



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

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

Webinar on Career Options & Entrepreneurial mindset and Employability Skills in the Indian Communication Industry- PRism 2021

April 17 ,2021

- **PR is a mix of journalism, psychology, and lawyering – it's an ever-changing and always interesting landscape.” – Ronn Torosian**

Every business depends on good publicity and good relationships with its consumers and partners. PR plays a crucial role in building a brand up from the scratch and making friendly relations with its consumers. Public relations helps in promoting and protecting the image of a company, it is important to do good PR if you want your brand and your name to shine above all the competition. Public Relations plays with the mind of the consumers and the potential consumers in a good way. It can not be considered manipulation as Public Relations focuses on bringing the true image of a company in front of the general public by doing activities which can help the society as a whole and leave a positive impact. To educate the students about the significance of PR and its many aspects of PR, the department of Journalism and Mass Communication organized a webinar on '**Career Options & Entrepreneurial mindset and Employability Skills in the Indian Communications Industry**' on the 17th April, 2021 with renowned and unrivalled speakers from the industry with powerful opinions and meaningful experience. Our honorable resource person for the seminar was Mr. John Prasad, Executive Director, Corporate Communication, Indian Oil Corporation Limited. The faculty coordinator & Event convener for the seminar was Ms. Shifali Ahuja, Assistant Professor, Department of Journalism & Mass Communication, MAIMS. The event was conducted on Zoom and had **85** participants who listened to the seminar diligently with great attention. The seminar was full of meaningful information and students attained a lot of knowledge by the speakers and their experience. Ms. Jahanvi Bhagat, A student of BA(JMC) 3rd year was the sole anchor for the event and did a tremendous job by handling the event efficiently and interacting with the speakers and guests gracefully.



