FINAL PROJECT & COMPREHENSIVE VIVA

on

Integrated Marketing (PR)

Submitted in partial fulfilment of the requirements

for the award of the degree of

Bachelor of Arts (Journalism & Mass Communication)

to

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY,

NEW DELHI

Under the Guidance of

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Dept. of Journalism & Mass Communication

Submitted by: Mamta

BA(JMC)-VI Semester

Shift: I (Morning-A)

Enrolment No.: 01717002421

SESSION –2021-2024

TECNIA INSTITUTE OF ADV8NCED STUDIES
Grade 'A' Institute

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GGSIPU – COURSE OUTLINE

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

SIXTH SEMESTER

FINAL PROJECT AND COMPREHENSIVE VIVA

COURSE CODE: BA (JMC) 352	L: 0	T/P: 0	CREDITS: 16
External Evaluation: 50 Marks	Internal Evaluation: 50 Marks		Total Marks: 100

Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester. Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing (Ad, PR & Event)/ Research on the subject/theme approved by the Director/ Principal of the Institute/HoD in the Fifth Semester. The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. The student will present her/his final product along with a multi-media presentation. The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry. It will be conducted by a Board of Examiners comprising of the Director/Principal or his/her nominee and two External Experts, out of which one should preferably be from the Corporate World i.e. Media Organisation operating in the country. The quorum shall be deemed to have met if 2 out of 3 members are present.

The Project Report, final product and comprehensive viva carries100 marks, which will be evaluated by External and Internal Examiners separately for50 marks each. The External Examiner will be appointed by the Competent Authority.

To Whom It May Concern

I **Mamta** Enrolment No. **01717002421** from BA (JMC)-VI Semester of the **Tecnia Institute of Advanced Studies, Delhi** hereby declares that the **FINAL PROJECT AND COMPREHENSIVE VIVA, BA (JMC) – 352,** entitled **'Integrated Marketing'** is an original work and the same has not been submitted to any other Institute for the award of any other degree. A presentation of the Final Project and comprehensive viva Report was made on 15th April 2024 and the suggestions as approved by the faculty were duly incorporated.

DATE: **MAMTA**

Certified that **FINAL PROJECT AND COMPREHENSIVE VIVA** submitted in partial fulfilment of **Bachelor of Art Journalism and Mass Communication** to be awarded by G.G.S.I.P. University, New Delhi by **Mamta**, Enrolment No. **01717002421** has been completed under my guidance and is satisfactory.

 DATE: **PRIYA ANWESHA**
                                                                              ASSOCIATE PROFESSOR,
                                  DEPT. OF JOURNALISM & MASSCOMMUNICATION

CERTIFICATE – I

This is to certify that the Final Project & Comprehensive Viva submitted by **Mamta** Enrolment No. **01717002421** to Guru Gobind Singh Indraprastha University, New Delhi, in partial fulfilment of the requirement for the degree of Bachelor of Arts (Journalism & Mass Communication) has been approved by the board of examiners comprising Internal and External appointed by the Competent Authority of the University.

Internal Examiner   **External Examiner**

ACKNOWLEDGEMENT

It is my esteemed pleasure to present the project & whole-heartedly thank each and every one who helped me in this task. I take the chance to express my heartfelt thanks and gratitude towards my college management for giving me a favorable environment to work, valuable inspiration and support during this project.

First, I am thankful to Director Sir Dr. Ajay Kumar, Academic Dean Prof. (Dr.) M.N. Jha, HOD Department of Journalism & Mass Communication Dr. Shivendu Kumar Rai & Dr. Gopal Thakur and also my Guide, Priya Anwesha and all Faculty members for their constant support & guidance throughout the intimation & design of the project. They had shown keen interest in this venture and provided a constructive criticism and for his encouragement and vigilant guidance, which paved the way for successful completion of this work.

I acknowledge my thanks to my friends and my well-wishers for their wholehearted assistance to help me accomplish my work. I regret if I have forgotten to mention anyone's name. May god bless them all! Positive aspects of this project are attributed to them and faults are solely mine.

MAMTA
BA (JMC)-VI Semester
Shift: I (Morning-A)
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CHAPTER 1

INTRODUCTION

INTEGRATED MARKETING (PR)

Public relations (PR) is the process of maintaining a favorable image and building beneficial relationships between an organization and the public communities, groups, and people it serves. Unlike advertising, which tries to create favorable impressions through paid messages, public relations does not pay for attention and publicity. Instead, PR strives to earn a favorable image by drawing attention to newsworthy and attention-worthy activities of the organization and its customers. For this reason, PR is often referred to as "free advertising."

In fact, PR is not a costless form of promotion. It requires salaries to be paid to people who oversee and execute PR strategy. It also involves expenses associated with events, sponsorships and other PR-related activities. Media and public relations are the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as public relations, publishing, the news media, photography, cinema, broadcasting (radio and television), and advertising. Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

1. Social media are interactive Web 2.0 Internet-based applications.
2. User-generated content such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
4. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

Public relations (PR) is the practice of deliberately managing the release and spread of information between an individual or an organization (such as a business, government agency, or non-profit

organization) and the public. Public relations (PR) and publicity differ in that PR is controlled internally, whereas publicity is not controlled and contributed by external parties. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates it from advertising as a form of marketing communication. Public relations aim to create or obtain coverage for clients for free, also known as 'earned media', rather than paying for marketing or advertising. But in the 2010s, advertising was also a part of broader PR activities.

Public relations offers an excellent toolset for generating attention whenever there is something newsworthy that marketers would like to share with customers, prospective customers, the local community, or other audiences. PR professionals maintain relationships with reporters and writers who routinely cover news about the company, product category, and industry, so they can alert media organizations when news happens. At times, PR actually creates activities that are newsworthy, such as establishing a scholarship program or hosting a science fair for local schools. PR is involved in publishing general information about an organization, such as an annual report, a newsletter, an article, a white paper providing deeper information about a topic of interest, or an informational press kit for the media. PR is also responsible for identifying and building relationships with influencers who help shape opinions in the marketplace about a company and its products. When an organization finds itself facing a public emergency or crisis of some sort, PR professionals play an important role strategizing and managing communications with various stakeholder groups, to help the organization respond in effective, appropriate ways and to minimize damage to its public image.

To illustrate, PR techniques can help marketers turn the following types of events into opportunities for media attention, community relationship building, and improving the organization's public image:

- Your organization develops an innovative technology or approach that is different and better than anything else available.
- One of your products wins a "best in category" prize awarded by a trade group.
- You enter into a partnership with another organization to collaborate on providing broader and more complete services to a target market segment.
- You sponsor and help organize a 10K race to benefit a local charity.

- You merge with another company.
- You conduct research to better understand attitudes and behaviors among a target segment, and it yields insights your customers would find interesting and beneficial.
- A customer shares impressive and well-documented results about the cost savings they have realized from using your products or services.
- Your organization is hiring a new CEO or other significant executive appointment.
- A quality-assurance problem leads your company to issue a recall for one of your products.

It is wise to develop a PR strategy around strengthening relationships with any group that is important in shaping or maintaining a positive public image for your organization: reporters and media organizations; industry and professional associations; bloggers; market or industry analysts; governmental regulatory bodies; customers and especially leaders of customer groups, and so forth. It is also wise to maintain regular, periodic communications with these groups to keep them informed about your organization and its activities. This helps build a foundation of familiarity and trust, so these relationships are established and resilient through the ups and downs of day-to-day business.

IMPORTANCE OF PUBLIC RELATION

Public relations experts are hired to present one's organization in the best light. Public Relations experts create a positive image of a particular brand in the minds of target customers through regular interaction, press releases, newsletters, interviews, events, functions, hiring a celebrity as a brand ambassador, or even through charitable functions.

Public Relations are essential for effective brand positioning. In layman's language, public relations experts are hired to make an organization and its products/brands popular among the masses. (Target audiences).Public relations experts strive hard to reach the maximum number of people (potential customers) and eventually gain maximum exposure for their organization/brand. More and more people relate to their brand and automatically revenue of the organization goes up.

In today's world, every organization needs to understand the needs and expectations of its target audiences. Public relations experts ensure the free flow of information between the organization and its target audiences, necessary for the survival of every business. Correct information must reach the customers for them to be loyal to your brand. (Products and services). Public relations experts help an organization stand apart from the crowd. The public relations department gives the customers and the whole world a better understanding of how their organization functions, policies, products, services, and so on.

Public relations experts focus not only on information flow from an organization to its public but also vice versa. Proper feedback is being taken from potential customers as to how they feel about the organization and its products. These reviews and feedback (positive or negative) help an organization to grow to its full potential. Positive feedback calls for a celebration but negative reviews are also taken seriously and necessary changes are incorporated in the system to meet the expectations of the consumers.

The role of a public relations expert becomes critical under any kind of crisis or unfavorable circumstance. It is the role of the public relations manager to save the reputation of his/her organization. He needs to be on his toes to face questions from the media/public and handle all the criticism with a smile. It is the public relations manager's role to take immediate charge of any

adverse situation and turn negative situations also into the company's favor.

Public relations experts in a true sense are the face of every organization who works hard towards saving and maintaining an organization's reputation and image. It is a new and highly successful way of staying connected with the target audiences for a better brand image.

SIGNIFICANCE OF PUBLIC RELATION

The ideal role of PR is described to work as the catalyst between the government / non-government / corporate organizations and the society to build and maintain their positive image and healthy two-way communication. The objective of PR is to harmonize an organization with the social environment by communicating honestly, consistently, and continuously to gain in return credibility, public goodwill, mutual understanding, and respect. Public Relations which works to create bridges of trust and build the right image with sustained efforts based on truth is constantly heading toward professional progress. 'Shri Narendra Modi has emerged as PR Man of the decade first performing par excellence and secondly using the new media in a very effective manner. They comprise what might be described as the significance of Public Relations:

1. Reputation Management

There are several different ways in which PR grows and nurtures reputations. Crisis communication is a popular example to use when it comes to this. However, image and reputation management is a long-term process and not something that can be achieved with a once-off campaign.

It needs to be constantly looked over and maintained to solidify its credibility. The longer a reputation has been kept, the stronger the impact on the target audience. That's why PR's importance comes in a prolonged process of reputation management, where each achievement and event revolving around a brand is crafted to help the brand's image.

2. Brand Values

Public relations are strongly oriented toward communicating brand values. After all, it is implemented with the notion of creating added value. PR is also about creating shared meaning, through connecting with those who share the same values as the person/brand/company.

The practice of PR steps in to first identify these values. What a company supports and believes in is important, but it's also important to have a clear idea of that. Then these values are openly discussed, and constantly put hand in hand with the brand itself. Eventually, the brand will be

associated with these values, and the target audience will be able to relate to the things it supports as well.

3. Community Relations

The above ties into how community relations are strengthened by PR. Another example of how PR builds community relationships is when a company scales its business globally. Usually, a PR team takes care of building community bonds in the new and current market.

Once the target audience has been reached, a community will form out of the common values that the brand preaches. PR teams are here to make sure that these values connect with the community, but also establish a two-way communication channel for better engagement with the community.

4. Compliments Marketing Activities

PR demands attention from the public. How? By supplying the market with value added information. PR communication materials are created to support holistic marketing activities, by supplying educational; inspirational and compelling content.

That way, in addition to the marketing activities, which mainly aim at increasing sales and promoting the product or service, PR teams will tag along to provide additional information about the brand, and how it relates to the product/service. This will contextualize the environment, instead of letting the product float with no additional information as added value.

5. Enhances Online Activities

Through PR, it is possible to gain increased online brand visibility. The benefit is that digital content lives longer, meaning that online articles can generate continuous exposure. It is also possible to get backlinks from other online sources (blogs, news articles, reviews, etc.) for your website. In PR, media relations are an important tool to have as part of your communications kit. Not only can valuable media connections help build brand awareness, but it also aids in increasing credibility and managing reputations. The media acts as the middleman between a company and its audience. This is why PR managers aim to get positive, quality coverage (earned media) for their clients. This is

why healthy media relations are important in PR - to assist in the process of getting valuable news to target audiences.

6. The Economy

The economic advantages of PR aren't mentioned as often, but they exist. For large corporations, this isn't even a topic, but for startup and scale-up businesses that struggle to put themselves out there, it can make all the difference.

Since up-and-coming companies are on a tight budget, marketing is much more difficult to achieve. Here, PR steps in to create a name for the brand in a cost-efficient way.

The takeaway from PR campaigns is long-lasting and will impact the target audience about the company's image. In the long run, this will open the door for small and medium businesses to establish themselves in their industry.

