

PRESS INFORMATION NOTE

PRCAI Launches Prana 2024, First Ever Story Convention Establishing the Critical Role of Public Relations in Nation-Building

- PRCAI debuts PRana, first-ever platform highlighting the power of storytelling in effecting positive change and contributing to the next phase of India's growth
- 20 key opinion leaders shared their vision for India@100 in a brand-new speech format- '300Wise', with 100 C-Suite participating and co-curating the narrative of India's progress and reputation
- Hon'ble Union Minister of Communications emphasized on the role of authentic communication
- Dr Neeraj Mittal, Secretary, Department of Telecommunications, Government of India delivered the keynote
- PRana Taal- Rise Together, a music composition released saluting the progressive spirit of India

New Delhi, Wednesday, September 4, 2024: The Public Relations Consultants Association of India (PRCAI) hosted the inaugural edition of **PRana 2024: Shaping the Story of India** on September 4, 2024 at The Leela, Chanakyapuri, New Delhi, which was attended by 20 key opinion leaders, 100-plus C-suite leaders and top communicators with the aim to co-create the new narrative of the nation, as India marches towards the centennial independence celebrations in 2047. The convention underscored the critical importance of compelling narratives for inspiring change, fostering innovation and contributing to the country's growth.

The event witnessed the launch of the survey-based report 'Bharat ki Baat 2024', a study commissioned by PRCAI to LocalCircles, India's leading community platform and pollster on public issues and governance. This study received over 180,000 responses from over 40,000 citizens located in 396 districts of India and it sought citizens' views on their hopes and aspirations in 10 key areas: growth and prosperity; geo-political influence; infrastructure; healthcare; sustainability and environment; education; skilling, employment and livelihood; ease of living cities and digital governance; technology and innovation; and communications and information.

The key findings of the PRCAI Bharat ki Baat 2024 study for India in the next five years (2029) are:

- Six in 10 Indians believe India will be the 3rd largest economy in the world and it will be a global manufacturing hub for at least five new sectors
- Six in 10 Indians believe India is likely to become a permanent member of the UN Security Council and help create a comprehensive convention against international terrorism
- Eight in 10 stated India will be able to expand modern road connectivity ecosystem to 15,000 km of access-controlled highways to improve mobility and decongest cities
- Six in 10 Indians expressed hope that India will be able to achieve expansion of Jan Aushidhi Kendras to all districts to provide low-cost, affordable medicines
- Six in 10 expressed optimism that there will be infrastructure to impart technical skills to at least 2 million individuals and enable them to find/upgrade their jobs/earnings
- Six in 10 Indians stated that they look forward to the launch of Gaganyaan as India's first human spaceflight mission landing an astronaut on the moon
- Nine in 10 indicated that authentic and timely communication and information will be critical for India to achieve trust and progress in the key development areas
- Six out of 10 respondents hoped India would have an enabling dynamic curriculum at school level as mandated by the NEP, which provides a foundation for emerging technologies and future industry needs
- Six out of 10 stated that they are optimistic about government enabling piped gas connections from current 1.1 crore to 5 crore households across India
- Five out of 10 stated that the Government will ensure that drinking water supplied to the top 50 cities is free of contamination from arsenic, mercury and other industrial pollutants

"India under the leadership Prime Minister Shri Narendra Modi is leading the world towards greater height in every field, be it infrastructure, fintech, federal governance and many more. The Government aims to ensure 'Sabka Saath, Sabka Vikas' to accomplish our goal for Viksit Bharat which coincides with 100 years of Independence. I believe all this will not be possible without an informed nation which can only be achieved with transparency and good governance. In my opinion, the communication fraternity will play a crucial role in

achieving our goals for its citizens,” said **Shri Jyotiraditya Madhavrao Scindia, Hon’ble Union Minister for Communication and North Eastern Region.**

“The role of public relations is fast changing from communicators to business enablers. PRana 2024 for the first time will bring together India’s key opinion leaders and reputation custodians who have a significant role in storytelling for nation building. ‘Bharat ki Baat 2024’ report by PRCAI validates the growing significance of the role of the public relations industry and the communications function in government, businesses or civil society organizations for ethical and authentic information.” said **Deeptie Sethi, CEO, PRCAI.**

The public relations industry is on a growth trajectory and gaining increased recognition by the CEO and the C-Suites. According to SPRINT 2023*, the private sector, startup economy, and unicorns are fueling the PR industry’s growth; the C-suite is increasingly recognizing PR and communications as a driving function rather than just an enabler. Eight out of 10 respondents for PRCAI SPRINT 2022-23* said that India Inc. leadership is working closely with their corporate communications team to devise strategies for brand communication, while 80% of corporate communications leaders report directly to the CEOs.

