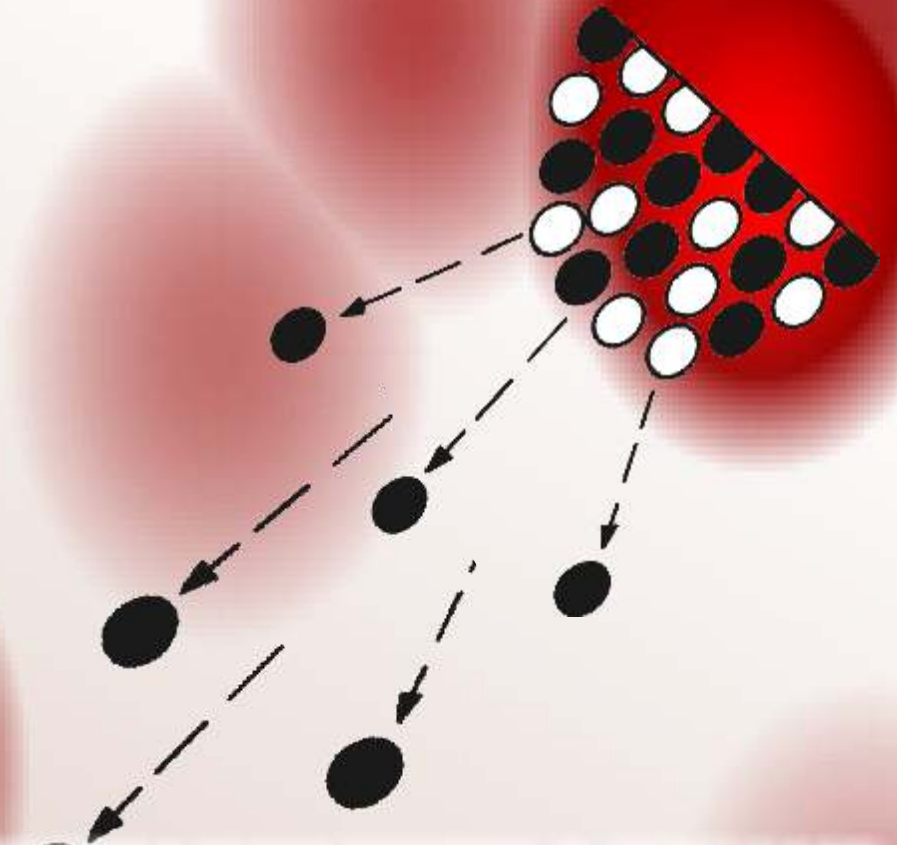


EMERGENCE

LUCKNOW-2006

RE-DEFINING PR



“GOVERNANCE WITH A HUMAN
FACE - EMERGING TRENDS
& ROLE OF PR”

28th All India Public Relations Conference

Lucknow

8-10 December, 2006



Public Relations Society of India

The Era may differ and yet the aura is the same. The ambience may differ and yet the aroma is the same.

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India is one of the oldest civilizations in the world with a kaleidoscopic variety and rich cultural heritage; with all the strength and the compassion of her great culture. Inheriting a glorious past, India has achieved multifaceted socio-economic progress during the 59 years of its Independence and is racing forward towards a valued future.

Welcome to Lucknow

"NOT ROME, NOT ATHENS, NOT CONSTANTINOPLE, NOT ANY CITY THAT I HAVE SEEN APPEARS TO ME SO STRIKING AND BEAUTIFUL AS THIS LUCKNOW AND THE MORE I GAZE, THE MORE ITS BEAUTY GROWS ON ME"

as viewed and recorded by Howard Russell, Correspondent for The Times, London, on his visit to Lucknow in 1856.

The early Indian culture is not something of the past - it continues to live, sustaining its spirit, waiting to be rediscovered and given newer forms. Lucknow, the golden city of the east retains a genteel, royal ambience with ancient colonial and timeless monuments.

Regarded as one of the finest cities of India, Lucknow represents a culture that combines emotional warmth, a high degree of sophistication, courtesy and a love for gracious living. The sublime cultural richness famous as 'Lakhnawi Tehzeeb' blends the cultures of the two communities living side by side for centuries, sharing similar interests, speaking a common language, Urdu.

Lucknow - the nerve center of modern Indian politics - plays the host for the premier public relations event organized by the PRSI, Lucknow chapter. The 28th All India Public Relations Conference is being organized from December 8 - 10, 2006 at the AMITY UNIVERSITY, Lucknow Campus, Viraj Khand 5, Gomti Nagar, Lucknow.

