



32nd All India Public Relations Conference *Public Relations Society of India*

ITC SONAR ,KOLKATA
December 16-18 ,2010



PRSI AT A GLANCE

PRSI came into being as an informal body in 1958 with its headquarters in Mumbai.

The genesis of the Society in Kolkata can be traced to 1965

Sanat Lahiri, Shanker Mitra, R. P. Gupta, Prasanta Sanyal, J. M. Kaul and other pioneers of the profession formed a nucleus, known as the Public Relations Circle.

However, this was formally merged with the national body in 1968 to strengthen the public relations movement on an all-India basis.



National Conference . Kolkata . December . 2010



PR CONFERENCES : Kolkata

Kolkata has hosted, five All India Conferences

1972 :While Ms. Nandini Satpathy, the then Minister for Information and Broadcasting, inaugurated the Conference

1980 and 1989 Mr. Jyoti Basu, Chief Minister, West Bengal, inaugurated the conferences

1998. Asia Pacific Conference was inaugurated by Mr. Buddhadeb Bhattacharjee

2004, the chapter organised the National Confernece in Kolkata which was inaugurated by the then Mayor of Kolkata, Mr. Subrata Mukherjee and the Valedictory session was graced by the Chief Minister of West Bengal Mr. Buddhadeb Bhattacharjee



National Conference . Kolkata . December . 2010



The Theme of the Conference :

Communication for a better tomorrow

*Inclusive & Responsible : The Next Face of
Communication*



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The Theme

PR: Inclusive Communication Strategies for Responsible Business Excellence.

Inclusive & Responsible: The next face of Communication

Inclusive is to include those that have been left behind and with responsibility it takes a new dimension in communication.

Inclusive & Responsible has the potential both to enhance access to people who have been left behind and to contribute to breaking barriers.



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KOLKATA CHAPTER

Executive Committee : 2009-10

Chairman: Narendra Ranjan Mukherje

Vice-Chairman: Suranjana Bhattacharya

Secretary: Soumyajit Mahapatra

Jt. Secretary: Atin Dutta

Treasurer: Chandan Roy Chowdhury

Members: Sayantan Das Adhikari.

***Co-opted Members : Nitish Bhattacharya. Debabrata Bhowmick
Sanjib Roy***



National Conference . Kolkata . December . 2010



Kolkata - Cultural Capital of India

Kolkata, formerly known as Calcutta, is the capital of West Bengal.

It is located in eastern India on the east bank of the River Hooghly and has a subtropical climate.

The city has many names: "Cultural Capital of India", "The city of Processions", "City of Joy" and so on.

It has also been a home to many luminaries such as Rabindranath Tagore, Subhash Chandra Bose, Mother Teresa and Satyajit Ray.

Kolkata is a major hub for the Information Technology.

Real estate, financial consultancies, travel and tourism and hotel industry are some other services that contribute to its economy.

It houses Calcutta Stock Exchange, which is second largest stock exchange in India.



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Kolkata has many beautiful colonial buildings and heritage structures. Established in 1814, the Indian Museum is the oldest museum in Asia and houses vast collection of Indian natural history and Indian art.

The Victoria Memorial, one of the major tourist attractions in Kolkata, has a museum documenting the city's history.

Other important buildings in Kolkata are Belvedere Estate, Jorasanko Thakur Bari, Marble Palace, National Library of India, Raj Bhavan, Shaheed Minar and Writers' building



National Conference . Kolkata . December . 2010



Population : 113 Lakh

Altitude : 6m. (20 ft.)

Weather : The weather is very Indian, slightly on the humid side. Summers are hot, the temperatures fluctuating between max. 30c - 35c and a min. 14c - 25c. The rainy season begins in the month of June and lasts up to October bringing in moderately severe rains. The temperature is also moderate.

Location : Near the eastern coast of India, in the state of West Bengal.

Languages : Bengali, English, Hindi.

Clothing : Summer : Light cottons.

Winter : Light woolens.



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AIR :Kolkata is connected by air with Jorhat, Lucknow, Mumbai, Nagpur, Patna, Port Blair, Ranchi, Silchar, Tezpur, Visakhapatnam, Amritsar, Delhi and Leh.

Rail :Kolkata is connected by rail with all major cities of the country.

Road:Kolkata is well connected by road with all major parts of the country.



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Kolkata is famous for its culture - film, poetry, music, art and dance all have their devotees here. Programmes are listed in the daily newspapers .

Dance-drama performance, Bengali poetry reading or a similar event takes place on most nights at the Academy of Fine Arts or at Rabindra Sadan on Cathedral Rd.

Foreign films and retrospectives are shown at the Nandan complex nearby, and many of the cinemas in Chowringhee show recent release of Hollywood movies.

There are often drama performances in English at the Kala Mandir, Shakespeare Sarani, and musical programmes at the Sisir Mancha, at AJC Bose Rd.



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Conference Venue :

*Hotel ITC Sonar Bangla
(5 * Deluxe)*

The property's architecture recreates the landscape of Bengal. Architects Kerry Hill and Associates of Singapore drew their inspiration from the River Ganga and the multitude of water bodies that dot the countryside of Bengal, resulting in the 120-metre watercourse that runs the full length of the hotel, connecting its different sections.

Courtyards and colonnades separate the three guest blocks and the result is the quintessential 'bagaanbari' spread over 15.41 acres of land.



National Conference . Kolkata . December . 2010



Conference Venue :

**Hotel ITC Sonar Bangla
(5 * Deluxe)**

Accommodation :239 Rooms.

Banquet & Conference :Hall – 9

Cuisine : Branded Indian & International.

Dining :Restaurants - 7, Bar - 2.

Accepted Cards :All major credit cards accepted.