7. Social Media Management

Although marketing teams often aim their strategies at social media platforms for the larger reach, their approach is not the best for that type of platform. Social media platforms are meant for more back-and-forth communication with a target audience. Instead of simply exposing a product to a large number of people, it is the ideas that PR teams promote.

PR strategies include a method of community building that allows for the target audience on social media to react and reply, thus going back and forth with engagement. This is a much more impactful way of reaching your audience.

8. Loyalty and Trust

All these activities build these two essential elements of a brand's success. Your followers establish trust in your brand due to the consistent delivery of values, ideas, and innovation. This trust serves the purpose of strengthening the overall value of your product or service. A community that trusts your brand and what it stands for will also trust what you have to offer.

Loyalty, on the other hand, is built as a result of the strong engagement methods that PR teams exercise. With a two-way communication strategy, communities feel heard and considered. Crisis communication, taking into consideration your audience's requests and needs, and adapting to your customer's expectations are all features that, when consistent, build loyalty for your brand. This is so because frequent response rates of PR teams secure the notion that your brand is loyal to its community, and thus loyalty will be given back.

9. Thought Leadership

Thought leadership is one of the most unique features that PR professionals can contribute to. The public relations industry mainly develops a brand's image by establishing thought leaders. Whether that's the founder, the CEO, or another important figure, that person will become the name and face of the company.

By bringing in new and innovative ideas, helping the industry itself, and giving speeches, that person's reputation is built with the brand. His ideas are associated with the brand, and thus the brand's reputation grows as well. PR makes sure that thought leaders are presented in the best light possible to bring a human feature to the company.

10. SEO Performance

With the significant growth of digital PR, a company's success is largely dependent on digital PR campaigns. They have a global reach (people across the world connect online), and can expose content on multiple platforms and in multiple shapes and forms (vlogs, podcasts, social media, etc.).

SEO becomes a core feature of the PR industry, as the basics of SEO are as important as the content your PR experts will create. It is important to have the right content piece, but it is also crucial that the piece reaches as many people as possible. SEO performance depends on search engines and keywords. Crafting your content in a search engine-friendly manner will ensure that the largest audience will see your brand and its content.

Thus, the chances increase for a larger community to be built faster, loyalty gained easier, and trust strengthened to the utmost extent.

OBJECTIVS OF THE STUDY

1. Develop strong communication skills.

2. Build and maintain positive relationships.

3. Manage organizational reputation effectively.

4. Influence public opinion and behavior.

5. Support organizational goals and navigate media landscape adeptly.

PROJECT OUTCOMES

- Enhanced public perception and understanding of the organization's messages.

- Strengthened relationships with stakeholders, including customers, employees, investors, and the community.

- Improved reputation management, crisis response, and mitigation of negative publicity.

- Positive shifts in public attitudes, beliefs, and behaviors toward the organization.

- Alignment of communication strategies with organizational objectives, resulting in increased brand loyalty, sales, and overall success.

CAREERS IN PUBLIC RELATIONS

Public Relations Specialist/Coordinator: Entry-level positions where individuals assist in creating and implementing PR campaigns, writing press releases, pitching stories to media, and managing social media accounts.

Public Relations Manager: Mid-level positions responsible for developing and executing strategic PR plans, managing PR teams, overseeing media relations, crisis communication, and reputation management for an organization or client.

Corporate Communications Manager/Director: Professionals in these roles manage internal and external communications for a corporation, including employee communications, media relations, public affairs, and executive messaging.

Media Relations Specialist: Individuals responsible for building and maintaining relationships with journalists and media outlets, pitching stories, coordinating interviews, and securing media coverage for their organization or clients.

Digital PR Specialist/Social Media Manager: With the growing importance of digital media, these professionals focus on managing online presence, engaging with audiences on social media platforms, creating digital content, and monitoring online conversations.

Public Affairs Specialist: Professionals in this role work with government agencies, policymakers, and advocacy groups to influence public policy, shape legislation, and manage government relations for organizations.

Crisis Communications Manager: Specialized role focused on managing communication during crises, including developing crisis communication plans, handling media inquiries, and mitigating reputational damage.

Event Planner/Publicist: Individuals responsible for organizing and promoting events, such as product launches, press conferences, fundraisers, and promotional campaigns, to generate publicity and enhance brand awareness.

Freelance PR Consultant: Experienced PR professionals may choose to work independently as consultants, offering their expertise to multiple clients or organizations on a project basis.

Academic/Instructor: Some PR professionals transition into academia, teaching courses in public relations, communication, or related fields at colleges and universities.

FIRST YEAR
(FIRST SEMESTER)

Course Code	Course Title
CORE COURSES	
BA (JMC) 101	Communication: Concepts & Processes
BA (JMC) 103	Contemporary India: An Overview
BA (JMC) 105	Basics of Design and Graphics
BA (JMC) 151	Communication Skills Lab
BA (JMC) 153	Contemporary India: Issues and Debates (Seminars/ Presentations)
BA (JMC) 155	Design & Graphics Lab – I
ELECTIVE COURSES	
BA (JMC) 107	Personality Development
BA (JMC) 109	Writing Skills
BA (JMC) 157	Personality Development Lab
BA (JMC) 159	Writing Skills Lab

BA (JMC) 101: COMMUNICATION: CONCEPTS & PROCESSES

The course on Communication and Mass Communication is a comprehensive program that aims to equip students with a deep understanding of the fundamental principles and dynamics of effective communication. Through this course, students will explore the diverse aspects of communication, ranging from its basic concepts and processes to the application of communication in mass media contexts. In the introductory phase, students will delve into the concept of communication, examining its definition, essential elements, and the intricate process by which it takes place. They will gain insights into the various types of communication that exist, such as verbal, non-verbal, and written forms. Additionally, students will study the barriers that can hinder effective

communication and explore strategies to overcome these obstacles. The
7 C's of communication, which encompass clarity, conciseness, coherence, completeness, courtesy, correctness, and consideration, will be emphasized as essential components of successful communication.

BA (JMC) 151: COMMUNICATION SKILLS LAB

The Communication Skills Lab is an integral component of the course, designed to enhance students' proficiency in effective communication. By the end of the course, students will demonstrate their ability to communicate proficiently and utilize the knowledge gained to plan, design, and deliver compelling multimedia presentations. The lab exercises and assignments include activities such as extemporaneous self-presentation, recorded dialogues, group discussions, audio program analysis, analyzing newspaper/magazine content using communication models and theories, writing letters to the editor, and creating multimedia presentations. Through these practical exercises, students will develop their communication skills and become adept at delivering impactful messages across various media platforms.

BA (JMC) 103: CONTEMPORARY INDIA: AN OVERVIEW

The subject "Contemporary India: An Overview" aims to provide students with a comprehensive understanding of various aspects of Indian history, art, culture, socio-economic issues, political structures, and social movements. The course objectives are to enable students to engage in informed debates on Indian history, art, and culture, critically analyze socio-economic and political issues in India, and utilize the knowledge gained to contribute towards the development and betterment of the country. In Unit I, which focuses on Indian history and culture, students will explore the socio-cultural configuration of contemporary India, including its unity, diversity, and multiculturalism. They will delve into contemporary issues and debates surrounding art and culture in India and examine the concept, relevance, and practice of scientific temper. The landmarks of the Indian freedom movement from 1857 to 1947 will also be studied, providing insights into the significant events and personalities that shaped India's struggle for independence.

BA (JMC) 153: CONTEMPORARY INDIA: ISSUES AND DEBATES (SEMINARS/ PRESENTATIONS)

The course Contemporary India: Issues and Debates (Seminars/ Presentations) is designed to equip students with the ability to engage in informed debates and critically examine various aspects of Indian history, art, culture, socio economic issues, and political matters. The objectives of the course are to enable students to debate on Indian history, art, and culture, critically analyze socio-economic and political issues in India, and demonstrate critical thinking abilities to analyze and suggest alternatives. The course includes exercises and assignments such as preparing multimedia and oral presentations on topics like public health, hygiene, and sanitation; marginalization, socio economic equality, and reservation; and the national freedom movement. Students will also organize a seminar on the current five-year plan or new economic initiatives, conduct and participate in debates and group discussions on judicial activism, women's safety, and gender equality, and prepare a poster presentation on Indian art and culture. Through these activities, students will develop their research, analytical, and presentation skills while gaining a deeper understanding of the issues and debates shaping contemporary India.

BA (JMC) 105: BASICS OF DESIGN AND GRAPHICS

The subject "Basics of Design and Graphics" aims to provide students with a foundational understanding of design principles and their application in various forms of visual and graphic communication for print and web media. The objectives of the course are to enable students to describe the basics of design and graphics, and utilize their knowledge to apply elements and principles of design effectively.

BA (JMC) 155: DESIGN & GRAPHICS LAB – I

In the Design and Graphics Lab- I , students will develop practical skills in design and layout using photo editing software and page layout software for print media. The course objectives include applying knowledge of photo editing software in design and layout, as well as demonstrating proficiency in designing and creating layouts. The lab exercises and assignments will provide hands-on opportunities for students to apply their skills. In the Photoshop section, students will design a poster, create a set of flash cards, design a web banner, and add effects to photographs. These exercises will enhance their understanding of design principles and photo editing techniques.

In the Adobe InDesign section, students will design a brochure and create a tabloid or broadsheet with four pages. These assignments will allow students to explore layout design, typography, and visual elements in print media. By the end of the course, students will have developed the ability to effectively utilize photo editing software, design visually appealing layouts, and apply their skills in various forms of print media.

BA (JMC) 107: PERSONALITY DEVELOPMENT

The course on Personality Development aims to equip students with the necessary skills and knowledge to develop a positive personal attitude and enhance their communication and life skills. Upon completion of the course, students should be able to define the basics of personality development, understand listening, speaking, and writing etiquettes, and apply their knowledge in fostering a positive personal attitude.

BA (JMC) 157 PERSONALITY DEVELOPMENT LAB

In the Personality Development Lab, students had the opportunity to enhance their professional conduct and apply their knowledge of professional ethics in the media industry. The course aimed to equip students with practical skills that were essential for their personal and professional growth. The lab exercises and assignments were designed to provide hands-on experiences that promoted professional development. Students engaged in role plays, where they simulated real-life scenarios and practiced professional behavior. They also participated in presentations and group discussions to refine their etiquettes in professional communication. Thematic Appreciation Tests (TAT) allowed students to analyze and interpret different situations and themes, fostering critical thinking and problem-solving abilities. Team building exercises and crisis management activities helped students develop effective collaboration and leadership skills. The lab also focused on situation-based behavior analysis, where students analyzed various scenarios and understood the appropriate behavioral responses. They had the opportunity to enhance their writing skills by composing official and non-official letters and emails. Mock interviews prepared students for professional job interviews, allowing them to practice their communication skills, confidence, and interview techniques. They also learned the art of writing professional resumes and developing impressive portfolios to showcase their skills and accomplishments.

FIRST YEAR

(SECOND SEMESTER)

Course Code	Course Title
CORE COURSES	
BA (JMC) 102	Print Journalism
BA (JMC) 104	Media Laws and Ethics
BA (JMC) 106	Still Photography
BA (JMC) 152	Print Journalism Lab
BA (JMC) 154	Still Photography Lab
BA (JMC) 156	Design and Graphics Lab – II
ELECTIVE COURSES	
BA (JMC) 108	Health Communication
BA (JMC) 110	Sports Journalism
BA (JMC) 158	Health Communication Lab
BA (JMC) 160	Sports Journalism Lab

BA (JMC) 102: PRINT JOURNALISM

The course on print journalism aimed to equip students with the necessary skills and knowledge to excel in the field. Upon completion, students were expected to have a clear understanding of journalism and news, along with the ability to write and report effectively on various beats. The

course covered the evolution and growth of print journalism in India, emphasizing the roles and responsibilities of journalists. Students learned about the elements of news, news values, and different types of news, such as hard news and soft news. They also explored the importance of credible news sources and the proper attribution of information.

BA (JMC) 152: PRINT JOURNALISM LAB

The course on print journalism aimed to equip students with the necessary skills and knowledge to excel in the field. Upon completion, students were expected to have a clear understanding of journalism and news, along with the ability to write and report effectively on various beats. The course covered the evolution and growth of print journalism in India, emphasizing the roles and responsibilities of journalists. Students learned about the elements of news, news values, and different types of news, such as hard news and soft news. They also explored the importance of credible news sources and the proper attribution of information.

