



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

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La Publicité 2.0: PR Competition

(March 04, 2022)

“Some are born great, some achieve greatness, and some hire public relations officers”.

Everything that is in everyone’s eyes requires public relations. Public relation is about sending the right messages to the right place and the right people, creating a stronger brand reputation. PR agencies work alongside their clients to help them achieve this and promote them within their client's industries. To motivate the Public Relations strategist within the students, Brand Wagon Club of the Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies organized an Inter-College competition, La Publicité 2.0 on March 04, 2022, which was graced by the presence of the judge, honorable Vice president of Public Relations Society of India, Delhi Chapter, Mr. Ajay Chaturvedi, and Dr. Shilpee Aggarwal, Assistant Professor, MAIMS.

The program had the delightful presence of Prof. (Dr) Ravi Kumar Gupta, Director, MAIMS, and Prof. (Dr.) S.K. Garg, Director General, MAIMS. The event commenced with a beautiful performance. Preeti Sharma from BA(JMC) 2nd year and Ms. Priyal Kedia from BA(JMC) 1st year. After a beautiful singing performance that enhanced the ambiance, Ms. Neha Bhagat introduced The Brand Wagon Club and welcomed everyone. Dr. Shilpee Aggarwal shared her thoughts about public relations and its role and congratulated the entire team of La Publicité 2.0 for organizing such an amazing event. Mr. Ajay Chaturvedi talked about the opportunities one should grab to pursue his/her passion. “Nothing ever becomes real till it is experienced.” With this, Dr. Nidhi Chaudhry welcomed the judges with the sampling.

A total of 87 students participating in this event came from colleges across the state. The competition was convened with energetic presentations and impactful Public Relations strategies presented by the participants which made the competition successful.

The 2nd runner up of the competition was Ms. Ritika Madaan BA(JMC) 4th Semester, the 1st

runner up was team Publicité with team members Ms. Deepali Chanana BA(JMC) 4th Semester, Ms. Tanishka Mittal, BA(JMC) 4th Semester and Ms. Nikita Arora BA(JMC) 1st Semester. The winners of the competition were team bolt with team members Mr. Anmol Gupta, BA(JMC) 1st Semester, Sahil Mehta, BA(JMC) 1st Semester, and Mr. Tusshar Saini BA(JMC) 1st Semester.

Mr. Ajay Chaturvedi during his concluding note inspired students and organizers with his perspective towards public relations and congratulated the organizing team for such a wonderful event. And lastly, Dr. Nidhi Chaudhry addressed the Vote of thanks with some inspirational words for the students.