Other Facilities :A fully equipped international SPA, A jogging track, Tea pavilions.



National Conference . Kolkata . December . 2010



Conference Venue :

Hotel ITC Sonar Kolkata

Address : 1, Haldane Avenue, Kolkata-700046. Hotel Facilities

Location : 16 kms from Netaji Subhash Chandra Bose Domestic & International Airport,

14 kms from Howrah Railway Station

8 kms from Elsplanade Bus Stand. (the hub of the city)



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Environment - Friendly Venue

ITC Sonar Kolkata has become the first hotel in the world to obtain Certified Emission Reductions (CERs) issued under the aegis of the United Nations Framework on Climate Change Convention.

These CERs, also known as Carbon Credits, are issued under the Clean Development Mechanism (CDM) of the Kyoto Protocol. The CERs have been issued after an exhaustive evaluation process.

Carbon Dioxide emission reduction has been achieved through energy conservation initiatives such as waste heat recovery, improved pumping systems and better efficiencies in the air conditioning system.



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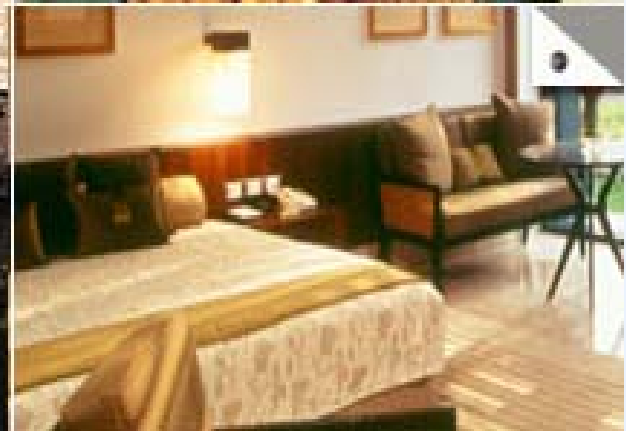
*The Venue : Kolkata Conference .
ITC Sonar Kolkata*



ITC Sonar Kolkata. One of the top 5Star Delux Hotel



*The Venue : Kolkata Conference .
ITC Sonar Kolkata*



The Venue . One of the finest facility in India



The Venue : Kolkata Conference . ITC Sonar Kolkata



The outside of the venue designed around the water bodies of Bengal



*The Venue : Kolkata Conference .
ITC Sonar Kolkata*





*The Venue : Kolkata Conference .
ITC Sonar Kolkata*





*The Venue : Kolkata Conference .
ITC Sonar Kolkata*



The Lobby of ITC Sonar Kolkata



*The Venue : Kolkata Conference .
ITC Sonar Kolkata*





The Venue : Kolkata Conference . ITC Sonar Kolkata



Conference Hall at the venue

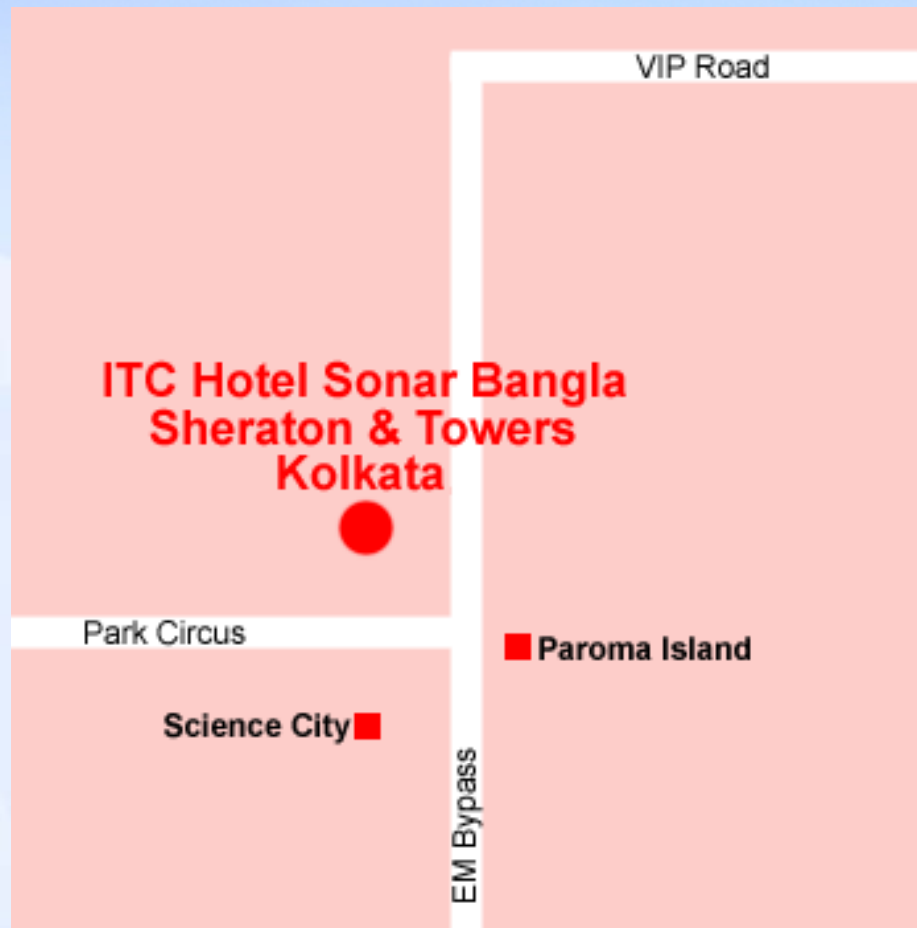


The Venue : Kolkata Conference . Stalls to show-case PR support services





The Venue : Kolkata Conference . ITC Sonar Kolkata



Location Map