BA (JMC) 104: MEDIA LAWS AND ETHICS

The course on media laws and ethics aimed to provide students with a comprehensive understanding of the legal and ethical aspects that govern the media industry. Upon completion of the course, students were expected to have achieved several objectives that would enable them to navigate the complex landscape of media laws and uphold ethical standards in their professional endeavors. One of the main objectives of the course was for students to define the concept of freedom of the press as enshrined in Article 19(1)(a) of the Indian Constitution. They were required to comprehend the fundamental principles behind this freedom, including the right to express and disseminate information, ideas, and opinions without undue interference. Additionally, students should have been able to explain the reasonable restrictions imposed on freedom of the press, as outlined in Article 19(2), which aim to balance the right to information with other societal interests such as public order, decency, and morality.

BA (JMC) 106: STILL PHOTOGRAPHY

In the course on still photography, students were equipped with the necessary knowledge and skills to excel in the field of photography. Upon completion of the course, students were expected to have

achieved several objectives that would enable them to understand and apply the principles and techniques of still photography. The first unit of the course focused on the basics of photography. Students learned the definition, meaning, and concept of photography, as well as its brief history. They explored different types of photography, including portrait, wildlife, nature, advertising, fashion, and night photography, gaining insights into the unique aspects and requirements of each genre.

BA (JMC) 154: STILL PHOTOGRAPHY LAB

In the lab sessions of the still photography course, students were provided with practical exercises and assignments to reinforce their learning and enhance their skills in capturing compelling photographs. These exercises were designed to enable students to achieve the following objectives upon completion of the course: capturing aesthetically rich photographs and demonstrating proficiency in preparing photo features and photo stories. The outdoor exercises aimed to familiarize students with different aspects of photography. Students were required to capture photographs with various compositions, exploring different angles, perspectives, and framing techniques to create visually appealing images. They also experimented with different f- stops (aperture settings) to understand the impact on depth of field and overall image sharpness. Similarly, students explored different shutter speeds to capture motion blur or freeze action in their photographs.

BA (JMC) 156: DESIGN AND GRAPHICS LAB-II

Design and Graphics Lab - II aimed to provide students with comprehensive knowledge and practical skills in utilizing design software for creating layouts in the context of print media. The course's objectives were centered around enabling students to apply their acquired knowledge of design principles and software tools effectively, while also demonstrating proficiency in designing and producing visually appealing layouts. Throughout the lab sessions, students were introduced to various design software programs, with a specific focus on CorelDraw and InDesign. These software tools offered a wide range of functionalities and features that were essential for designing and formatting print media materials. By using these tools, students were able to explore different design elements and gain hands-on experience in layout design.

BA (JMC) 108: HEALTH COMMUNICATION

Health Communication is a comprehensive course that aims to equip students with the necessary knowledge and skills to effectively communicate health-related information to the public. The objectives of the course are designed to enable students to understand the fundamentals of public health, recognize the significance of health communication, and apply their knowledge in reporting and writing on health and lifestyle issues. In the first unit, students are introduced to the concept of public health, its definition, and its importance in society. They explore the role of health awareness and the significance of practices such as yoga in promoting overall well-being. The unit also sheds light on major public health and lifestyle issues prevalent in India and provides an overview of the healthcare system in both rural and urban areas. Additionally, students gain insights into India's status as a medical tourism destination.

BA (JMC) 158: HEALTH COMMUNICATION LAB

Health Communication is a comprehensive course that aims to equip students with the necessary knowledge and skills to effectively communicate health-related information to the public. The objectives of the course are designed to enable students to understand the fundamentals of public health, recognize the significance of health communication, and apply their knowledge in reporting and writing on health and lifestyle issues. In the first unit, students are introduced to the concept of public health, its definition, and its importance in society. They explore the role of health awareness and the significance of practices such as yoga in promoting overall well-being. The unit also sheds light on major public health and lifestyle issues prevalent in India and provides an overview of the healthcare system in both rural and urban areas. Additionally, students gain insights into India's status as a medical tourism destination.

SECOND YEAR
(THIRD SEMESTER)

Course Code	Course Title
CORE COURSES	
BA (JMC) 201	Development Communication
BA (JMC) 203	Basics of Radio Programming and Production
BA (JMC) 205	Basics of Video Camera, Lights and Sound
BA (JMC) 251	Radio Production Lab
BA (JMC) 253	Video Production Lab
BA (JMC) 255	Summer Training Report
ELECTIVE COURSES	
BA (JMC) 207	Radio Jockeying and News Reading
BA (JMC) 209	Video Editing
BA (JMC) 257	Radio Jockeying and News Reading Lab
BA (JMC) 259	Video Editing Lab

BA (JMC) 201: DEVELOPMENT COMMUNICATION

The course includes practical exercises and assignments to provide hands-on experience to the students. These may involve creating communication campaigns, designing advocacy materials, conducting field visits, organizing community events, and developing multimedia content. By

actively engaging in these activities, students develop their skills in planning, implementing, and evaluating development communication initiatives. Overall, the Development Communication course prepares students to become effective communicators and change agents in the field of development. They are equipped with the knowledge, skills, and ethical principles necessary to promote social transformation, empower communities, and contribute to sustainable development goals

BA (JMC) 203: BASICS OF RADIO PROGRAMMING AND PRODUCTION

Students learn about the post-production phase, including editing, mixing, and the addition of sound effects and music. They also explore the use of audio filters and understand their importance. Additionally, students gain insights into the evaluation process for radio programs, including the measurement techniques and tools used to assess their quality and effectiveness. Throughout the course, students engage in practical exercises and assignments to apply their knowledge and develop their skills in radio programming and production. These hands-on activities may involve creating sample programs, conducting interviews, producing advertisements, and evaluating radio content. By the end of the course, students are equipped with the necessary skills and knowledge to excel in the field of radio programming and production. They are prepared to create engaging and impactful radio programs, demonstrate proficiency in using production equipment, and evaluate the effectiveness of their work.

BA (JMC) 205: BASICS OF VIDEO CAMERA, LIGHTS AND SOUND

The Basics of Video Camera, Lights, and Sound course aims to equip students with a comprehensive understanding of video production equipment and techniques. By the end of the course, students should be able to describe video camera operations and functions, camera movements, mounts, shots, angles, and compositions, lighting techniques for video production, as well as methods of recording and in-camera editing. The course begins with an introduction to video cameras, covering the various parts and their functions. Students learn about different types of video cameras, equipment, and accessories used in video production. They also gain knowledge about broadcast standards and the importance of adhering to them.

BA (JMC) 251: RADIO PRODUCTION LAB

The Radio Production Lab is designed to complement the theoretical knowledge gained in the Basics of Radio Programming and Production course by providing students with practical exercises and assignments. The lab aims to develop students' abilities to distinguish and differentiate between various radio program formats and enhance their skills in radio program production. By the end of the lab, students should be proficient in applying their knowledge and demonstrate their competency in producing radio programs. During the lab, students engage in a series of hands-on exercises and assignments that simulate real-world scenarios. They begin by actively listening to and analyzing various radio program formats, enabling them to identify and discuss the unique characteristics and elements of each format. This exercise helps them develop a deeper understanding of the diverse range of radio programs.

BA (JMC) 253: VIDEO PRODUCTION LAB

The Video Production Lab is designed to provide students with hands-on experience and practical skills in using video cameras, lights, and sound for studio and location shooting. By the end of the lab, students should be able to effectively operate and handle video systems. The lab exercises and assignments focus on developing proficiency in various aspects of video production. In the camera section, students learn to operate and handle video cameras by performing tasks such as white balancing, adjusting exposure, managing depth of field, and utilizing filters. They also explore camera mounts, composition techniques, continuity of shots, and camera movements to capture visually engaging footage.

BA (JMC) 207: RADIO JOCKEYING AND NEWS READING

Students in radio jockeying and news reading programs undergo comprehensive training. They perfect voice modulation and pronunciation, grasp broadcasting fundamentals, and hone scriptwriting and interviewing skills. They learn to gather and report news accurately, while mastering radio programming and audience engagement strategies. Additionally, they receive industry insights and career guidance, preparing them for successful careers in radio broadcasting.

BA (JMC) 209: RADIO JOCKEYING AND NEWS READING LAB

The "Radio Jockeying and News Reading Lab Course" offers hands-on experience and practical training in the field of radio broadcasting. Students engage in simulated studio environments where they learn to operate equipment, manage live broadcasts, and develop their on-air personas. The course focuses on honing essential skills such as voice modulation, script delivery, and interview techniques. Students also practice news gathering, writing, and reporting to deliver accurate and engaging news updates. Through this experiential learning approach, students gain confidence and proficiency in radio jockeying and news reading, preparing them for real-world broadcasting opportunities.

BA (JMC) 255: SUMMER TRAINING REPORT

Certificate

This is to certify that:

Mamta

Has successfully secured

Content Writing

Internship at Stylist Myntra through Internshala.

Internship Duration

18.09.2022 – 18.10.2022

MANAGING DIRECTOR

Content Writing CERTIFICATE

SECOND YEAR

(FOURTH SEMESTER)

Course Code	Course Title
CORE COURSES	
BA (JMC) 202	Basics of Advertising
BA (JMC) 204	Basics of Public Relations
BA (JMC) 206	Television Programming and Production
BA (JMC) 252	Advertising Lab
BA (JMC) 254	Public Relations Lab
BA (JMC) 256	TV Production Lab
ELECTIVE COURSES	
BA (JMC) 208	Television News: Reporting and Anchoring
BA (JMC) 210	Corporate Communication
BA (JMC) 258	Television News: Reporting and Anchoring Lab
BA (JMC) 260	Corporate Communication Lab

BA (JMC) 202: BASICS OF ADVERTISING

Advertising is a form of communication that attempts to influence the behavior of a defined target audience. It is a paid form of promotion that uses mass media to reach a large audience. The goal of

advertising is to persuade the target audience to take a specific action, such as buying a product, visiting a website, or calling a phone number. There are many different types of advertising, including print advertising, television advertising, radio advertising, online advertising, and social media advertising. Advertising is a powerful tool that can be used to reach a large audience and influence their behavior. However, it is important to use advertising effectively in order to achieve the desired results

BA (JMC) 204: BASICS OF PUBLIC RELATIONS

Public relations (PR) is the practice of managing the spread of information between an organization and the public. It is the art and science of building good relationships with the media, investors, customers, and other stakeholders. PR professionals use a variety of tools to achieve their goals, including: • Media relations: Building relationships with journalists and getting positive coverage in the media. • Content marketing: Creating and distributing content that is relevant to the target audience. • Social media: Using social media platforms to connect with and engage with the public. • Events: Organizing events that will generate positive publicity for the organization.

BA (JMC) 206: TELEVISION PROGRAMMING AND PRODUCTION

Television programming and production is the process of creating and delivering television content. It involves a wide range of tasks, from writing scripts to shooting footage to editing and broadcasting shows. Television programming and production is a complex and collaborative process that requires a team of talented professionals. The three main stages of television programming and production are: • Pre-production: This stage involves developing the concept for the show, writing the script, casting the actors, and securing funding. • Production: This stage involves shooting the footage, editing the footage, and adding special effects. • Post-production: This stage involves finalizing the edit, adding music and sound effects, and delivering the show to broadcasters.

BA (JMC) 252: ADVERTISING LAB

In the Advertising Lab course, the main objectives are for students to develop the skills necessary to

design, plan, and create advertisements for various mediums, as well as to apply these skills in conceptualizing and executing ad campaigns. The course includes exercises and assignments such as analyzing different types of advertisements based on idea, copy, design, and layout, and planning an ad campaign by setting objectives, conducting market analysis, formulating a creative strategy, determining an advertising budget, devising a media strategy and plan, implementing the campaign through message design and production, media scheduling, and evaluating the campaign through pre-testing and audience feedback. The course culminates in the production and presentation of an ad campaign

BA (JMC) 254: PUBLIC RELATIONS LAB

The Public Relations Lab course aims to develop students' abilities to plan, design, and execute various media releases for product, service, or idea launches, as well as demonstrate proficiency in managing PR pitches and campaigns. The course includes several exercises and assignments to reinforce these skills. Students will plan, design, and implement press releases, audio releases, video releases, and social media news releases for launch events. They will also practice writing minutes of the meeting, memos, and notices. Furthermore, students will organize a mock press conference to gain practical experience in event management. The course will culminate in a PR pitch and campaign, where students will plan objectives, logistics, PR personnel, liaising, press kit design, scheduling, and post-conference PR activities such as compiling media coverage.