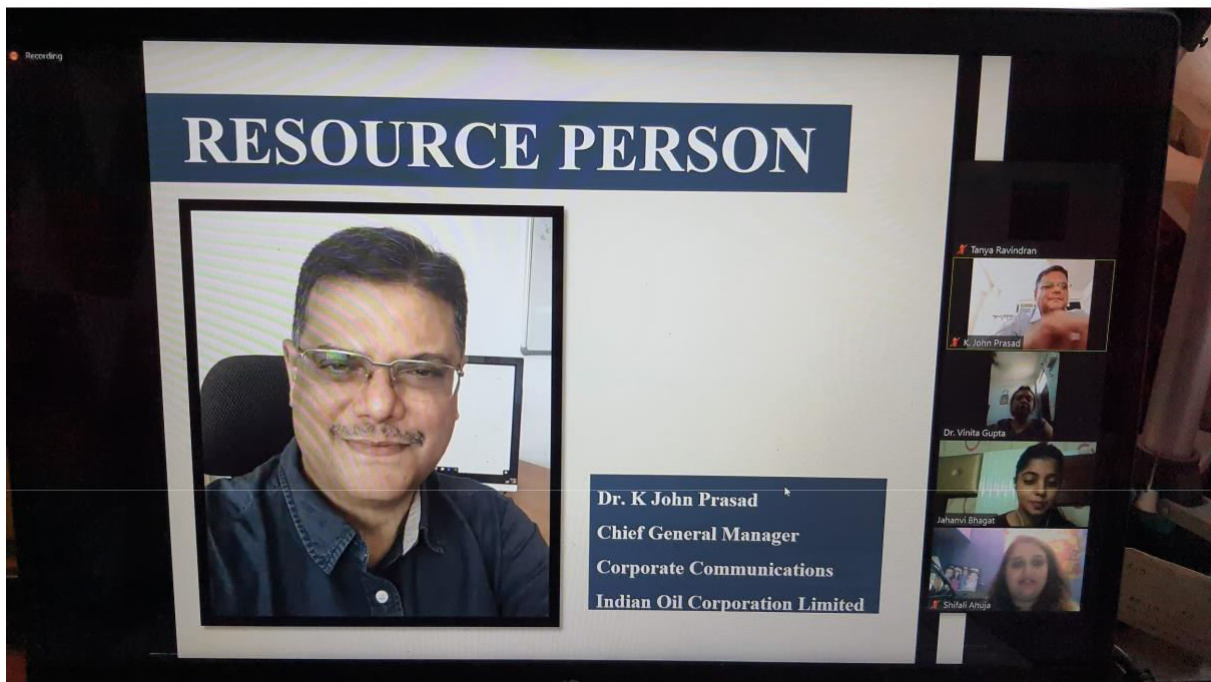
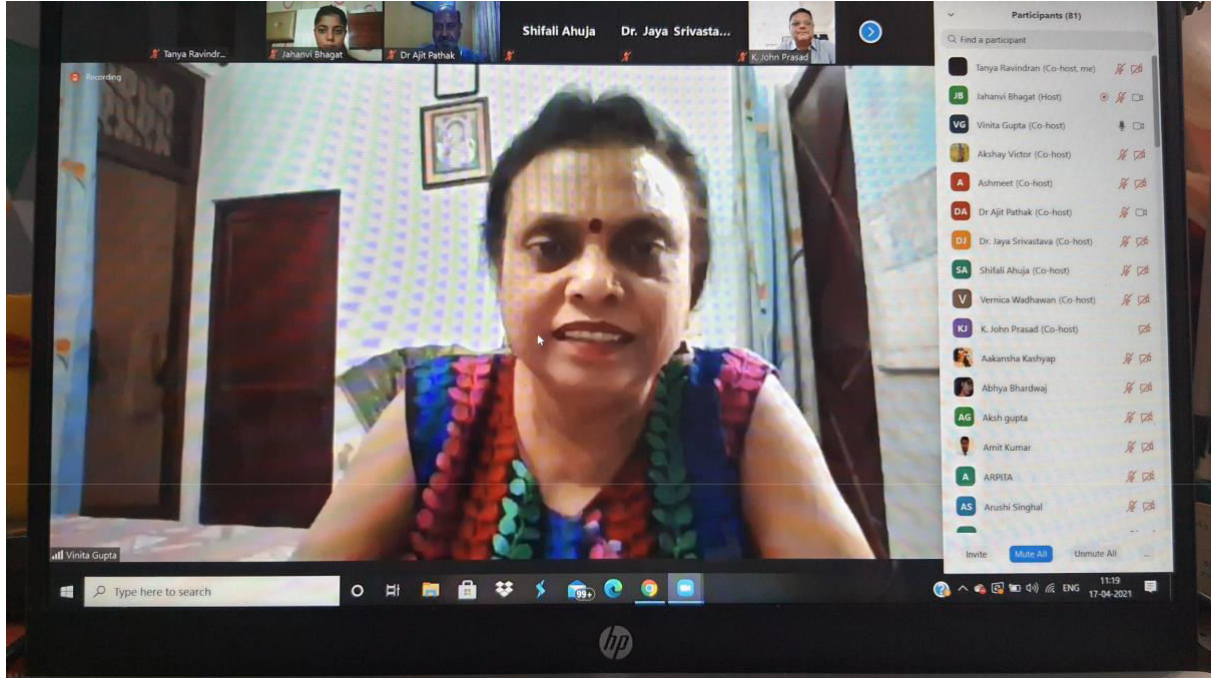
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The objective of the event was to teach students how to integrate digital communications, including social media, into a public relations strategy while also covering operational implementation. Our goal was to enable participants to develop their own strategic communications plan by meaningful information and to teach them how to come up with media angles, writing media releases and media pitches that get results.

Besides our Resource person Mr. John Prasad the students were edified by the profound knowledge of our honorable Head of Department Prof (Dr.) Vinita Gupta, who shared her valuable and amazing thoughts with us on the PR industry and the current situation our whole media industry is in and how we can move forward with the rays of hope amid these hard and bleak times.

