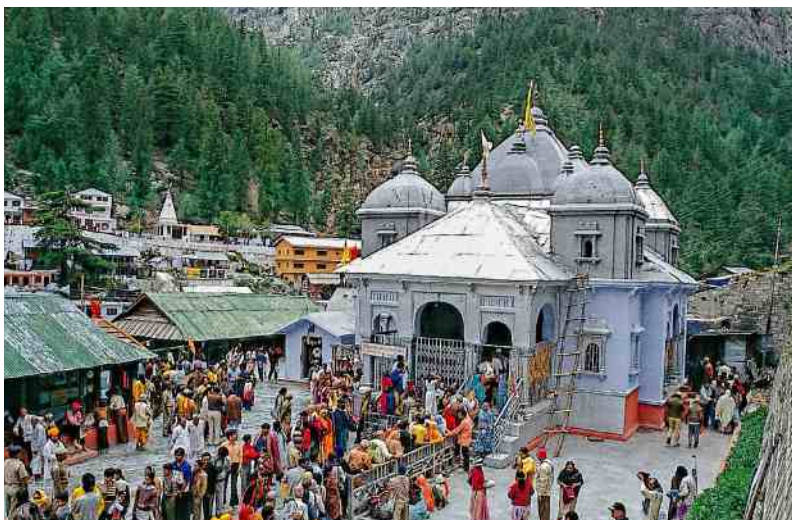


Shri Badrinath Dham



Shri Kedarnath Dham

PUBLIC RELATIONS SOCIETY OF INDIA



Shri Gangotri Dham

Public Relations Society of India (PRSI), is the national association of Public Relations and Communication professionals established in 1958 to promote recognition of Public Relations as a profession and to formulate and interpret to the public the goals and the potential of public relations as a strategic management function. With 25 Chapters across the country and over 4000 members, this national association provides an effective platform to the public relations practitioners from Multinationals, Govt. Public and Private sector, NGOs, Academia and PR consultancies.

Set up in 1958, PRSI uses communication tools in order to 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 etc. PRSI has served the Public Relations fraternity of the country with professional trainings, conferences and workshops 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.