Seminar Scenario

This year's theme for EMERGENCE - LUCKNOW 2006 CONFERENCE - 'GOVERNANCE WITH A HUMAN FACE - EMERGING TRENDS & ROLE OF PR - seeks to re-invent PR as a potent instrument for strengthening dignity, dissent and development which are the hallmarks of a democracy.

Free flow of information, easy access to communication and faster movement of people across countries and continents have enabled the emergence of a global community with a broader perspective and understanding of the fundamentals of an inclusive society, transparency, rule of law and good governance practices - all of them essential components of a successful democratic order.

Dignified human existence and acceptable levels of socio-economic equity have to be secured on a priority basis for which we have to enforce accountability which is the key element in ensuring good governance at all stages. Democracy is not just a form of government but more of a way of life and governance.

Good governance is essentially participatory, consensus-oriented, accountable, transparent, responsive, effective and efficient, equitable and inclusive and follows the Rule of Law. It also warrants that corruption is minimized, if not eliminated, the views of the minorities and the weaker sections are accommodated and the voice of the most vulnerable in the society is heard in decision-making.

The Legislature and the media are two of the pivotal pillars on which rests the edifice of a parliamentary democracy. It is of crucial importance that the government machinery and the media work together, taking advantage of the developments in the field of information and communication technologies, to help evolve an informed citizenry and an informed democracy.

The mega PR event will provide a platform to explore and define public relations in the present context of 'good governance', public activism, 24X7 satellite news channels, and an aware and demanding citizenry. The event will provide an opportunity to listen and learn from a varied range of communications experts and also enable you to exchange views to ideas to further enhance your own capabilities and professionalism.

EMERGENCE - Lucknow 2006 will help you to build relations, enrich your networking, and enhance your PR knowledge and skills through showcasing of new methodologies, international updates, innovative strategies and new schools of thought.

PROGRAMME

08.12.2006 (Friday)	12 p.m. - 2.00 p.m. 2.00 p.m. - 2.45 p.m. 3.00 p.m. - 5.00 p.m.	Inaugural Session Lunch Session -1
09.12.2006 (Saturday)	9.30 a.m. - 11.30 a.m. 11.30 p.m. - 12.00 p.m. 12.00 p.m. - 1.30 p.m. 1.30 p.m. - 2.30 p.m. 2.30 p.m. - 4.00 p.m. 4.00 p.m. - 4.30 p.m. 4.30 p.m. - 5.30 p.m.	Session - 2 Tea Session -3 Lunch Session - 4 Tea Session - 5
10.12.2006 (Sunday)	9.30 a.m. - 11.30 a.m. (PR case studies) 11.30 p.m. - 12.00 p.m. 12.00 p.m. - 1.30 p.m. 1.30 p.m. - 2.30 p.m. 2.30 p.m. - 4.00 p.m. 4.00 p.m. - 4.30 p.m. 4.30 p.m.	Session - 6 Tea Session -7 Lunch Session - 8 Valedictory Session Tea

Adding Value through Net-working

The conference will provide the participants an opportunity to make new friends, strengthen bonds and update their knowledge and information; and the Cultural evenings followed by dinner will be a platform to make new beginnings in relationships.

Please feel free to call / contact :

