



Maharaja Agrasen Institute of Management Studies
(A unit of Maharaja Agrasen Technical Education Society)
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INDIA

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Affiliated to GGSIP University; Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001:2015 Certified Institute

Date: 22nd Feb 2024

Workshop on Managing the Corporate Crisis through Communication Report

Academic Year: 2023-24

Organizing Unit: Department of Journalism, MAIMS

Collaborating Unit/ Name and designation of Resource Person:

Ms Chandrali Mukherjee, PRO, ONGC

Date of the Event: 22nd Feb 2024

Time of the Event: 11 am Onwards

Location: Seminar Hall, 9th Floor, MAIMS

Number of Students participated: 80

A workshop titled "Managing the Corporate Crisis Through Communication" was held on 22nd February 2024, organized jointly by the Department of Journalism and Mass Communication at Maharaja Agrasen Institute of Management Studies and Kalindi College, University of Delhi. The workshop aimed to shed light on the significance of effective communication during times of crisis within the corporate sphere.

Ms. Chandrali Mukherjee, the Public Relations Officer (PRO) of ONGC, graced the event as the guest speaker. She delivered a compelling discourse on the pivotal role of honest communication in crisis management. Drawing from her extensive experience, Ms. Mukherjee presented several case studies from across the globe, illustrating the importance of transparency,

clarity, timeliness, consistency, empathy, adaptability, and accessibility in communication strategies during crises.

Emphasizing the relevance of industry prerequisites, Ms. Mukherjee highlighted trust, credibility, and stability as fundamental pillars. She underscored that aspiring professionals must acquaint themselves with these essential attributes to excel in crisis communication.

The session concluded with an interactive question and answer segment, where students actively engaged with Ms. Mukherjee, seeking clarification on various aspects of crisis communication. This segment provided an invaluable opportunity for attendees to delve deeper into the subject matter and gain insights from the expertise of the guest speaker.

Ms. Shifali Ahuja, Assistant Professor, BAJMC and the event coordinator had an impactful role in organizing this significant workshop as a part of the curriculum of corporate communication for the students of Journalism and Mass Communication, reflecting her commitment to enriching student experiences.

Dr. Umesh C. Pathak, the Head of the Department, extended his gratitude to Ms. Mukherjee for her enlightening session by presenting her with a memento as a token of appreciation. In his closing remarks, Dr. Pathak commended the enriching discussion and encouraged students to apply the knowledge gained to their academic pursuits and future endeavors in the field of communication.

The workshop served as a platform for students to broaden their understanding of crisis communication and glean practical insights from an industry expert. Through engaging discussions and real-world examples, attendees were equipped with valuable skills and perspectives essential for navigating the complexities of corporate crises.



Mrs. Chandrali Mukherjee, Public Relations Officer, delivers an insightful speech on “*Managing Corporate Crisis through Communication*” during a workshop.



An engaging session on “*Managing Corporate Crisis through Communication*” with insights shared by guest speakers.



Group photo of faculty and dignitaries marking the successful workshop on *“Managing Corporate Crisis through Communication.”*



Students attending the workshop on 9th Floor