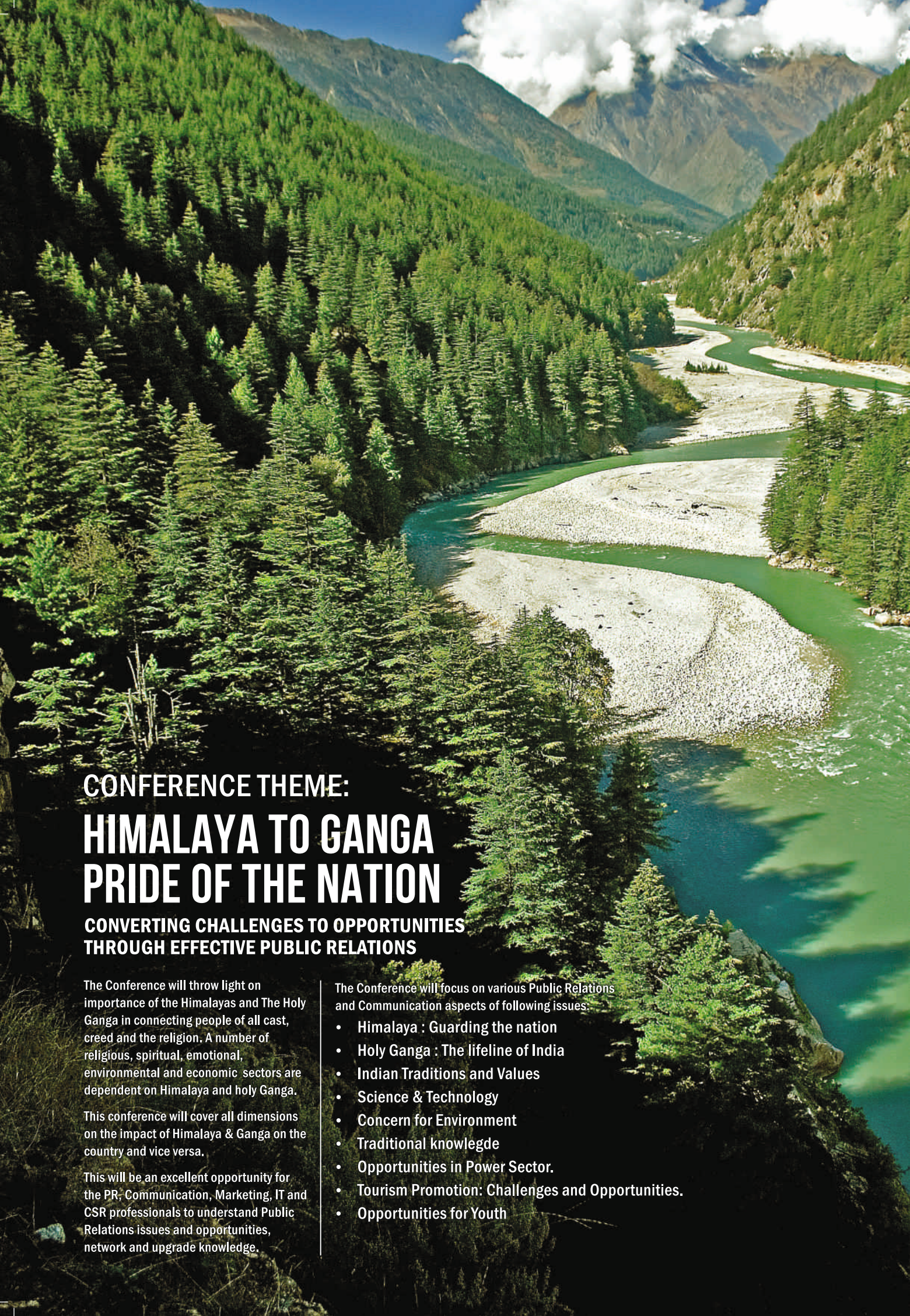


Shri Yamunotri Dham

PRSI National Awards for excellence are organised every year 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. A unique platform of All India Mass Communication Students' Congress has also been initiated by PRSI for the students of mass communication to encourage their skills of presentation and professional research.

Every year PRSI organises All India Public Relations Conference to deliberate on the topical national, social and communication issues. Public Relations Society of India Dehradun Chapter is organizing the 40th All India Public Relations Conference during December 8-10, 2018 at Hotel Pacific, Dehradun, Uttarakhand.





CONFERENCE THEME: **HIMALAYA TO GANGA PRIDE OF THE NATION**

CONVERTING CHALLENGES TO OPPORTUNITIES THROUGH EFFECTIVE PUBLIC RELATIONS

The Conference will throw light on importance of the Himalayas and The Holy Ganga in connecting people of all cast, creed and the religion. A number of religious, spiritual, emotional, environmental and economic sectors are dependent on Himalaya and holy Ganga.

This conference will cover all dimensions on the impact of Himalaya & Ganga on the country and vice versa.

This will be an excellent opportunity for the PR, Communication, Marketing, IT and CSR professionals to understand Public Relations issues and opportunities, network and upgrade knowledge.

The Conference will focus on various Public Relations and Communication aspects of following issues:

- Himalaya : Guarding the nation
- Holy Ganga : The lifeline of India
- Indian Traditions and Values
- Science & Technology
- Concern for Environment
- Traditional knowlegde
- Opportunities in Power Sector.
- Tourism Promotion: Challenges and Opportunities.
- Opportunities for Youth



PUBLIC RELATIONS SOCIETY OF INDIA DEHRADUN CHAPTER

The Dehradun Chapter of PRSI since its inception in mid ninties has been dedicated to the cause of PR in the state. Promoting Public Relations and all other facets of communication has been high on the agenda of the Dehradun Chapter over these years. Dehradun Chapter has taken up a plethora of activities including hosting seminars, workshops, lectures etc. on issues, which involve larger interest of the profession. The recent additions to its repertoire are a highly acclaimed internship programme for media and mass communication students across the state.

In recent years, the Chapter has adopted a "move with the times" policy bringing to the fore many subjects that are contemporary and in keeping with the communication culture growing across the globe. Led by a dynamic leadership the Dehradun Chapter is giving shape to a number of activities that keeps pace with changing skill sets of the profession owing to the phenomenal influence of digital communication on every facet of business, governance and life of the common man.