“At the cornerstone of authentic communication and reputation management, the PR industry is well-positioned to shape and accelerate the nation’s growth trajectory. Through PRana 2024, we have laid the foundation for a new era of strategic storytelling. With the launch of the Bharat Ki Baat 2024 report, we are also capturing real Indian voices, painting a vivid picture of the nation that India hopes to become as we approach India@100. Our overarching goal remains to amplify India’s voice and celebrate its achievements through the power of new-age communication,” said **Kunal Kishore, Vice-President, PRCAI.**

Inspired by the global trend of shorter speeches, which is gaining popularity and reflects how people consume information in today’s fast-paced world, the convention introduced a brand-new speech format called ‘300Wise’, where speakers delivered concise, high-impact visionary speeches in five minutes. Influential key opinion leaders shared their vision for India@100 at **PRana 2024** which centered around how powerful ideas can positively impact four pivotal pillars of reputation centered around Leadership and Vision, Emotional Quotient, Country Economics and Social Elevation.

PRana 2024 storytellers included business leaders and achievers such as Nadir Godrej, Chairman & MD of Godrej Industries, Imtiaaz Ali, Filmmaker, Ritesh Agarwal, CEO & Group Founder of OYO, Ashish Kumar Chauhan, MD & CEO of the National Stock Exchange of India (NSE), Captain Indraani Singh, World’s First Airbus 300 Captain, Founder of Literacy India, Santosh Iyer, MD & CEO, Mercedes-Benz India Pvt. Ltd., Chhavi Rajawat, First MBA Sarpanch, Devdutt Pattanaik, Author, Guneet Monga, Academy Award- Winning Filmmaker, Founder, Sikhya Entertainment, Kapil Sibal, Lawyer & Politician, Dr. Deepa Malik, Padmashree Khel Ratna Awardee, Para-athlete, Paralympian, Alina Alam- Founder, Mitti Café, Licypriya Kangujam, Climate Activist, Dhuwarakha Sriram - Dhuwarakha Sriram, Chief of YuWaah, Youth Development, and Partnerships at UNICEF, Manish Sharma, Chairman of Panasonic Life Solutions India and South Asia, Abhishek Poddar, Founder, Museum of Art & Photography (MAP), and Supriya Paul, Co-Founder and CEO of Josh Talks, amongst others. The Story weavers included Shantanu Deshpande, Founder & CEO, Bombay Shaving Company & Visage Lines Personal Care Pvt. Ltd. (VLPCPL), Suhasini Haidar, Diplomatic Editor of The Hindu, Kaveree Bamzai, Independent Journalist, and Fatima Mahdi Karan, Moderator, Strategic Communications AandMedia Consultant.

PRCAI at the story convention unveiled a sonic identity: the PRana Taal- Rise Together, a music composition by Tejas Menon saluting the spirit of new promising India.

PRana 2024: Shaping the Story of India is dedicated to highlighting the power of storytelling in effecting positive change and contributing to the next phase of India’s growth. PRana 2024 saluted a renewed commitment and purpose of leveraging credible storytelling as a powerful tool to shape India’s reputation, establishing it as a pivotal platform for the communications industry and setting the stage for future innovations and collaborations.

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Editor Notes

About PRCAI: Founded in 2001, the Public Relations Consultants Association of India (PRCAI) is Indian PR industry’s flagship trade association and the members share a common goal to instill best practices for the greater progression of the PR industry in India and around the world. Over the years, through consistent efforts and a

wide-ranging engagement approach for 150 plus member firms and practitioners, we have led the communications industry and also reiterated and showcased the Indian PR industry's strengths to global audiences. In line with this, PRCAI in association with globally renowned Holmes Report brings SABRE Awards which is the world's largest PR awards program, recognizing superior achievement in branding and reputation across South Asia, North America, EMEA, Asia-Pacific and Latin America. Visit <https://prcai.org/> to know more.

**SPRINT 2022-23: Study of Public Relations Insights, Nuggets and Trends*

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