BA (JMC) 256: TV PRODUCTION LAB

The objective of the television production lab course is for students to develop proficiency in planning and producing video programs. By the end of the course, students should be able to create a 5-minute fiction or non-fiction video program with social relevance. The course assignments include tasks such as preparing a video brief, writing a script, creating a shooting script and storyboard, developing a production schedule, designing floor, light, and audio plans, finalizing the production crew, and budgeting for the project.

BA (JMC) 210: CORPORATE COMMUNICATION

Corporate communication is a type of communication that involves communicating with the public, employees, and customers. In other words, it's about sharing information about your company with others in an effective way. It is a process of creating and distributing information throughout an organization. For example: newsletters, reports, presentations, speeches, media releases, promotional material, websites, and other digital content. Basically, it deals with the internal and external aspects of a company. The main goals of corporate communication are to create an image for the company, promote its products, and build relationships with customers.

BA (JMC) 260: CORPORATE COMMUNICATION LAB

An organization's brand is one of its most valuable assets. It refers to "the set of expectations, memories, stories, and relationships that, taken together, account for a consumer's choice of one product or service over another." Moreover, corporate communication plays an important role in helping an organization build awareness about its brand among its target audience by effectively communicating. It helps organizations get their brands noticed by customers, stockholders, and investors through various marketing channels such as online advertisements, or press releases issued by the company. This can be done through various marketing activities such as an advertisement, sponsorship, and PR campaigns.

THIRD YEAR

(FIFTH SEMESTER)

Course Code	Course Title
CORE COURSES	
BA (JMC) 301	Basics of New Media
BA (JMC) 303	Media Research
BA (JMC) 305	Event Management
BA (JMC) 351	New Media Lab
BA (JMC) 353	Media Research Lab
BA (JMC) 355	Event Management Lab
BA (JMC) 357	Functional Exposure Report
ELECTIVE COURSES	
BA (JMC) 307	Digital Media Marketing
BA (JMC) 309	Film Appreciation
BA (JMC) 359	Digital Media Marketing Lab
BA (JMC) 361	Film Appreciation Lab

BA (JMC) 301: BASICS OF NEW MEDIA

New media is a term used to describe the digital technologies that have emerged in recent decades.

These technologies have revolutionized the way we communicate, consume information, and interact with the world around us. Some of the key characteristics of new media include: • Digital: New media content is stored and transmitted in digital form. • Interactive: New media users can interact with content in a variety of ways, such as by clicking on links, leaving comments, or sharing content with others. • Participatory: New media users can create and share their own content, which can then be distributed to a global audience. • Collaborative: New media users can collaborate with each other to create and share content.

BA (JMC) 303: MEDIA RESEARCH

Research is a systematic investigation into a subject or problem. It is the process of gathering and analyzing information to answer questions and solve problems. Research can be used to learn new things, to improve existing knowledge, or to make decisions. Research is an essential part of the scientific method. It is the process by which scientists gather evidence to support or refute their hypotheses. Research is also used in many other fields, such as business, education, and government. Here are some of the key aspects of research: • Problem identification: The first step in research is to identify a problem that needs to be solved. • Literature review: The researcher then reviews the literature to see what is already known about the problem. • Data collection: The researcher then collects data to answer the research questions. • Data analysis: The researcher then analyzes the data to draw conclusions. • Communication of results: The researcher then communicates the results of the research to others.

BA (JMC) 305: EVENT MANAGEMENT

Event management is the process of planning, organizing, and executing events. It involves a wide range of tasks, from securing a venue to coordinating logistics to managing finances. Event managers must be able to juggle multiple tasks simultaneously and ensure that everything runs smoothly on the day of the event. Event management can be a challenging but rewarding career. It offers the opportunity to work on a variety of projects, meet new people, and make a difference in the world. If you are organized, detail-oriented, and have a passion for creating memorable experiences, then event management may be the perfect career for you.

BA (JMC) 351: NEW MEDIA LAB

The objectives of the new media lab course are to enable students to effectively use search engines, and to develop proficiency in designing and developing blogs and websites. By the end of the course, students should be able to apply these skills. The course includes exercises and assignments such as creating and maintaining blogs and vlogs, analyzing web content to distinguish between news, opinions, and advertisements, examining elements of a news website, creating a simple web page with multimedia elements using HTML, and collaborating in groups to create a dynamic website using Adobe Dreamweaver.

BA (JMC) 353: MEDIA RESEARCH LAB

The objectives of the media research lab course are to equip students with the ability to apply research techniques for pre-testing and evaluating media materials, as well as to conduct media research and write comprehensive reports. By the end of the course, students should be able to apply these skills effectively. The course includes exercises and assignments such as pre-testing and evaluating print, audio, video, and online advertisements, as well as conducting media research and preparing reports. The research process involves selecting a topic, writing a research proposal, conducting an introduction, formulating the research problem, determining the objectives and hypothesis, reviewing literature, applying data collection methods and tools, analyzing data, writing a research report, drawing conclusions, and formatting the bibliography and references according to APA style guidelines.

BA (JMC) 355: EVENT MANAGEMENT LAB

The objectives of the event management lab course are to enable students to prepare a Gantt chart for organizing an event and to demonstrate proficiency in conceptualizing, organizing, and evaluating events. By the end of the course, students should be able to apply these skills effectively. The course includes practical exercises and assignments that involve the complete process of organizing an event. Students will conduct and analyze pre-event surveys, prepare event briefs, create Gantt charts for event organization, develop checklists, estimate budgets, write sponsorship

proposals, design creatives and collaterals, plan event layouts, develop crisis and risk management plans, create monitoring plans and evaluation questionnaires, and compile final reports about the event along with multimedia presentations. These hands-on exercises aim to provide students with practical experience in event management.

BA (JMC) 307: DIGITAL MEDIA MARKETING

Digital Marketing teaches methods and tools used by companies to promote their products, services, and brand on the internet. Some of the most popular digital channels are social media, search engines, email, websites, and video platforms.One of the main benefits of Digital Marketing is that it is easier to track the impact of your campaigns. Some of the challenges are creating content that stands out from the crowd, securing funds, and building a trustworthy brand image.Some of the topics covered by Digital Marketing are: marketing principles and practice, data analysis, marketing communication, consumer behaviour, customer engagement strategies, advertising fundamentals, campaign planning, research methodology, SEO (Search Engine Optimisation), SEM (Search Engine Marketing), lead generation, etc.

BA (JMC) 359: DIGITAL MEDIA MARKETING LAB

Digital media marketing lab is a course to enhance skills of students in digital media marketing. Objectives of the Course is that On completion of this course, the student should be able to: • design and develop blog • demonstrate proficiency of skills in use of digital media effectively. Students will learn how to identify, test, and evaluate tools and strategies that drive brand awareness and lead generation. Digital marketers measure performance through KPIs (Key Performance Indicators) and ROI (Return on Investment). After graduation, Digital Marketing students find work as digital marketing specialists, content marketers, social media marketers, email marketers, SEO specialists, SEM specialists, etc.

BA (JMC) 357: FUNCTIONAL EXPOSURE REPORT

THIRD YEAR

(SIXTH SEMESTER)

Course Code	Course Title
CORE COURSES	
BA (JMC) 302	Media Management and Entrepreneurship
BA (JMC) 304	Global Media: An Overview
BA (JMC) 306	Environment Communication
BA (JMC) 352	Final Project and Comprehensive Viva

BA (JMC) 302: MEDIA MANAGEMENT AND ENTREPRENEURSHIP

Media management and entrepreneurship is the process of creating, managing, and growing a media business. It involves a wide range of skills, including business planning, marketing, finance, and technology. Media entrepreneurs are people who start their own media businesses. They are often passionate about media and have a strong vision for the future of their businesses. Media management and entrepreneurship is a challenging but rewarding field. It offers the opportunity to create new media products and services, to reach a global audience, and to make a difference in the world.

BA (JMC) 304: GLOBAL MEDIA: AN OVERVIEW

Global media refers to the flow of information and ideas across national borders. It is made possible by the rise of new technologies, such as the internet and satellite television. Global media has a significant impact on our lives, shaping our culture, our values, and our understanding of the world. Here are some of the key characteristics of global media: • It is transnational: Global media flows across national borders and reaches a global audience. • It is commercial: Global media is driven by profit, and is often owned by large corporations. • It is standardized: Global media often adopts a standardized format, which can make it difficult to reflect local cultures and perspectives. • It is powerful: Global media has a significant impact on our lives, shaping our culture, our values, and our understanding of the world.

BA (JMC) 306: ENVIRONMENT COMMUNICATION

Environmental communication is the study and practice of how people, organizations, and societies communicate about environmental issues. It includes a wide range of activities, from interpersonal communication to media coverage, and from public education to policy advocacy. The goal of environmental communication is to raise awareness of environmental problems, change people's behavior, and influence public policy. Environmental communication is a complex and interdisciplinary field, drawing on theories and methods from communication studies, environmental studies, political science, sociology, and psychology. It is a growing field, as the world becomes increasingly aware of the need to address environmental challenges.

CHAPTER- II

FUNCTIONAL AREA

INTEGRATED MARKETING (PR)

Strategy for PR Campaign

PR Campaign Strategy: Empowering Menstrual Hygiene Awareness :

1. Objective:

The primary objective of the PR campaign is to raise awareness about menstrual hygiene, break taboos, and empower individuals to make informed choices regarding their menstrual health. The campaign aims to reach marginalized communities, particularly in slum areas, to ensure accessibility to menstrual hygiene products and promote proper hygiene practices.

2. Target Audience:

- Teenage girls and women in slum areas, particularly in the vicinity of Shakurpur Railway Station, Delhi.
- Community leaders, influencers, and stakeholders involved in women's health and hygiene initiatives.
- Social media users interested in health and wellness, including Instagram users.

3. Key Messages:

- Empowerment through education: Providing accurate information and resources for informed decision-making.
- Breaking taboos and dispelling myths surrounding menstruation.
- Promoting inclusivity and accessibility to menstrual hygiene products.
- Prioritizing health and well-being through proper hygiene practices.

4. Strategies and Tactics:

1. **Face-to-Face Interviews:**
- Conduct interviews with teenage girls and women in slum areas near Shakurpur Railway Station to understand their challenges and experiences regarding menstrual hygiene.
- Use these interviews to gather insights, stories, and testimonials to drive awareness and empathy.

2. **Online Campaigning on Instagram:**
- Create a dedicated Instagram page for the campaign to serve as a platform for education and awareness.
- Regularly post informative content, including posts, videos, and interviews, to engage the target audience and foster dialogue.
- Utilize relevant hashtags to increase visibility and reach a wider audience interested in menstrual hygiene topics.

3. **Distribution of Educational Material and Sanitary Napkins:**
- Distribute educational pamphlets, posters, and leaflets in slum areas to provide information about menstrual health and hygiene practices.
- Provide free sanitary napkins to individuals in need, emphasizing the importance of access to affordable and safe menstrual products.

4. **Measurement and Evaluation:**
- Track engagement metrics on social media platforms, including likes, shares, comments, and follower growth.
- Monitor media coverage and measure the reach and tone of press mentions.
- Conduct surveys or interviews to assess changes in awareness, attitudes, and behaviors regarding menstrual hygiene among the target audience.

5. **Timeline:**
- Launch the campaign with face-to-face interviews and distribution of educational material and sanitary napkins in the first month.

- Roll out the online campaigning on Instagram simultaneously to maintain momentum and engagement.
- Continuously monitor and adapt strategies based on feedback and performance metrics over the campaign's duration.

6. **Budget:**
- Allocate funds for printing educational materials, purchasing sanitary napkins, and any necessary travel expenses for fieldwork.
- Seek sponsorship or donations from partners and sponsors to supplement the campaign budget.

7. **Communication Plan:**
- Establish a clear communication plan within the campaign team to ensure coordination and consistency in messaging across all channels.
- Regularly update stakeholders, including partners, sponsors, and supporters, on campaign progress and milestones.

8. **Sustainability and Legacy:**
- Develop strategies for sustaining the campaign's impact beyond its initial duration, such as establishing partnerships with local organizations for ongoing support and advocacy.
- Document and share success stories and best practices to inspire future initiatives and continue raising awareness about menstrual hygiene.

By implementing these strategies and tactics, the PR campaign aims to make a meaningful difference in promoting menstrual hygiene awareness, empowering individuals, and fostering positive change in marginalized communities.