The seminar was also lightened up by the great words of motivation and hope by our guest Mr. Ajit Pathak who spoke about how institutions and industries are moving forward with the online mode and adapting to the situations. He also stated that online is the new normal for institutions to teach students so that students won't lose their studies sitting at home and will make the best out of their time even at home during the Covid restrictions and lockdowns.



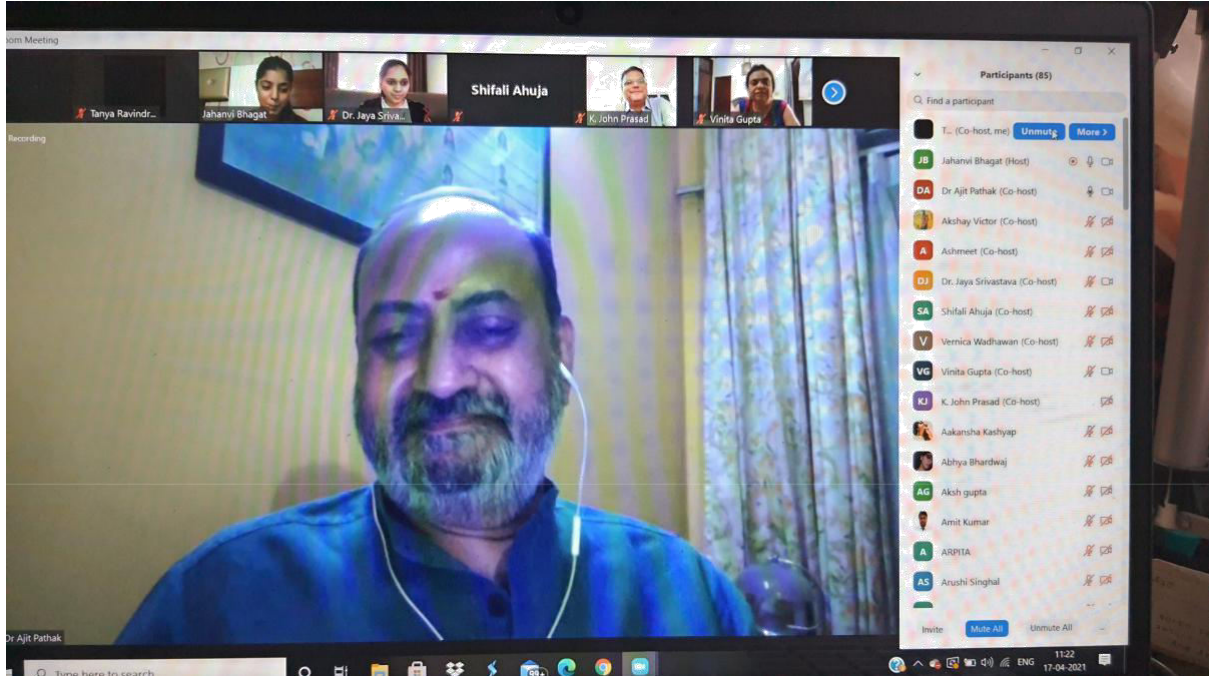
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The event ended on a good note with the vote of thanks by the event convener Ms. Shifali Ahuja, Assistant Professor, Department of Journalism & Mass Communication, MAIMS, who was also praised by our Head of Department, Prof (Dr.) Vinita Gupta for her dedication and efforts she has put in to make the event a success.

To conclude Ms. Shifali Ahuja commemorated the support of her colleagues and the whole faculty of the department of Journalism and Mass Communication amazingly. The participants and the guest speakers were moved by the gesture and it displayed great respect which the whole department of Journalism and Mass Communication shares among each other.

The event was indeed a success and students were left with nothing but knowledge and information imparted by our great orators in the seminar. Students also asked many questions from our resource person Mr. John Prasad who countered all the questions and cleared all the doubts of the students greatly.