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Conferences Down The Years

27 th	New Delhi	2 - 4 Dec 2005	Quest for Leadership - Role of Public Relation
26 th	Kolkata	17-19 Dec 2004	Reinventing PR: Roadmap to Success
25 th	Bangalore	19-12 April 2003	Communicating for Global Peace
24 th	Guwahati	14-16 Dec. 2002	Transcending New Frontiers
23 rd	New Delhi	14-16 Dec. 2001	Exploring Opportunities
22 nd	Hyderabad	8 Feb. 2000	PR Challenges, 2000 & Beyond
21 st	Chandigarh	23 April 1999	Image India Public Relations Strategy
20 th	Calcutta	29-31 Jan., 1998	The Brave New World of Public Relations: (FIRST ASIA- PACIFIC PR MEET)
19 th	Ooty	14-16 Feb., 1997	Image Management: A Password to 21st Century
18 th	Jaipur	Oct., 1995	PR: The Decade Ahead
17 th	Bombay	8-10 Dec. 1994	Wings Of Change: Public Relations Challenges
16 th	Madras	9-11 Dec. 1993	Ushering in a New Era: Public Relations Issues
15 th	New Delhi	13-15 Nov., 1992	India and the New World Order
14 th	Cochin	9-11 Oct., 1991	Information Technology: A Challenge to Communicators
13 th	Bangalore	June, 1990	Change: A Challenge for Public Relations
12 th	Calcutta	June, 1989	Public Relations the same of the art
11 th	Hyderabad	26-28 Feb., 1988	One Country. One People: PR- Perspectives
10 th	New Delhi	Sept., 1986	Changing Indian Scene PR Challenges
9 th	Bangalore	2-4 Feb., 1984	The Dynamics of Development Communication PR-Perspectives
8 th	Bombay	19-23 Jan., 1982	The Interdependent world (9TH WORLD PR CONGRESS)
7 th	Calcutta	1980	New Dimensions in PR
6 th	Cochin	Jan., 1978	Public Relations in Eighties
5 th	New Delhi	March 1976	Towards Greater Professionalism
4 th	Bombay	Jan. 1974	Towards a More Responsible Citizenship
3 rd	Calcutta	March 1972	PR and the Changing Citizenship
2 nd	Madras	Feb., 1970	Role of PR in Management
1 st	New Delhi	21 April 1968	Professional Approach

**The real Swaraj will come not by the acquisition of authority by a few
but by the acquisition of capacity by all to resist authority, when abused.**

Mahatma Gandhi

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Swaraj or complete individual, spiritual, political independence is to be attained by educating the masses to a sense of their capacity to regulate and control authority.

The role of Public Relations and Communications in this national mission is paramount. The Public Relations fraternity stands committed to empowering people through the free flow of ideas by word and image, and by access to information and knowledge by harnessing the powerful and all pervasive Information & Communications Technologies.

Promoting Freedom of Expression, Freedom of media, Democracy, Pluralism, Peace and Tolerance is the emerging role of PR in facilitating and promoting Good & Effective Governance.



Who can participate?

Public Relations Professionals
Corporate Communicators
Advertising Executives
Media Experts

Marketing / Human Resources Consultants
Academicians and Trainers in PR communication
PR/ Mass Communication / Management Students / Trainees
Government Officials /NGOs / Social Activists

Registration Fee	Before Nov. 20 2006	After Nov. 20 2006
PRSI/IPRA Members	Rs. 3000/-	Rs. 3500/-
Non Members	Rs. 3500/-	Rs. 4000/-
Students	Rs. 500/-	Rs. 1000/-
Spouses	Rs. 1800/-	Rs. 2000/-
Former PR Professionals	Rs. 1500/-	Rs. 2000/-

Payment of Fee

Indian & Foreign national can pay by cheque or demand draft in favour of 'PRSI LUCKNOW CONFERENCE - 2006', payable at Lucknow.

May be sent to Secretary, Organising Committee.



REGISTRATION FORM

28th All India Public Relations Conference Lucknow - India, 8-10 December, 2006

INSTRUCTIONS: Please complete all information on this registration form (if needed, the form may be photocopied for additional registrations). Form must be complete, with full payment in order to be processed. REGISTRATIONS RECEIVED WITHOUT PAYMENT WILL NOT BE PROCESSED. Submit a separate form for each registrant.

This form must be received by November 20, 2006 (after due date with late fee entry will be accepted up to November 30, 2006).

Name (Mr./Ms.) _____
(First) (Initial)

Title/Designation _____

Organization _____

Address _____

City _____ State _____

Pin Code _____ Country _____

Telephone _____ Fax _____ Cell _____

E-mail _____ First Name for Badge _____
(Must complete to receive registration confirmation)

In case of emergency, contact: Name _____ Home _____

IMPORTANT NOTE: DUE TO SECURITY REASONS PLEASE SEND YOUR PP PHOTO FOR BADGE

EMERGENCE
LUCKNOW-2006
RE-DEFINING PR

28th All India Public Relations Conference

ORGANISING COMMITTEE

PRSI (NATIONAL EXECUTIVE)

Dr. AJIT PATHAK
(National President)

Rajesh Kumar
Vice-President (north)

R. K. Dharan
Vice-President (south)

Manoj Roy
Vice-President (east)

Ashok Singhai
Vice-President (west)

Shivrup Tiwari
Secretary General

Sumita Singh
Secretary Treasurer

RATAN MANI LAL
(Chairman)
Naresh Chandra
(Vice-chairman)
Bhuvnesh Agarwal
(Secretary)
Vijai Rai
(Treasurer)
Sanjai Kumar
(chief coordinator)