Budget for PR Campaign

PR Campaign Budget: Empowering Menstrual Hygiene Awareness

Printing and Production:

- Educational pamphlets, posters, and leaflets: Rs.100
- Campaign banners and signage: Rs.200

Total: Rs.300

Sanitary Products:

- Purchase of sanitary napkins for distribution: Rs.300

Total: Rs.300

Travel Expenses:

- Transportation for fieldwork and interviews: Rs.400

Total: Rs.400

Miscellaneous:

- Contingency fund: Rs.200

Total: Rs.200

Total Budget:

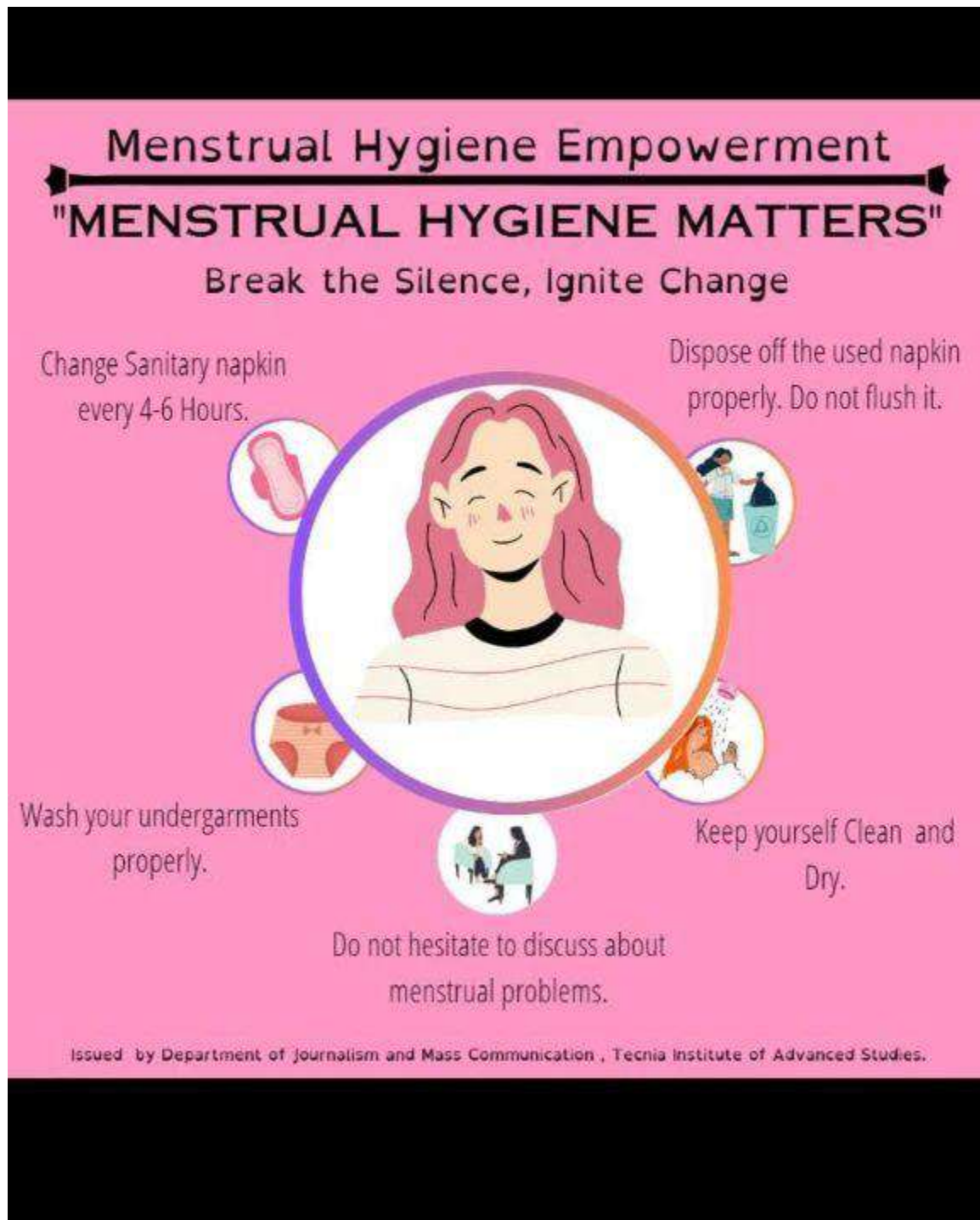**Printing and Production: Rs.300**

Sanitary Products: Rs.300

Travel Expenses: Rs.400

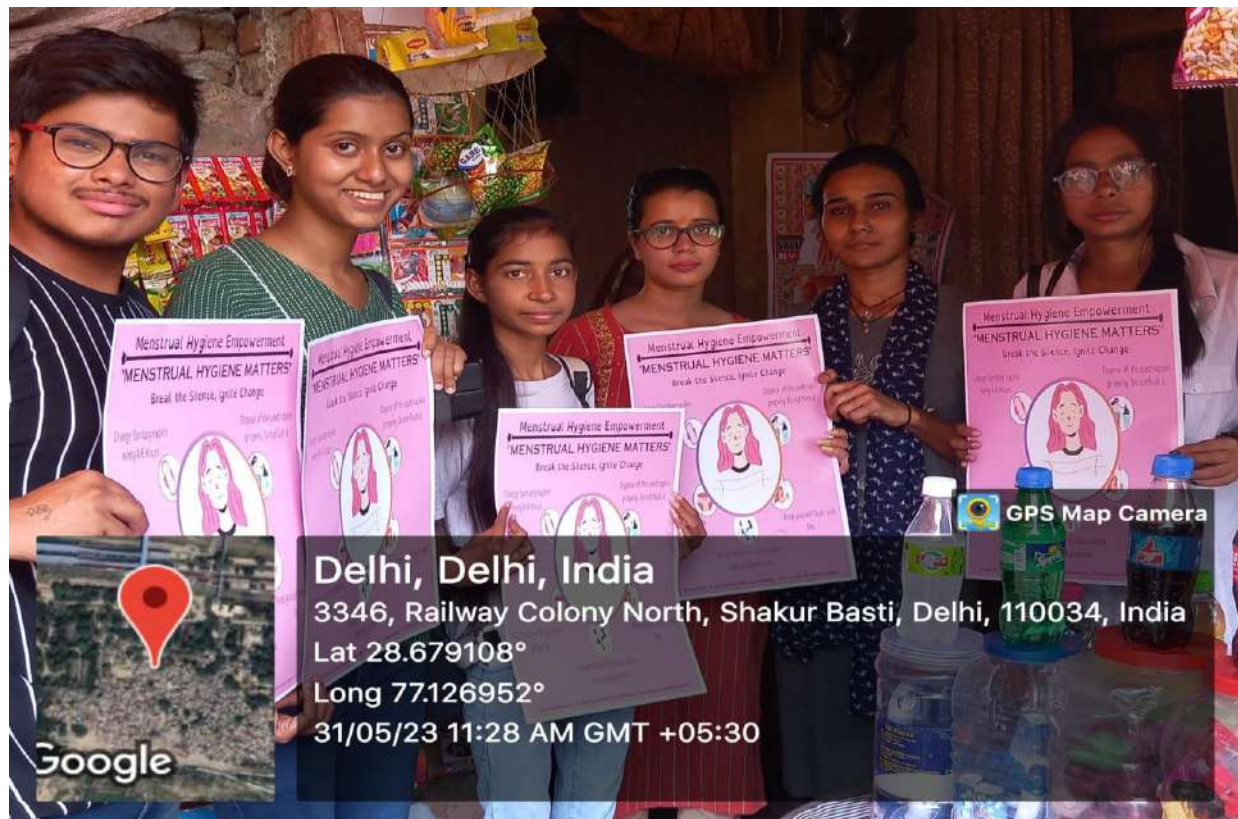**Miscellaneous: Rs.200**

Grand Total: Rs.1200

Execution of PR Campaign

Poster of campaign:-

Execution of campaign:-

Delhi, Delhi, India
Shakur Basti, Railway Colony South, Shakur Basti, Delhi, 110056, India
Lat 28.679985°
Long 77.127658°
31/05/23 11:09 AM GMT +05:30

Delhi, Delhi, India
3346, Railway Colony North, Shakur Basti, Delhi, 110034, India
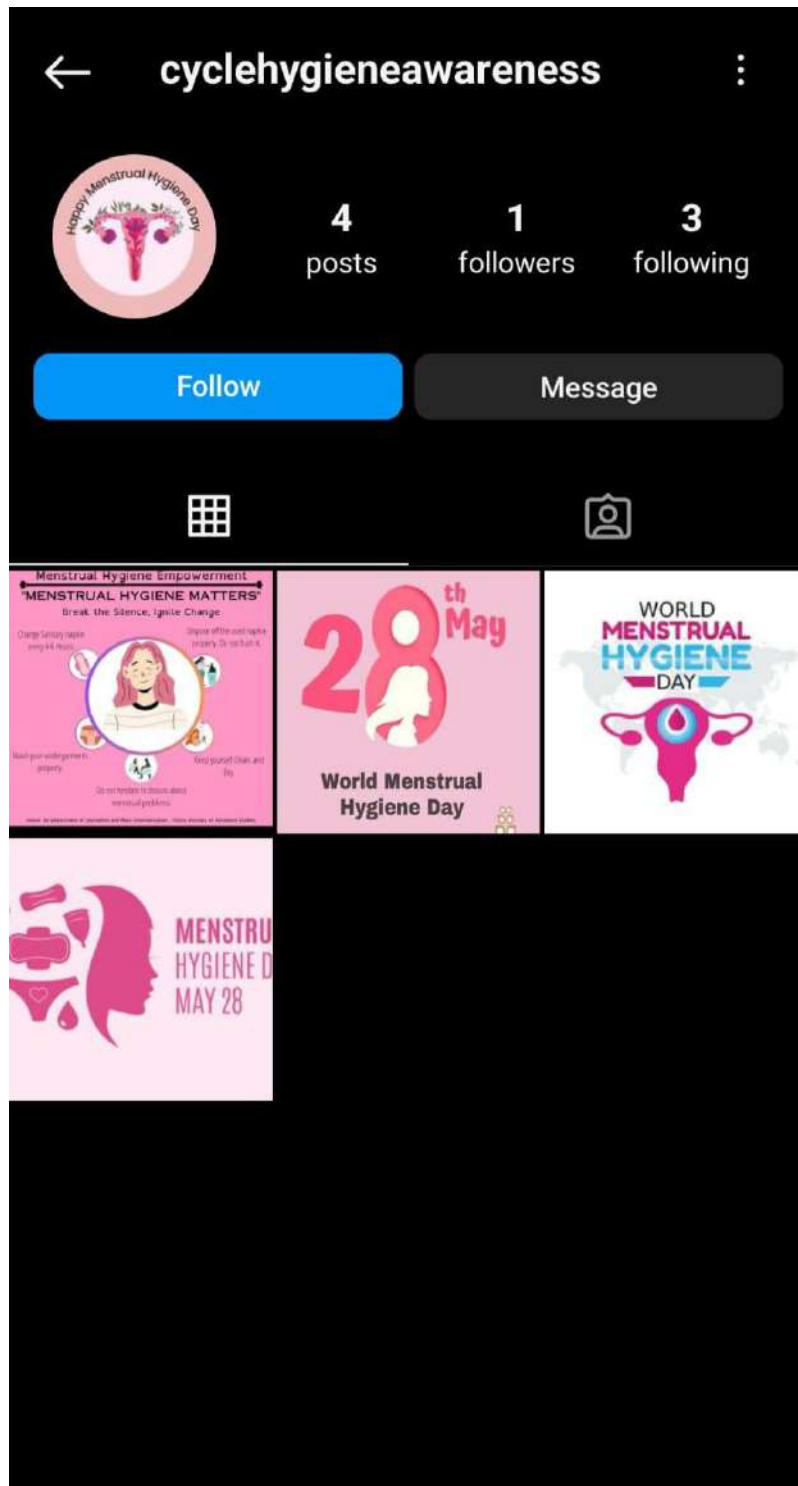Lat 28.679108°
Long 77.126952°
31/05/23 11:28 AM GMT +05:30

Social Media Account:-

PR Campaign Survey Link:-

https://docs.google.com/forms/d/e/1FAIpQLSfxbaT_JaSbSpEy04BolTwEiv16IxupftudcxeQp
RfW6OOtQg/viewform?vc=0&c=0&w=1&flr=0

Questions of PR Campaign:-

1. How do you manage your menstrual hygiene in the slum environment?

2. How accessible are sanitary products such as pads or tampons for you in the slum? Are they affordable?

3. How do you dispose of used sanitary products? Is there proper waste management in place?

4. Have you received any education or information about menstrual hygiene practices? If yes, from whom?

5. Are there any health concerns or issues you experience during menstruation that you would like to address?

1. आप झुग्गी-झोपड़ियों के वातावरण में मासिक धर्म स्वच्छता का प्रबंधन कैसे करती हैं?

