



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A Unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGS IP University; Recognized u/s 2(f) of UGC Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution, Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA

Tel. Office: 8448186947, 8448186950 www.maims.ac.in

REPORT

PR INDUSTRY DURING PANDEMIC: CHALLENGES & FUTURE PROSPECTS (Wednesday) April 20, 2021

The Department of Journalism and Mass Communication celebrates the National PR Day.

The Department of Journalism and Mass Communication is organized an online event to celebrate the National PR Day on 20th April, 2021. “The best classroom in the world is at the feet of elderly” today this statement was taken forward by the Maharaja Agrasen Institute of Management Studies in association with the Brand Wagon Club of MAIMS through their event “ANUBHAV- the journey of life”. There were 64 participants who attended the webinar. The day started with an insightful address to the students by Prof. Dr. Ravi Kumar. Prof (Dr.) Ravi Kumar Gupta addressed the students with his enlightened thoughts. He even shared his PR experience and motivated students during the virtual session of Anubhav the journey of life on the occasion of National PR Day. The event was segregated into three segments. The first segment taught the students the importance and know-how of PR where the speakers for the day were Dr. Vinita Gupta (HOD, Department of Journalism and Mass Communication) and Mr. Rahul Ranjan (Director, MRIG Sight Media). Where Dr. Vinita Gupta inspired the students from her own experience and taught the students how important the field of PR is Mr. Rahul Ranjan guided the students towards the first-hand experience of the field educating them about branding, building clientele relationships and the relationship of a PR professional with the press. Mr. Rahul Ranjan guided the students about the scope and strategies of PR in the times of pandemic in association with Mrig sight media and brand wagon club. The next segment revealed the PR campaign undertaken by the students with Shiv Ashray Old Age Home named “ANUBHAV” to help and spend quality time with the elderly. The third and the last segment involved a virtual mock press conference which was efficiently conducted by the students of MAIMS. This educational day ended with appreciation from Prof (Dr.) Vinita Gupta for the students and a vote of thanks for organizing head Ms. Neha Bhagat.



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Department of Journalism and Mass Communication
Brand Wagon Club
Celebrates

NATIONAL PR DAY

► Highlights of the event:

- Webinar on PR industry during pandemic: 'Challenges and Future Prospects'
- Press Conference
- Launch of PR campaign

Mark
YOUR CALENDARS!!!
☑ Date: 20th April, 2021
🕒 Time: 11:00 a.m.
📍 Venue: Google Meet

► Speakers of the event:



Mr. Rahul Ranjan
Director
Mrig Sight Media



Gaurav Jain
PR Lead
Mrig Sight Media



Prof (Dr.) Vinita Gupta
HOD

Event Convener
Ms. Neha Bhagat

HOD
Prof (Dr.) Vinita Gupta

Student Coordinators
Kirandeep Kaur
Akshay Victor
Bhavya Chadha



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