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PRESS INFORMATION NOTE

PRCAI ACCREDITS 18 TOP CLASS PR PRACTITIONERS

AIPR, first-ever Accreditation Programme for Indian Public Relations Professionals

New Delhi, Friday, May 13, 2022: The Public Relations Consultants Association of India (PRCAI) today announced results of India's first Accreditation Programme in Indian Public Relations (AIPR) for public relations professionals – including young professionals and emerging leaders.

Announcing the list of 18 public relations professionals who qualified for the first-ever batch of AIPR, PRCAI conferred each one of them with the prestigious AIPR pin. These young professionals will be the torchbearers of the industry as they strive to maintain strong professional and ethical standards, leading the industry.

Atul Sharma, President, PRCAI said, *“At PRCAI, we celebrate, honour and work everyday to forward the vision of our industry – to be more professional, ethical and prosperous. AIPR is our endeavour in that direction, and this is just the beginning. I am very happy for our first batch of accredited professionals, who I am sure will help in this pursuit as they lead this industry into the future. Heartiest congratulations to each one of them.”*

“The communications industry has an invaluable pool of subject matter experts who are incredible thinkers, strategists, planners, writers and are extremely committed to their profession. AIPR is a platform to recognize such talent and motivate them to continue to upskill to remain relevant in the evolving world of communications and aspire to be the best. PRCAI appreciates the efforts of seasoned veterans who formed the jury and believed in the program and its merits and are supportive mentors to help shape them as effective practitioners,” said, **Deeptie Sethi, CEO, PRCAI.**

More about the process: The first batch of AIPR participants went through two rigorous sets of testing. The preliminary round of Communications Aptitude Test assessed applicants' performance on 7 key competency areas. Of the 71 applicants, 46 were shortlisted to appear for the next round - AIPR Final Jury Round, held this spring. While some opted to appear in the Winter Round (November), 29 candidates appeared for AIPR Finals in April as they submitted a Candidate Questionnaire capturing their professional experience and capability profiles and presented the AIPR coveted jury with solutions to PR Case Studies.

The AIPR Jury, which comprised of leaders of PR Consultancies, Corporate Communications Heads, HR heads and academic experts assessed the presentations based on the frameworks

and guidelines provided by the PRCAI accreditation partner, the School of Communications & Reputation.

Recognising the accredited professionals

Eighteen (18) Professionals across both Levels 1 and 2 received accreditation in this round. Of this, the top 3 at both levels (on the basis of their aggregate performance across various levels) are:

- Level 1 candidates (1-5 years of PR Experience)- Sneha Ashok, Adfactors PR topped with highest rank of 67.8%, followed by Aastha Anand from On Purpose with net score of two rounds at 65.2%. In third place, Shruti Vakhariya from Adfactors PR earned 64.7% marks.
- Level 2 candidates (6-10 years of PR Experience)- Dhun Chhokar, On Purpose was the top scorer with the highest rank of 66.3%, followed by Adfactors PR's Sweta Mohanty at 63.5% and Aaron Dias finishing at 63.0%.

Talking about Accreditation Programme and partnership with PRCAI, **Hemant Gaule, Dean of the School of Communications & Reputation (SCoRe)** shared, *"While conceptualising AIPR, SCoRe looked at global and credible benchmarking for individual competence such as PR Society of America, Chartered Institute of PR(UK), International Association of Business Communicators that elevated the profession in their respective regions. PRCAI is perfectly equipped to steer this and help elevate PR the profession and its professionals to the next level. The 18 professionals that have been recommended for award of the accreditation excelled on all pillars of competence and will be the role models for others."*

The 2022 Winter AIPR round, for which professionals can apply in September, will be more robust and comprehensive, recognising the emerging champions of the Indian PR industry. For more information on complete list of awardees and winners, log onto <https://prcai.org/>

About PRCAI

Founded in 2001, Public Relations Consultants Association of India is the India's Most credible and influential flagship trade association in public relations. Through its code of conduct, PRCAI promotes professional standards to create a more prosperous PR industry in India and encourages its 85 plus member base across categories to adhere to the highest standards of ethical practice. PRCAI is also the member of the International Communications Consultancy Organisation (ICCO), the umbrella body for 41 PR associations and 3,000 agencies across the world. The PRCAI has a strong North, South, East and West regional network which provides cohesive and uniform support to its members.

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