2. स्लम में आपके लिए सैनिटरी उत्पाद जैसे पैड या टैम्पोन कितने सुलभ हैं? क्या वे किफायती हैं?

3. आप उपयोग किए गए सैनिटरी उत्पादों का निपटान कैसे करते हैं? क्या उचित अपशिष्ट प्रबंधन मौजूद है?

4. क्या आपने माहवारी स्वच्छता के बारे में कोई शिक्षा या जानकारी प्राप्त की है? यदि हाँ, तो किससे?

5. क्या मासिक धर्म के दौरान आपको कोई स्वास्थ्य संबंधी चिंता या समस्या है जिसे आप दूर करना चाहेंगी?

Press Conference Report

Name of the event: - Press conference on "Education Importance in Life"

Date of the event: - 2, June 2023

Location of the event: - Tecnia Institute of Advanced Studies

Number of persons attending: - 40

Conference summary

On 2nd June, Tecnia Institute of Advanced Studies organized a Press Conference related to PR Campaign on slum area "Education Importance in Life" objective of the PR Campaign is to taught parents why education is important in their children's life and parents will be encouraged to sent their children to school regularly. After awareness educational kits will be given. PR tools like short video, kits, door-to-door, in campaigns will be used PR campaign is done with collaboration with Tecnia Institute Literary Club.

Questions Asked by Journalists

Q1. Tools used for PR Campaign?

Short videos, Kits, Door-to-Door campaign.

Q2. PR Campaign collaboration with any NGO, Institute?

Collaboration with Tecnia Institute's Literary Club collab. This collaboration will help in both way.

Q3. How the campaign will help in Girls education?

Girls will be informed about their benefits and their parents too will be informed about Girl Child Schemes, Policy to encourage them about education importance.

Q4. How you will tell parents about Govt. schemes and benefits of Govt. school?

We will tell them about Govt. school benefits instead of taking admission in Private school with their low Annual Income.

Q5. How you will monitor if your campaign will be successful?

If any one student will start studying by the help and awareness of their campaign it will be considered successful.

Q6. How you will convince a child if you see him selling Tea?

We will tell him that income is important but education is more important. Education is the tool of power which can change one's world. We will inject this thought in parents mind too and we will also tell about the criminal act of making children work.

Q7. Face of your Campaign? Whose example will you give?

APJ Abdul Kalam is face of our campaign. Example we will tell them about people who come from rags and become rich through education.

Q8. How you will make sure that children have taken admission?

We will go and take Post-Education feedback.

<h1 style="text-align:center">Press Release in English and Hindi</h1>

FOR IMMEDIATE RELEASE

Fabio Biscuit Unveils New Range of Irresistible Biscuits, Delighting Taste Buds with ExquisiteFlavors and Textures

DELHI, 5 JUNE, 2023 – Fabio Biscuit, a renowned name in the confectionery industry, is thrilled to announce the highly anticipated launch of its latest range of biscuits. Crafted with meticulous attention to detail, the new collection promises to captivate taste buds with an exquisite combination of flavors and textures.

Fabio Biscuit's new range features an exciting assortment of delectable options, carefully curated to cater to diverse palates. Indulge in the velvety goodness of Rich Chocolate Bliss, where the perfect blend of cocoa and sweetness creates an irresistible treat. Experience a burst of refreshing citrus with Zesty Lemon Delight, offering a delightful balance of tanginess and sweetness. For those seeking an enchanting caramel experience, Crunchy Caramel Crunch delivers a satisfying crunch and rich caramel flavor. Lastly, the Buttery Vanilla Dream transports you to moments of pure bliss with its smooth, buttery taste and comforting aroma.

"We are delighted to present our customers with our new range of biscuits, meticulously craftedto offer an indulgent and memorable snacking experience," said Mr.Anirudh Sharma, CEO at Fabio Biscuit. "With a perfect harmony of flavors and textures, we are confident that our customers will find their new favorites among these delectable treats."

Fabio Biscuit prides itself on using only the finest ingredients, ensuring superior quality and taste.

The new range also caters to various dietary preferences, with vegetarian options available.Each biscuit is meticulously baked to perfection, representing the commitment of Fabio Biscuit to delivering exceptional products that exceed expectations.

The new range of Fabio Biscuit is now available at leading supermarkets, grocery stores, and online retailers, allowing biscuit enthusiasts to savor the delightful flavors at their convenience. Fabio Biscuit encourages customers to share their snacking experiences and join the conversation on social media using the hashtag #FabioBiscuitNewRange.

About Fabio Biscuit:

Fabio Biscuit is a distinguished name in the confectionery industry, known for its unwavering commitment to crafting high-quality and delicious treats. With a passion for flavor innovation and customer satisfaction, Fabio Biscuit continues to create unforgettable snacking moments for consumers worldwide.

For media inquiries, please contact:

Ridhima choudhary

Fabio Biscuit

Fabiobiscuit@gmail.com

6574788378

D.A.V School Organizes Spectacular Cultural Fest at Jawaharlal Nehru Stadium

Delhi, June 14,and 15 – D.A.V School is excited to announce its upcoming Cultural Fest, set to take place at the renowned Jawaharlal Nehru Stadium. This highly anticipated event promises to be a vibrant celebration of talent, creativity, and cultural diversity.
The Cultural Fest, organized by D.A.V School, will showcase the incredible talents of its students in various disciplines such as music, dance, drama, and art. With captivating performances and engaging activities, the festival aims to provide a platform for young artists to express themselves and inspire the audience.

"We are thrilled to host this grand Cultural Fest at the prestigious Jawaharlal Nehru Stadium," said, Mrs. Sneha verma Principal at D.A.V School. "It will be a joyous occasion where our students can display their talents and celebrate the rich cultural heritage of our nation."

The festival will feature captivating dance routines, melodious musical performances, gripping theatrical acts, and stunning art displays. Attendees can look forward to an immersive cultural experience that highlights the creativity, skills, and enthusiasm of the talented students of D.A.V School.The event will also include interactive workshops, where participants can learn various art forms, dance styles, and musical techniques. Additionally, food stalls offering a variety of delectable cuisines will be available to enhance the overall festival experience.

"We invite everyone to join us for this memorable event and witness the incredible talent and cultural diversity showcased by our students," added Mrs. Sneha verma. "It will be a delightful celebration of arts, culture, and unity."

The Cultural Fest organized by D.A.V School will take place on 14 and 15 June at the prestigious Jawaharlal Nehru Stadium. The event is open to the public, and admission tickets canbe purchased at the venue.

About D.A.V School:
D.A.V School is a renowned educational institution committed to providing quality educationand nurturing the talents of its students. With a focus on holistic development, the school encourages students to excel in academics, arts, and sports.

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Renowned Celebrity Chef Sanjeev Khanna Joins Forces with Spiceart for Unique Culinary Experience

Mumbai 25 June – Celebrity chef Sanjeev Khanna, known for his exceptional culinary skills and popular television shows, has teamed up with Spiceart, a leading restaurant renowned for its culinary excellence. This exciting collaboration promises to deliver a one-of-a-kind dining experience, combining the chef's expertise with the restaurant's commitment to culinary innovation.

Chef Sanjeev Khanna, with his extensive knowledge of Indian cuisine and a flair for creating exquisite flavors, has earned accolades and a dedicated following. The collaboration with Spiceart offers food enthusiasts an exclusive opportunity to indulge in the chef's signature dishes in a setting known for its gastronomic excellence.

"We are thrilled to partner with Celebrity Chef Sanjeev Khanna for this extraordinary culinary collaboration," said Abhijit saha, CEO at Spiceart. "His culinary artistry and passion for creating exceptional flavors perfectly align with our vision of providing a unique dining experience to our esteemed guests."

During this collaboration, diners can expect an innovative and thoughtfully curated menu that reflects Chef Sanjeev Khanna's culinary expertise. The fusion of traditional Indian flavors with modern techniques promises a culinary journey that tantalizes the taste buds and leaves a lasting impression. "I am excited to collaborate with Spiceart and present my culinary creations to the discerning diners of Mumbai," expressed Chef Sanjeev Khanna. "Together, we strive to create an

unforgettable dining experience that showcases the richness of Indian cuisine and celebrates the art of fine dining."

The collaboration between Chef Sanjeev Khanna and Spiceart is set to elevate the culinary scene in Mumbai. It is an opportunity for food connoisseurs to savor the chef's extraordinary creations and experience a harmonious blend of flavors, textures, and presentation in an inviting and elegant ambiance.

About Chef Sanjeev Khanna:

Chef Sanjeev Khanna is a celebrity chef renowned for his expertise in Indian cuisine. With his passion for culinary innovation and his captivating television presence, Chef Sanjeev Khanna has garnered a significant fan base and widespread recognition for his culinary prowess.

About Spiceart:

Spiceart is a leading restaurant known for its commitment to culinary excellence and its dedication to providing a memorable dining experience. With a focus on showcasing the diverse flavors of Indian cuisine in a contemporary setting, Spiceart has become a sought-after destination for food enthusiasts.

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FOR IMMEDIATE RELEASE

Smellfresh Perfume Receives Award for Fragrance Excellence

Mumbai – Smellfresh Perfume is delighted to announce that it has been honored with a prestigious award for its outstanding contribution to the world of perfumery. The brand's dedication to excellence and innovation has been recognized, solidifying its position as a leaderin the fragrance industry.

The award acknowledges Smellfresh Perfume's commitment to crafting exceptional scents that captivate the senses and create memorable experiences. With a focus on quality ingredients and meticulous craftsmanship, Smellfresh Perfume consistently delivers fragrances that evoke emotions and leave a lasting impression.

"We are proud to receive this esteemed award, which recognizes our team's passion and dedication in creating exceptional fragrances," said Ritik Malhotra, CEO at Smellfresh Perfume. "We strive to bring innovation, artistry, and sensory delight to our customers, and this recognition fuels our commitment to continue pushing boundaries in the world of perfumery."

Smellfresh Perfume's award-winning fragrances have resonated with consumers worldwide, captivating them with a diverse range of scents that cater to different personalities and occasions. The brand's portfolio includes an exquisite collection of perfumes, each carefully crafted to enhance the wearer's unique style and aura.

The recognition of Smellfresh Perfume's excellence in fragrance comes as a result of rigorous evaluation by industry professionals, fragrance experts, and connoisseurs. The award serves as a testament to the brand's commitment to quality, creativity, and customer satisfaction.

About Smellfresh Perfume:

Smellfresh Perfume is a renowned fragrance brand known for its dedication to creating captivating and exceptional scents. With a focus on quality ingredients, craftsmanship, and innovation, Smellfresh Perfume has gained recognition for its ability to evoke emotions andcreate memorable experiences through its fragrances.

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Apollo Hosts Mental Health Camp to Address Critical Issues and Solutions

Delhi, 11 June – Apollo, a leading healthcare organization, is proud to announce its upcoming Mental Health Camp, aimed at addressing critical issues and exploring solutions related to mental well-being. This camp, organized by Apollo, will provide a platform for experts, professionals, and individuals to come together and discuss important aspects of mental health.

The Mental Health Camp, organized by Apollo, will feature informative sessions, interactive workshops, and panel discussions led by renowned mental health experts. The event aims to create awareness, reduce stigma, and foster a supportive environment for those struggling with mental health issues.

"We are excited to host this significant Mental Health Camp to address critical issues surrounding mental well-being," said Dr. Riya Mathur, Psychiatrist at Apollo. "Our goal is to initiate constructive conversations and collaborate on solutions that promote positive mental health for individuals, families, and communities."

The camp will cover a wide range of topics, including stress management, anxiety, depression, and building resilience. Participants will have the opportunity to engage with experts, gain valuable insights, and learn practical strategies for improving mental well-being.

The Mental Health Camp will also include activities promoting self-care, mindfulness, and relaxation techniques. Attendees will have access to resources and support networks that can assist them on their mental health journey.

"We invite everyone to join us for this impactful Mental Health Camp and be a part of the conversation on mental well-being," added Dr. Riya Mathur. "Together, we can create a more inclusive and supportive society that prioritizes mental health and offers hope and healing."

The Mental Health Camp organized by Apollo will take place on 11 June at Apollo. The event is open to the public, and interested participants can register online or contact Apollo for further information.

