



Young communicators' conclave

march 9, 2018. pune

Get Set for Contests

Wish you all a very Happy New Year!

As the 2018 dawns, we at Public Relations Council of India (PRCI) and its youth wing Young Communicators Club (YCC) are happy to inform you that we will hold the annual YCC Conclave at Pune on March 9, 2018.

Theme: You4Youth – The Future within.

The venue: Symbiosis Vishwabhuvan Auditorium,
Senapati Bapat Marg, Pune

It's almost a cliché now to say that the future belongs to the youth. But few clichés ring as true as this!

Youth are the transitional generation. Youth development is a key issue that should remain in focus at all the times.

The future is within every youth, which requires a simple shift within themselves – to inspire self and lead others with focused dedication, active engagement, setting loftier goals and having an untiring positive attitude that is bound to create joy forever.

It's time the youth became active partners rather than remain mere passive beneficiaries.

It's time when we discussed the ever increasing generation gap and settled it.

It's time we realized that the youth are the torch bearers and the future agents of change and without You, there is no Us.

With these thoughts, we at the PRCI-YCC are holding a dedicated session focused on the youth alongside the 12th Global Communications Conclave, Pune.

Sub-themes:

- Straining relationships or strengthening bonds – Impact of new media
- **Who will guide us?**
Expectations from Gen X and GenY -Discussion between the young and the old, with focus on mentoring.

We request all education institutions running mass communication, HR and marketing courses to nominate the young delegates to the Conclave.

Prelude & Exciting Contests:

As a prelude to the Conclave, we at PRCI & YCC are holding contests - such as essay, debate, poster, photo, skit, video - among the students around the theme: You 4 Youth – The Future Within.

The Format:

- The entries could focus on the role of youth in the nation's future, their aspirations, expectations and how they visualize the time ahead.
- They could also deal with the current issues impacting the youth, the society around them and their suggested solutions.
- Each college/institution could hold internal contests and then nominate their teams for a final round with the other colleges in the City/ State.
- There will be one final prize under the Kautilya brand for each category, which will be announced at the Youth Conclave.

The categories of The Kautilya Awards are:

Most promising PR student

Best Content Writer

Best Poster

Best Young Speaker

Best Photographer

Best film maker:
Individual or team of maximum five members

Best Debating Team:
Maximum of five members

Best Street-play:
Maximum of five members

Best Research Team:
Maximum of five members

Rules & Regulations:

- The contest is open to all PG, UG students of Mass Communication/ PR
- Advertising/HR/Marketing, up to the age of 25 years.
- The candidates must demonstrate understanding of the theme, creativity, clarity of thought, originality, grammatical expression in the chosen language.
- All entries must be accompanied by ratification by HOD/Principal
- The contests should be closed asap and recommendations sent to PRCI-YCC by January 31, 2018.
- The final contests will be in the first week of February.
- The decision of PRCI-YCC jury shall be final and binding on all contestants and their institutions. No correspondence whatsoever will be entertained.
- The winners will come personally to the Youth Conclave to be held in Pune on March 9, 2018 at their own expense to receive the award.

Organising Committee – YCC Conclave

Chairman: Mr. Avinash Gawai,

Vice Chairmen: Ms. Kalyani Vallath, Ms. Thriveni Mathur, Ms. Maya Chandra, Mr. Narayan.

Secretary: Mr. Prashanth.

Treasurer: Mr. P K Natesh.

Members: Ms. Aparna (Hyd), Ms. Anuradha Mittal (Jaipur), Ms. Radhika Sathya, Mithali, Mr. Ramakrishna (Bengaluru). Ms. Bhavneet Kaur (Chandigarh), Mr. Akash Bhattacharya, Ms. Madhurima Sinha and Mr. Ratul Ganguly (Kolkata)

YCC National Advisory Board

Mr. M.B. Jayaram, *Founder YCC and Chief Mentor & Chairman Emeritus PRCI*

Mr. S. Narendra, *former advisor to PMs, ex-spokesperson, Govt of India*

Mr. B.N.Kumar, *President PRCI National Executive - PRCI*
Ms Geetha Shankar, Chairperson, YCC

Select winning entries will be published in our unique e-Mag: PRReport (which has 50,000 unique page-views) and Conclave special magazine CHANAKYA.

We have also initiated Facebook Page – PRCI NOW - and a twitter campaign - @prcitweets - on this theme and we request your students to join in with creative thoughts.

SURprizes await innovative social media posts.

All About PRCI

PRCI: A word about 13-year-young PRCI with Chapters across close to 30 cities and towns. We also have a dedicated youth wing called Young Communicators Club (YCC) that galvanizes the mass communication students at various universities and colleges, pan-India. So, the Conclave is also a unique opportunity for communication and marketing students to listen to mentors, global experts and learn from their experiences.

PRCI and YCC periodically hold a series of knowledge forums in association with media organizations like Press Clubs and universities/colleges.

Daughters' Day:

We celebrate Daughters' Day on June 1 – the official date of birth of late Indo-US astronaut Kalpana Chawla – to focus attention on girl children's education. We have adopted few girls through various established NGOs to ensure their uninterrupted education till at least SSC, High School.

WCC:

PRCI has recently promoted a global platform – World Communicators' Council (WCC) – with Chapters in UAE and Sri Lanka. Soon, WCC will spread its wings to many other countries, including Australia, UK and the US.

World Communicators' Day:

Realising that we Communication professionals do not have an international day of ours, PRCI initiated World Communicators' Day to be celebrated on October 28 – the day the world's first Press Release was shot out by Ivy Lee in the US in 1906. We had a series of events, pan-India, including sessions on the art of press release writing.

Social Communication:

In a yet another unique initiative, we

launched a Social Communication campaign to deal with issues of concern to the communities around us. Our campaign – Mission Mumbai Local – has been adjudged as the PR Milestone of The Year at America's PR World Awards. The campaign focused on the plight of suburban train commuters of the island city and the need to improve.

Similarly, we met with great success in our campaign #IamParsikHill, IamDying as the plundering of the hills on the outskirts of Mumbai has been stopped. The NGT ruled that no quarrying can be done without environment clearances.

PRCI is currently running a campaign #vrplayingwithfire to focus on the fire hazards at various public places like eateries and cinemas. This is already a smash hit.

Guest Faculty Pool:

Is a first for any industry, PRCI maintains a Guest Faculty Pool, drawn from various media houses, PR consultancies, corpcom departments and so on for supplementing and complimenting the training at mass communication institutes/university departments.