

## PRESS INFORMATION NOTE

### **PRCAI Partners with Mediation Mantras To Launch An Industry First Initiative To Offer PR industry A Brand New Conflict Resolution Mechanism**

**New Delhi, Tuesday, Feb 28, 2022:** Public Relations Consultants Association of India (PRCAI), joined hands with Mediation Mantras for the first-of-a kind initiative to support the PR Industry to help resolve professional and commercial disputes through the international best practice of Mediation.

Mediation First is an initiative by Mediation Mantras, and is being launched with PRCAI to create awareness around the art and science of mediation and to help the various stakeholders engaged in formal Public Relations activities use Mediation to resolve disputes amicably.

The purpose of the Mediation First initiative is to encourage a Mediation mindset, that helps individuals and organisations shift from an adversarial win-lose way of approaching business and human interactions, to a win-win way of life for all. Adopting a Mediation mindset can help prevent issues and incidents from escalating into crises.

The Mediation First initiative by Mediation Mantras will help strengthen the PRCAI Voluntary Code of Conduct and help preserve and enrich ethical and professional practices that are core values of the association and to help foster credible relationships between member agencies, their employees, clients, the media, and other PR ecosystem partners.

Deeptie Sethi, CEO, PRCAI says “Mediation is a world-class global skill and with growing complexities and scale of the PR industry in India, we are excited to explore innovative solutions that will strengthen PR industry-practices to foster ethical and professional behaviours. Mediation mind-set will not only help all of us negotiate a positive, sustainable path to dispute prevention and resolution, but will help build a unified culture to improve sentiment and productivity in our industry. Further, it will help raise the value of Public Relations professionals and agencies at large.”

**PRCAI** has set up a Mediation Desk that will be operational from March 1, 2023 and will be monitored by Mediation Mantras, which will give PRCAI Members, their employees, and their clients, access to professional Mediators, who can write about their concern or issues to the email [mediation@prcai.org](mailto:mediation@prcai.org). Mediation Mantras will take a case to case approach to identify if the case can be approached to resolve using mediation techniques.

Mediation is a confidential and voluntary process, wherein a Mediator facilitates a collaborative problem-solving process in which both parties have the autonomy to find the best solution to resolve their dispute.

**Radhika Shapoorjee**, Founder and CEO of Mediation Mantras said, “We would like to institutionalise Mediation as the first port of call to resolve disputes in the PR industry in an amicable and peaceful manner.”

“Members of the PR fraternity will have access to a panel of experienced Mediators who will be neutral and impartial, and will help parties address disputed matters in a constructive, dialogue-based manner, in an effort to arrive at conclusive, even creative solutions to their problem.” **Mehernosh Shapoorjee**, Co- founder of Mediation Mantras added.

The PRCAI Mediation Desk will be promoted and supported with a social media campaign which builds awareness on the code of conduct and the role that Mediation can play in conflict resolution. The campaign, issued in public interest, will highlight the advantages of Mediation for speedy and effective dispute resolution, and encourage the adoption of a Mediation mind-set, which can even help develop behavioural changes in the long term towards conflict resolution across industries.

**PRCAI's Vice President, Kunal Kishore** PRCAI stated, “The purpose of the Code of Conduct is to develop a culture of mutual respect and healthy dialogue amongst industry members, and to nurture the spirit of one team and one industry. In case a member breaches any of the rules of engagement, or indulges in behaviour that leads to a dispute between client and agency, employer and employee, investor, or community at large, the PRCAI Mediation Desk will help address disputes in their early stages, and prevent them from escalating into crises.”

Disputes and conflict are inevitable in our personal and professional lives. Keeping this in mind, Mediation sensitization workshops for PRCAI members will be conducted, that will help key stakeholders such as PR Leaders, Human Resource Executives and PR Practitioners to leverage Mediation techniques to address internal and external conflicts thereby finding better, smoother ways of working and growing together as a professional industry.

###

#### **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.*

#### **About Mediation Mantras:**

*Mediation Mantras is a Mediation Consultancy that provides a wide range of services related to conflict resolution through mediation. The services include Mediation and negotiation trainings, advisory on workplace conflict and resolution, mediation awareness and sensitization workshops, to name a few. Our Mission is to make mediation the default mantra for dispute resolution of any kind – internal, external, personal, professional, or commercial. Our end goal is a socio-economic shift in mindsets, that takes us away from a win-lose way of approaching every human interaction or business transaction, toward a win-win way of life for all.*

*Mediation Mantras offers its clients a panel of verified and experienced Mediators across India, and through various Mediation Associations in the country.*

*Mediation Mantras has a strategic partnership with Singapore International Mediation Centre (SIMC) Singapore, which gives our clients access to some of the best Mediators around the world.*

*The Mediation Mantras team comprises of its core leadership and a secretariat, supported by network of individuals and organisations in India and around the world.*

**For Media Contacts:**

1. Deeptie Sethi  
ceo@prcai.org  
Mobile: 9811101383
2. Atul Sharma  
president@prcai.org  
Mobile: 9811062855
3. Radhika Shapoorjee  
Radhika@mediationmantras.com  
Mobile 9873603549