About Apollo:
Apollo is a renowned healthcare organization committed to delivering exceptional healthcare services and promoting overall well-being. With a focus on quality, innovation, and patient-centric care, Apollo strives to make a positive impact on the health of individuals and communities.

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तत्काल प्रसारण के लिए

गिव इंडिया गैर-लाभकारी संगठन समुदाय की पहलों का समर्थन करने के लिए एक फंडरेजिंग गैला आयोजित करती है।

मुम्बई, 12 जून- गिव इंडिया, एक प्रमुख गैर-लाभकारी संगठन, गैला आयोजित करने के लिए गर्व महसूस कर रहा है जिसका उद्देश्य समुदाय के पहलों का समर्थन करना है। यह महत्वपूर्ण कार्यक्रम, गिव इंडिया द्वारा आयोजित किया गया है, जिसके माध्यम से संगठन सामाजिक और सांस्कृतिक मुद्दों पर जोड़कर संगठनों का समर्थन करने की योजना बना रहा है।

गिव इंडिया द्वारा आयोजित फंडरेजिंग गैला को मुख्यतः विचारशीलता, सहभागिता और संघटन द्वारा किए जा रहे समुदाय के पहलों के समर्थन के लिए समर्पित किया गया है। यह कार्यक्रम एक बड़े संगठनित माध्यम से नकदी और सामग्री के रूप में योगदान करने का एक अवसर प्रदान करेगा।

"अभिमन्यु शर्मा", CEO गिव इंडिया के बारे में कहते हैं, "हमें यह गर्व है कि हम इस महत्वपूर्ण फंडरेजिंग गैला को आयोजित कर रहे हैं, जो हमारे समुदाय के पहलों का समर्थन करने के लिए निर्माणाधीन है। हमारा लक्ष्य सामाजिक समस्याओं के समाधान में एक महत्वपूर्ण योगदान देने के लिए संगठनों के साथ मिलकर विचारशीलता और सहभागिता को प्रोत्साहित करना है।"

फंडरेजिंग गैला में अग्रणी लोगों के द्वारा प्रस्तुत किए जाएंगे महत्वपूर्ण विचारशील और दिलचस्प भाषण, ग्रुप चर्चा और विशेष आकर्षक कार्यक्रम। इसके साथ ही, उद्घाटन समारोह के दौरान, एक संगठन के उद्घाटन के रूप में उत्कृष्ट सेवा पुरस्कारों की घोषणा की जाएगी जो समुदाय के प्रमुख संगठनों को आदर्शों के लिए पुरस्कृत करेगी।

गिव इंडिया द्वारा आयोजित फंडरेजिंग गैला 12 जून को मुम्बई, उत्तर स्टैंड पर आयोजित की जाएगी। यह आयोजन सार्वजनिक है और इच्छुक सहभागियों को ऑनलाइन पंजीकरण करने या गिव इंडिया से संपर्क करने के लिए विवरणों के लिए संपर्क कर सकते हैं।

अधिक जानकारी के लिए, कृपया संपर्क करें:

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तत्काल प्रसारण के लिए

SMC ग्लोबल को कार्यस्थल विविधता और समावेश के लिए चुने जाने का बदला मिला।

दिल्ली, 10 जून - SMC ग्लोबल, एक अग्रणी वैश्विक कंपनी, को "कार्यस्थल विविधता और समावेश के लिए चुने जाने का" महत्वपूर्ण सम्मान से नवाजा गया है। यह मान्यता कंपनी के समावेशी और विविधता पर अटूट समर्पण की प्रशंसा करती है।

यह पुरस्कार SMC ग्लोबल के सदस्यों के विचारधारा में मानवीयता, विविधता, और समावेश की मजबूत प्रतिबद्धता के परिणामस्वरूप प्राप्त हुआ है। कंपनी के सामाजिक मानव संसाधन नीतियों, संगठनात्मक संरचना, और कर्मचारी संघों के साथी संगठनों के साथ सहयोग के प्रमुख तत्वों की प्रशंसा की गई है।

" विहान राठौर", CEO ने SMC ग्लोबल के बारे में कहा, "हमें यह सम्मान मिलने पर गर्व है कि हम कार्यस्थल विविधता और समावेश के क्षेत्र में एक चुने जाने वाले कंपनी के रूप में मान्यता प्राप्त कर रहे हैं। हम सदैव संगठन के आदर्शों और मानवीय मूल्यों को बनाए रखने के लिए प्रतिबद्ध हैं।"

SMC ग्लोबल के द्वारा प्राप्त यह सम्मान 10 जून को दिल्ली के स्विट इन पर संपन्न हुआ। यह सार्वजनिक मान्यता है और अधिक जानकारी के लिए, कृपया संपर्क करें:

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इंद्रप्रस्थ विश्वविद्यालय को शैक्षणिक उत्कृष्टता के लिए शीर्ष संस्थानों में मान्यता प्राप्त।

दिल्ली, 1 जून - इंद्रप्रस्थ विश्वविद्यालय, एक प्रमुख शिक्षण संस्थान, को "शैक्षणिक उत्कृष्टता के लिए" महत्वपूर्ण संस्थानों में मान्यता प्राप्त हुई है। यह सम्मान उच्च शैक्षिक मानकों, गुणवत्तापूर्ण पाठ्यक्रमों, और अद्वितीय शिक्षण ढांचे को गढ़ती उपस्थिति के लिए संस्थान की बेजोड़ प्रतिबद्धता को दर्शाता है।

इंद्रप्रस्थ विश्वविद्यालय के प्रमुख, प्रतीक, ने कहा, "हमें यह सम्मान प्राप्त होने पर गर्व है कि हम शैक्षणिक उत्कृष्टता के क्षेत्र में उच्च स्थान प्राप्त कर रहे हैं। हम अद्वितीय शिक्षण अनुभव और छात्रों के विकास को प्राथमिकता देते हैं और उच्चतम शैक्षिक मानकों की प्रतिष्ठा बनाए रखने के लिए प्रतिबद्ध हैं।"

इंद्रप्रस्थ विश्वविद्यालय की इस मान्यता प्राप्ति 1 जून को दिल्ली पर समारोह के दौरान हुई। इस सार्वजनिक संघर्ष की बधाई है और अधिक जानकारी के लिए, कृपया संपर्क करें:

कीर्ति यादव

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तत्काल प्रसारण के लिए

ओप्पो कंपनी ने उद्योग को क्रांतिकारी बनाने के लिए नवाचारी उत्पादन लॉन्च किया।

मुम्बई, 11 जून - ओप्पो कंपनी ने "उद्योग को क्रांतिकारी बनाने के लिए" नवाचारी उत्पादन का लॉन्च किया है। यह उत्पादन उद्योग में नए और आधुनिक साधारिता की प्रवर्तन करने का उद्देश्य रखता है।

यह नवाचारी उत्पादन ओप्पो XR के रूप में जाना जाता है। इसके विशेषताओं में बड़ी स्क्रीन, एचडी डिस्प्ले, 6000 एमएएच की बैटरी, गोरिल्ला ग्लास सुरक्षा शामिल हैं। यह उत्पादन ओप्पो कंपनी को नए स्तर पर ले जाने का वादा करता है और अद्वितीय अनुभव प्रदान करता है।

"राजीव सिंह ", CEO, ने कहा, "हमें गर्व है कि हमने यह नवाचारी उत्पादन लॉन्च किया है जो उद्योग को क्रांतिकारी बनाने का नया मार्ग प्रदान करेगा। हम स्थिर रहने के बजाय नए संभावनाओं की ओर आगे बढ़ने के लिए आत्मसमर्पण करते हैं और ग्राहकों को उत्कृष्टता प्रदान करने के लिए प्रतिबद्ध हैं।"

ओप्पो कंपनी द्वारा इस नवाचारी उत्पादन के लॉन्च [तारीख] को [स्थान] पर हुआ। यह सार्वजनिक संघर्ष की बधाई है और अधिक जानकारी के लिए, कृपया संपर्क करें:

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प्रसिद्ध लेखिक भाविनी भार्गव द्वारा उद्यमिता पर अत्यंत प्रतीक्षित पुस्तक का विमोचन।

मुम्बई, 15 जून - प्रसिद्ध लेखिक भाविनी भार्गव द्वारा उद्यमिता पर अत्यंत प्रतीक्षित पुस्तक का विमोचन होने जा रहा है। यह पुस्तक उद्यमिता के माध्यम से सफलता के मार्गदर्शन करने का लक्ष्य रखती है।

इस प्रतीक्षित पुस्तक का नाम "अधर्म" है। इसमें उद्यमिता के महत्वपूर्ण मुद्दों, रणनीतियों और अनुभवों के बारे में विस्तार से चर्चा की गई है। यह पुस्तक उद्यमिता के क्षेत्र में मान्यताप्राप्त लेखिक भाविनी भार्गव की नवीनतम योगदान है।

"जयशंकर प्रसाद", लेखक, ने कहा, "हमें यह गर्व है कि हम इस उद्यमिता पर आधारित पुस्तक का विमोचन कर रहे हैं। हमें उम्मीद है कि यह पुस्तक उद्यमिता के इरादों को प्रेरित करेगी और उच्चतम स्तर की सफलता तक पहुंचने में मदद करेगी।"

यह प्रतीक्षित पुस्तक का विमोचन मुम्बई, 15 जून को होने जा रहा है। यह सार्वजनिक संघर्ष की बधाई है और अधिक जानकारी के लिए, कृपया संपर्क करें:

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Introducing CrunchDelight - A New Era of Snacking

New Delhi, India - April 7, 2024 - CrunchDelight, an esteemed name in the world of Indian snacks, proudly unveils its latest innovation: the CrunchyMasala Chips. Bursting with bold flavors and irresistible crunch, CrunchDelight's CrunchyMasala Chips are set to revolutionize snacking experiences nationwide.

Crafted with care and passion, CrunchyMasala Chips are made from premium quality potatoes and a secret blend of spices that tantalize the taste buds with every bite. Whether enjoyed solo or paired with your favorite dip, CrunchyMasala Chips promise to satisfy cravings and elevate snacking to new heights.

"At CrunchDelight, we're committed to delivering snacks that not only taste great but also bring people together," said Aryan Gupta, CEO of CrunchDelight. "With the launch of CrunchyMasala Chips, we're excited to offer consumers a delicious and convenient snack option that celebrates the vibrant flavors of India."

CrunchyMasala Chips are now available at leading retailers nationwide. Embrace the crunch and indulge in the bold flavors of CrunchDelight's latest creation today!

For media inquiries, please contact:

Riya Kapoor

Public Relations Manager

CrunchDelight

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About CrunchDelight:

CrunchDelight is a renowned Indian snack brand dedicated to delivering delicious and innovative snack options to consumers across the country. With a focus on quality, flavor, and convenience, CrunchDelight's products are loved by snack enthusiasts of all ages. For more information, visit www.crunchdelight.com.

FOR IMMEDIATE RELEASE

Introducing SpiceBite: A Flavorful Twist on Classic Snacking

Mumbai, India - April 8, 2024 - SpiceBite, a trailblazer in the world of Indian snacks, is thrilled to unveil its latest creation: the TangyTadka Namkeen. Bursting with bold spices and tangy flavors, SpiceBite's TangyTadka Namkeen offers a delightful twist on traditional snacking, guaranteed to tantalize taste buds and leave snack enthusiasts craving for more.

Crafted with care and expertise, TangyTadka Namkeen combines the finest ingredients with a unique blend of spices, creating a symphony of flavors that dance on the palate with every bite. From the zing of lemon to the punch of chili, each morsel of TangyTadka Namkeen promises an unforgettable snacking experience.

"At SpiceBite, we're passionate about redefining snacking experiences with bold flavors and innovative twists," said Priya Singh, CEO of SpiceBite. "With the launch of TangyTadka Namkeen, we aim to delight consumers with a snack that captures the essence of India's culinary heritage while offering a burst of flavor in every bite."

TangyTadka Namkeen is now available at leading retailers nationwide. Elevate your snacking game with SpiceBite's TangyTadka Namkeen and experience the perfect balance of spice, tang, and crunch.

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About SpiceBite:

SpiceBite is a dynamic Indian snack brand committed to pushing the boundaries of flavor and innovation in the snacking industry. With a focus on quality, creativity, and authenticity, SpiceBite's products are beloved by snack enthusiasts across the country. For more information, visit www.spicebite.com.

FOR IMMEDIATE RELEASE

Nature's Harvest Farms Announces Partnership with Organic Oasis to Expand Sustainable Agriculture in India

New Delhi, India, April 2, 2024 - Nature's Harvest Farms, a leading advocate for sustainable agriculture, is delighted to announce a strategic partnership with Organic Oasis, a renowned organic farming cooperative. This partnership marks a significant milestone in promoting sustainable agricultural practices and enhancing food security in India.