The excellent work of the Chapter is being recognized and appreciated at the National level. The Chapter bagged the "Best Emerging Chapter Award" presented by the National Council of the Public Relations Society of India consecutively in the 38th & 39th National Conferences held at Kolkata and Vishakhapatnam respectively.



1

Dr. Harsh Vardhan Hon'ble Minister,
Ministry of Science & Technology,
Govt. of India and Shri. Trivendra
Singh Rawat Hon'ble Chief Minister
of Uttarakhand gave their blessings
to PRSI Dehradun Chapter.

2

PRSI Dehradun Chapter
Participated in "38th All India
Public Relations Conference" in
Kolkata and received "Best New
Emerging Chapter Award 2016".

3

PRSI Dehradun Chapter
Participated in "39th All India
Public Relations Conference"
in Vishakhapatnam and
received "Best Emerging
Chapter award 2017."

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40TH ALL INDIA PUBLIC RELATIONS CONFERENCE

CHIEF PATRON & PATRONS



CHIEF PATRON

— **Shri Trivendra Singh Rawat**
Chief Minister of Uttarakhand



PATRON

Dr. Rajendra Dobhal (FNASc)
Director General —
Uttarakhand State Council for
Science and Technology Dehradun



PATRON

Shri K.G. Suresh
— *Director General*
Indian Institute
of Mass Communication



PATRON

Shri Ramesh Bhatt
Media Advisor —
Chief Minister
of Uttarakhand



PATRON

Shri S.N. Verma
— *MD, UJVNL,*
Dehradun



PATRON

Shri Shaurya Doval
Director —
India Foundation



PATRON

Dr. Vijay Dhasmana
— *Chairman CII,*
Dehradun



PATRON

Shri Rakesh Oberoi
— *Industrialist and*
Social Worker

40TH ALL INDIA PUBLIC RELATIONS CONFERENCE - 2018

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Ex Joint Secretary
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Nitin Upadhyaya
Ex Vice President
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40th

ALL INDIA
PUBLIC
RELATIONS
CONFERENCE

WHO CAN ATTEND THE CONFERENCE?

- Communication and PR Practitioners
- Management / Media Consultants
- Central & State Government Officials
- Academicians
- NGOs
- PR, Media and Mass Communication Students
- Digital Media Professionals
- Journalists / Advertising Experts /
Development Communication Professionals
- Journalism and PR Students

REGISTRATION FEE

Delegates	Early Birds 31-10-2018	Regular Fee 1-11-2018 onward
PRSI Members	6,000	7,000
Non Members	11,000	12,000
Retired Professionals/ Students/sponsor	3,000	4,000

The fee will include with GST

PAYMENT

All payments for registration will have to be done in advance by cheque or demand draft in favor of Public Relations Society of India Dehradun Chapter.

Beneficiary Name	Public Relations Society of India Dehradun Chapter
Bank Name	State Bank of India
Bank Branch	Neshvilla Road, Dehradun
IFSC Code	SBIN0015398
Beneficiary Account No.	33386318349
Account Type	Savings

Kindly deposit sponsorship/deligation fees/any other amout in the above mentioned account vide RTGS/NEFT. Please note the UTR No. of the transaction and mention the same on the registration form submitted by you in the payment column. In case payment is made using internet banking or IMPS please mention the transaction ID/IMPS transaction ID, payment amount, name of person from whose account payment is made from and date of payment in the payment details part of registration form. Successful Registration is subject to Payment confirmation from bank.

CONFERENCE VENUE -

HOTEL PACIFIC

19, Subhash Road,
Near Uttarakhand Police
Headquarter, Dehradun, Uttarakhand
248001

<http://www.pacifichoteldehradun.in/>



Accommodation

There are several Hotels of different categories in the Doon valley offering competitive tariff. Attendees can book accommodation as per their choices. In case of any assistance, kindly contact:
Mr. Adesh Chandel - 7906301223,
Shri Naveen Kandari - 9410532008

Climate

The climate of Dehradun during the month of December will be cold; temperature varying from 7°C to 24°C. Attendees are advice to carry warm clothing.