Members

Neemo Dhar
(director pr, dda, new del hi)
Satish Pandey
(information officer dipr. u p)
V. K. Srivastava
(information officer dipr. u p)
RAKESH JAITELY
(sr. manager pr, ntpc Ltd., I ko.)
A. P. Singh
(sr. manager amar uj al a, Lucknow)
Anita Gautam
(head amity school of commu. Lucknow)
Ashutosh Chaubey
(sr. manager pr amity, Lucknow campus)
Dr. Rama Srivastava
(general & laparoscopic surgeon)
P. K. Singh
(ceo, sparks advertising)

PRSI (LUCKNOW CHAPTER)

RATAN MANI LAL
(Chairman)
RAKESH JAITELY
(Vice-chairman)
Bhuvnesh Agarwal
(Secretary)
Sanjai Kumar
(Jt. Secretary)
Vijai Rai
(Treasurer)

Executive Member

Naresh Chandra
Satish Pandey
Ms. Anita Gautam
P. K. Singh
Ashutosh Chaubey
Sanjay Mohan Johari
Roopesh Agarwal

Co-opted Member (Asso.)
Dr. Rama Srivastava

28th All India Public Relations Conference

Venue

AMITY UNIVERSITY - LUCKNOW CAMPUS



EMERGENCE

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BARA IMAMBARA (ASAFI IMAMBARA)



RESIDENCY



ROOMI DARWAZA



KING GEORGES MEDICAL UNIVERSITY



CHHOTA IMAMBARA



DR. B.R. AMBEDKAR PARK

Lucknow - City of Art, Culture & Courtesy:

'LUCKNOW, VIEWED FROM A DISTANCE AND NOT TOO CLOSELY SCRUTINISED, IS ONE OF THE MOST BEAUTIFUL AND PICTURESQUE LARGE CITIES OF THE WORLD', ACCORDING TO A CITY GUIDE DATING BACK TO 1885 WHICH ALSO HAILS IT AS 'THE CENTER OF MODERN INDIAN LIFE, THE QUEEN OF INDIAN FASHION AND THE BEST EXISTING SCHOOL OF INDIAN MUSIC, GRAMMAR AND MOSLEM THEOLOGY, AT LEAST FOR THE SHIAS'

A majority of the countries pride in their histories in decades and centuries, but the wide expanse of Uttar Pradesh, the land of Lord Rama, Lord Krishna, and Lord Gautam Buddha – according to legend – records hers in hundreds of centuries.

The earliest references to this part in the Manu Smirti, by the name of Aryavrata, which unrolled and evolved into the Uttar Pradesh of today, lead us to the belief that Uttar Pradesh is the first divinely created part of the earth.

And, LUCKNOW, the capital of Uttar Pradesh - situated on the either banks of river Gomti-is a city endowed with the new and old traditional architectural legacy and the royal largesse.

The sublime cultural richness of Lucknow endowed with a very high degree of courtesy, emotional warmth, sophistication, and an immense love for living graciously salute the spirit and taste of the city and implores you to breathe in an aura of the rich nawabi culture and 'Tahzeeb' to rediscover Lucknow, its unique culture and rich ancient heritage with a modern eye.

Places of Interest

- ☒ BARA IMAMBARA (ASAFI IMAMBARA)
- ☒ CHHOTA IMAMBARA (HUSAINABAD IMAMBARA)
- ☒ SHAHNAJAF IMAMBARA
- ☒ PICTURE GALLERY HUSAINABAD
- ☒ CLOCK TOWER HUSAINABAD
- ☒ ROOMI DARWAZA
- ☒ DILKUSHA PALACE
- ☒ RESIDENCY
- ☒ CHHATTAR MANZIL (CDRI)
- ☒ NBRI
- ☒ CIMAP
- ☒ LUCKNOW UNIVERSITY
- ☒ KING GEORGE'S MEDICAL UNIVERSITY
- ☒ THE CIVIL SECRETARIAT
- ☒ CHARBAGH RAILWAY STATION
- ☒ ALIGANJ SREE HANUMAN MANDIR
- ☒ DR. B.R. AMBEDKAR PARK
- ☒ DR. RAM MANOHAR LOHIA PARK
- ☒ SGPGI
- ☒ KUKRAIL PICNIC SPOT
- ☒ IIM LUCKNOW