Through this collaboration, Nature's Harvest Farms and Organic Oasis will join forces to advance organic farming initiatives, promote biodiversity, and support rural communities across India. By leveraging Nature's Harvest Farms' expertise in sustainable agriculture and Organic Oasis' experience in organic farming practices, the partnership aims to drive positive environmental and social impact.

"We are excited to partner with Organic Oasis to further our commitment to sustainable agriculture in India," said Rahul Gupta, CEO of Nature's Harvest Farms. "As the demand for organic and sustainable food continues to grow, it is imperative to promote practices that prioritize environmental stewardship and community well-being. Through this partnership, we aim to expand access to organic produce while preserving the natural resources for future generations."

Rahul Gupta continued, "By collaborating with Organic Oasis, we can combine our knowledge, resources, and networks to create a more sustainable and resilient agricultural sector in India. Together, we will empower farmers, promote biodiversity, and contribute to building a healthier and more sustainable food system."

Sarita Patel, Director of Organic Oasis, expressed enthusiasm about the partnership, stating, "We are thrilled to partner with Nature's Harvest Farms to promote organic farming and sustainable agriculture practices in India. Organic Oasis has long been committed to supporting farmers and communities in adopting organic farming methods that protect the environment and promote health and well-being. Through our collaboration with Nature's Harvest Farms, we will expand our reach and impact, driving positive change across India's agricultural landscape."

Sarita Patel added, "Together, we will work towards building resilient farming communities, fostering biodiversity, and promoting sustainable livelihoods. This partnership exemplifies our shared values and commitment to creating a more sustainable and equitable future for all."

The partnership between Nature's Harvest Farms and Organic Oasis underscores the importance of collaboration and innovation in addressing the challenges facing agriculture and food systems in India. Both organizations are dedicated to working together to promote sustainable practices, enhance food security, and create lasting positive impact across the country.

About Nature's Harvest Farms:

Nature's Harvest Farms is a leading advocate for sustainable agriculture, dedicated to promoting organic farming practices, biodiversity conservation, and rural development. With a focus on environmental stewardship and community empowerment, Nature's Harvest Farms is committed to building a more sustainable and resilient food system.

About Organic Oasis:

Organic Oasis is a renowned organic farming cooperative, committed to promoting organic agriculture, biodiversity conservation, and rural livelihoods. Through its network of farmers and partners, Organic Oasis works to support sustainable farming practices, empower communities, and promote access to organic produce.

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Reliance Media Companies Merge with Disney India to Revolutionize Entertainment Landscape

Mumbai, India, April 10, 2024 - Reliance Media Companies, a powerhouse in the Indian entertainment industry, proudly announces a landmark merger with Disney India, a subsidiary of The Walt Disney Company. This strategic collaboration marks a significant milestone in reshaping the entertainment landscape in India and beyond.

Through this merger, Reliance Media Companies and Disney India aim to combine their unparalleled content portfolios, creative expertise, and technological innovations to deliver immersive entertainment experiences across multiple platforms. The partnership will leverage the strengths of both entities to create compelling content, expand market reach, and enhance audience engagement.

"We are thrilled to announce the merger of Reliance Media Companies with Disney India, a globally renowned entertainment leader," said Mukesh Ambani, Chairman of Reliance Industries Limited. "This partnership reflects our commitment to revolutionizing the entertainment industry in India and offering consumers unparalleled content experiences. By joining forces with Disney India, we will harness the power of storytelling and technology to captivate audiences and drive growth."

Bob Chapek, CEO of The Walt Disney Company, expressed equal enthusiasm about the merger,

stating, "We are excited to partner with Reliance Media Companies to further our presence and impact in India's dynamic entertainment market. This collaboration brings together two industry leaders with a shared vision for delivering world-class entertainment experiences. Together, we will unlock new opportunities for creativity, innovation, and growth."

The merger between Reliance Media Companies and Disney India is expected to result in synergies that benefit consumers, content creators, and stakeholders alike. Both entities are committed to leveraging their collective strengths to push the boundaries of entertainment and deliver unparalleled value to audiences across India and beyond.

About Reliance Media Companies:

Reliance Media Companies is a leading player in the Indian entertainment industry, with a diverse portfolio spanning film production, television broadcasting, digital streaming, and more. Committed to pushing the boundaries of creativity and innovation, Reliance Media Companies is dedicated to delivering compelling content experiences to audiences worldwide.

About Disney India:

Disney India is a subsidiary of The Walt Disney Company, a global entertainment powerhouse renowned for its iconic brands and beloved characters. With a focus on storytelling, creativity, and innovation, Disney India is committed to delivering magical entertainment experiences that capture the hearts and imaginations of audiences across India.

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FOR IMMEDIATE RELEASE

Godrej Consumer Products Recognized Among Top CSR Companies in India for 2023

Mumbai, April 7, 2024 – Godrej Consumer Products Limited (GCPL) has secured the prestigious sixth spot on The CSR Journal's esteemed list of top companies for Corporate Social Responsibility (CSR) in India for the year 2023. This recognition reaffirms GCPL's unwavering commitment to integrating sustainability into its business ethos and making a positive impact on society.

Under its Good & Green vision and CSR Policy mandated by Section 135 of the Companies Act, 2013, GCPL has undertaken transformative CSR initiatives aimed at addressing critical economic needs and empowering marginalized sections of society. One of its flagship programs, Salon-i, has emerged as a beacon of empowerment for women, providing vocational training in beauty and wellness skills. Since its inception in the fiscal year 2012-13, Salon-i has empowered over 2,84,000 women, with a significant increase in employability and entrepreneurship opportunities.

Building upon the success of Salon-i, GCPL introduced Beautypreneur, a pioneering initiative to incubate beauty and wellness entrepreneurship among women. With over 4,210 women entrepreneurs supported since 2016-17, Beautypreneur has showcased remarkable social and economic returns, with a Social Return on Investment of ₹6.46 for every ₹1 invested and a 50% increase in revenue for participants.

In addition to empowering women, GCPL's CSR programs also address pressing challenges such as climate change, urbanization, and economic growth. Through community projects focused on waste management and circular economy principles, GCPL aims to reduce waste generation and promote sustainable practices. Initiatives like converting plastic waste into fuel and recycling

forest and agri residue into biofuel briquettes are already making a significant impact, with the goal of diverting 50 MT of waste from landfills by 2023.

Furthermore, GCPL is actively engaged in watershed management projects, particularly in drought-prone areas like Siddipet, Telangana. By treating hectares of land and supporting sustainable agriculture practices, GCPL is contributing to ecological restoration and community resilience.

In response to the COVID-19 pandemic, GCPL has demonstrated its commitment to community welfare by distributing food packets, conducting behavior change initiatives, and providing essential hygiene training to vulnerable populations, including adolescent girls.

"We are honored to be recognized as one of the top CSR companies in India by The CSR Journal. At GCPL, we believe in creating shared value for all stakeholders and are committed to driving sustainable development and positive social change," said Mr. Vivek Gambhir, Managing Director and CEO of Godrej Consumer Products Limited.

For more information about GCPL's CSR initiatives, please visit www.godrejcp.com.

About Godrej Consumer Products Limited:

Godrej Consumer Products Limited is a leading consumer goods company in India, with a diverse portfolio of household and personal care products. Committed to sustainability and social responsibility, GCPL strives to make a positive impact on society and the environment through its business operations and CSR initiatives.

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Karnataka Bank Ltd. Leads Green Initiatives for Environmental Sustainability and Animal Welfare

Mangaluru, April 5, 2024 – Karnataka Bank Ltd., a premier banking institution committed to corporate social responsibility (CSR), has demonstrated its dedication to environmental sustainability and animal welfare through a substantial investment in green initiatives.

Under the project titled "Green Initiatives," Karnataka Bank has allocated INR 0.54 Cr towards promoting environmental sustainability and animal welfare. The primary objective of these initiatives is to maintain the ecological balance in Karnataka and Delhi, two key regions impacted by urbanization and environmental degradation.

Implemented directly by Karnataka Bank Ltd., the project has seen an investment of INR 0.58 Cr in afforestation activities, focusing on planting trees and creating green spaces in Delhi and Karnataka. These efforts aim to mitigate the adverse effects of urbanization, preserve biodiversity, and enhance the quality of life for local communities.

"We are proud to spearhead the Green Initiatives project, which underscores our commitment to environmental stewardship and animal welfare," said Shri Mahabaleshwara M. S., Managing Director and CEO of Karnataka Bank Ltd. "At Karnataka Bank, we recognize the importance of

protecting our natural resources and promoting sustainable practices for the well-being of current and future generations."

By investing in afforestation and green initiatives, Karnataka Bank seeks to achieve tangible impacts, including improved air quality, enhanced biodiversity, and increased green cover in urban areas. Additionally, the project aligns with the bank's broader CSR strategy, focusing on initiatives that create positive social and environmental outcomes.

"We believe that by investing in green initiatives, we can contribute to the larger goal of building sustainable communities and preserving our planet's natural resources," added Shri Mahabaleshwara M. S. "Through collaborative efforts and partnerships, we aim to drive positive change and create a more sustainable future for all."

For more information about Karnataka Bank Ltd.'s CSR initiatives and green initiatives, please visit www.karnatakabank.com.

About Karnataka Bank Ltd.:

Karnataka Bank Ltd. is a leading private sector bank headquartered in Mangaluru, Karnataka, India. Established in 1924, the bank has a rich legacy of over 90 years and is renowned for its customer-centric approach and commitment to excellence in banking services.

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MEMO

To: All Employees From: HR
Department Date: June 1, 2023
Subject: New Dress Code Policy

We are writing to inform you about the new dress code policy that will take effect on June 15, 2023. We believe that this policy will help to maintain a professional and respectful work environment for all employees.

The new dress code policy requires all employees to dress in business casual attire. This includes collared shirts, dress pants or skirts, and closed-toe shoes. Jeans, shorts, t-shirts, and sneakers are not permitted.

We understand that some employees may have questions or concerns about this policy. If you have any questions or concerns, please do not hesitate to contact the HR department.

We appreciate your cooperation in adhering to the new dress code policy. We believe that this policy will help to maintain a professional and respectful work environment for all employees.

Sincerely,
HR Department

Minutes of Meeting

Meeting Minutes: Company Picnic Planning Committee Date: June 1, 2023

Time: 2:00 PM - 3:00 PM

Location: Conference Room A

Attendees: Joohi, Sarah, Mishank, and Jiya Agenda:

1. Review the budget and finances

2. Discuss the location and date

3. Plan the activities and games

4. Assign tasks and responsibilities

Discussion:

1. The committee reviewed the budget and finances and agreed to allocate $5000 for the event.

2. The committee discussed potential locations and dates for the company picnic and decided on the local park on July 15, 2023.

3. The committee brainstormed activities and games for the event, including a tug-of-war, water balloon toss, and a relay race.

4. The committee assigned tasks and responsibilities, including John being responsible for food and drinks, Sarah responsible for decorations, Mike responsible for music and sound equipment, and Jane responsible for coordinating the games and activities.

Action Items:

1. Joohi to finalize the menu and order the food and drinks.

2. Sarah to purchase decorations and coordinate the setup.

3. Mishank to organize the music and sound equipment.

4. Jiya to finalize the games and activities and coordinate with the volunteers.

Next Meeting:

The next meeting will be held on June 15, 2023, at 2:00 PM in Conference Room A to finalize the details for the company picnic

CONCLUSION

The purpose of this research was to investigate and identify effective strategies and approaches within the field of Public Relations (PR). Specifically, the research aimed to explore the evolving landscape of PR in the context of modern communication channels, including traditional media, digital platforms, and emerging technologies. PR, as a vital component of communication and marketing, plays a crucial role in shaping public perception, building brand reputation, and fostering positive relationships with stakeholders.

Through the analysis conducted, it becomes evident that PR is more than just a means of disseminating information; it is a strategic tool for influencing attitudes and behaviors. In today's fast-paced and interconnected world, PR professionals must adapt to changing trends and embrace new technologies to effectively reach their target audience.

The purpose of this final project was to identify effective roles and strategies for dealing with Public Relations as a profession. Based on the analysis conveyed, it can be concluded that there are multiple roles and strategies important for surviving in this field. Future exploration into Public Relations field could be useful to finding future perspective. The amount of exploration this field could give others with most future benefits is worth exploring.

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