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 and a varied class of consumers of knowledge and information. We plan to showcase brands and key HR, CSR and IT Professionals, NGO's sponsors prominently and strategically to catch eyeballs through a wide range of venue branding and media based activities.

Sponsorship Type	Stall	Logo in Backdrops	AV	Logo in Newspaper	Logo in Hoarding	No. of Free Delegates
Main Sponsor 7 lacs	3 mtr x 2 mtr	Yes	Yes	Yes	Yes	8
Cocktail Night Dinner 6 lacs	3 mtr x 2 mtr	Yes	Yes	Yes	Yes	7
Co-Sponsor 5 lacs	3 mtr x 2 mtr	Yes	Yes	Yes	Yes	5
Associate Sponsor Lunch/Cultural Night 4 lacs	2 mtr x 2 mtr	Yes	Yes	Yes	Yes	4
Support 3 lacs	2 mtr x 2 mtr	Yes	Yes	Yes	Yes	3
Support 2 lacs	2 mtr x 2 mtr	Yes	Yes	Yes	Yes	2
Delegate Kit 3 lacs	2 mtr x 2 mtr	Yes	Yes	Yes	Yes	3

PRSI NATIONAL AWARDS

PRSI National Awards are the highest recognition of Public Relations and Corporate Communications excellence. Award instituted to recognize outstanding contributions and demonstration of industry leadership aim to have a healthy professional competition to raise the performance bar of Public Relations in India. Last year, there was tremendous response to our call for the PRSI National Awards.

HOUSE JOURNAL (HINDI)

- Name of the Publication
- Organization
- Periodicity
- Cost per copy
- Target Audience

SUSTAINABLE DEVELOPMENT REPORT

- Organization
- Highlights of Publication
- Cost per copy

SOCIAL MEDIA FOR PR AND BRANDING

- Organization
- Objective
- Social Media Used
- Communication Strategy
- Impact/Learning

HOUSE JOURNAL (ENGLISH)

- Name of the Publication
- Organization
- Periodicity
- Cost per copy
- Target Audience

PUBLIC RELATIONS IN ACTION

- (Case Study of successful PR for Product Launch, Crisis communication Brand building, Change Management, etc.)
- Problem
- Strategy used
- Media used-success story.

BEST COMMUNICATIONS CAMPAIGN (EXTERNAL PUBLIC)

- Organization
- Objective
- Strategy
- Tools Used
- Major Achievements

BEST COMMUNICATIONS CAMPAIGN (INTERNAL PUBLIC)

- Organization
- Objective
- Strategy
- Tools Used
- Major Achievements

EVENT MANAGEMENT

- Name of the event
- Organization
- Target Audience/Participants
- Achievements
- Major Highlights/Motives
- Event Cost
- Publicity Gained

NEWSLETTER (ENGLISH)

- Name of the Publication
- Organization
- Periodicity
- Cost per copy
- Target Audience

NEWSLETTER (HINDI)

- Name of the Publication
- Organization
- Periodicity
- Cost per copy
- Target Audience

E-NEWSLETTER

- Name of e-newsletter
- Organization
- Periodicity
- Target Audience

BEST PUBLIC AWARENESS PROGRAMME

- Organization
- Mission
- Strategy
- Tool
- Audience
- Cost
- Impact

SPECIAL/PRESTIGE PUBLICATION

- Name of the Publication
- Organization
- Periodicity
- Cost per copy
- Target Audience

CORPORATE WEBSITE

- Organization
- Major Hi-points
- Effectiveness
- Major Achievements

BEST PUBLIC SECTOR ORGANIZATION

- Top 5 Reasons to claim the Award:
- Turn Over rise in 5 years
- Performance Highlights
- Rise in share in 5 years
- Investments in hand

ANNUAL REPORT

- Organization
- Theme
- Cost per copy

Coffee Table Book

- Organization
- Project / Theme
- Cost per copy
- Impact/Learning

<div></div>	CORPORATE FILM (ENGLISH)	Title Theme of the film Target Audience Film Produced by Cost of Production Impact	BEST NGO PROMOTING RTI	Organization Activity undertaken Target Audience Success achieved
	CORPORATE FILM (HINDI)	Title Theme of the film Target Audience Film Produced by Cost of Production Impact	BEST CSR PROJECT FOR WOMEN DEVELOPMENT	Organization Location Strategy Tools Cost Impact
	BEST EMPLOYEE COMMUNICATION PROGRAMME	Organization Programme Strategy Tools Cost Result	PRSI RIGHT TO INFORMATION AWARDS	Best PSU Implementing RTI Organization Strategy Results
	BEST USE OF SOCIAL MEDIA IN CAMPAIGN	Best Online Marketing Organization Target Audience Campaign objective Highlights of Implementation Success story	BEST PUBLIC RELATIONS INSTITUTES	Courses Offered Students Details of Faculties Recognition Student's placement Highlights of achievements
	BEST PUBLIC SECTOR ORGANIZATION IMPLEMENTING CSR	Organization Major CSR Project Target Audience Location of Activity Total Expenditure in the Year Success story	BEST MASS COMMUNICATION INSTITUTION	Courses offered Students Details of Faculties Recognition Student's placement Highlights of achievements
	BEST PRIVATE SECTORS ORGANIZATION IMPLEMENTING CSR	Organization Major CSR Projects Target Audience Location of Activity Total Expenditure in Year Success story	BEST STATE GOVT. PUBLIC RELATIONS	Recruitment of policy Organization structure Contribution to highlight Govt. program Special campaigns Top 5 reasons to claim the awards
	BEST NGO MAKING CONTRIBUTION TO CSR	Organization Major CSR Projects Target Audience Location of activity Cost Results achieved Activity undertaken Target Audience Success achieved		
	BEST CSR PROJECT FOR CHILD CARE	Organization Location Strategy Tools Cost Results achieved		

- Each entry should be submitted along with an entry fee of (Rs. 5000/- Plus 18% GST) which should be sent in the form of a draft drawn in favour of 'Public Relations Society of India (National Council), Payable at New Delhi'.
- In case of multiple entries the cumulative amount may be sent as a single draft.
- Entries for PRSI awards should be submitted for the works completed during November, 2017 to October, 2018.
- Each entry should be accompanied by a short justification on the entitlement of the entry for the award.
- Each entry should be submitted to Ms. Nivedita Banerjee, Secretary General, PRSI Corporate Office, G 4, 3rd Floor, Sector-3, Noida (UP)-201301 in duplicate on or before 10th November 2018. She can be contacted on 09810603196, email:nivedita.banerjee22@gmail.com.

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**JURY FOR PRSI
NATIONAL AWARDS - 2017**



Left to Right:

Dr. Ajit Pathak, National President PRSI, Shri Sarthak Behuria, Ex-Chairman, IndianOil/SCOPE, Ms. Yesh Seli, Associate Editor, Business India, Mrs. Stuti Kacher, Chairperson, National Commission for Protection of Child Rights, Mrs. Deepak Sandhu, Ex-Chief Information Commissioner, Govt of India, Shri KG Suresh, Director General, Indian Institute of Mass Communication and Ms. Nivedita Banerjee, Secretary General, PRSI.

PUBLIC RELATIONS SOCIETY OF INDIA NETWORK

The conference is an event that will provide a platform to the leaders of various chapters of PRSI looking for the profession across the country.

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DEHRADUN

THE CITY OF DESTINY

Dehradun in the Garhwal region is the capital city of Uttarakhand, a state in the northern part of India. Situated in the Doon Valley on the foothills of the Himalayas nestled between the river Ganga on the east and the river Yamuna on the west. The city is famous for its picturesque landscape and slightly milder climate and provides a gateway to the surrounding region. It is well connected and in proximity to Himalayan tourist destinations such as Mussoorie, and Auli and the Hindu holy cities of Haridwar and Rishikesh along with the Himalayan pilgrimage circuit of Char Dham.



Dehradun lies 236 kilometres north of India's capital New Delhi and 168 kilometres from Chandigarh. It is considered one of the "Counter Magnets" of the National Capital Region (NCR) being developed as an alternative Centre of growth to help ease the migration and population explosion in the Delhi metropolitan area and to set up a smart city at Dehradun. Many Central Govt. Offices like FRI, IMA, Survey of India, ONGC, IIP etc. are located here.



Public Relations Society of India

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UTTARAKHAND STATE COUNCIL
FOR SCIENCE & TECHNOLOGY