

## PRESS INFORMATION NOTE

# UnMute With PRCAI Marks The Debut Of A New Podcast Giving Voice To 'Opinions That Matter' By Indian Achievers

- PRCAI launches a brand new podcast series, Unmute on the 2023 World PR Day
- The inaugural podcast series salutes and celebrates brand India, featuring India Inc. including Ravi Venkatesan, Priyanka Gill, Vikram Sakhuja, Arundhati Bhattacharya, Avinash Pant amongst others
- The first episode to roll out on Thursday, July 20 and will be on over 75 platforms including Spotify, Anchor, BingePods, JioSaavn, Google Podcasts, Apple Podcasts

**New Delhi, Monday, July 17 2023:** Crafting the compelling narrative of a bold and progressive India, the Public Relations Consultants Association of India (PRCAI) will debut its first-ever podcast series – '**UNMUTE with PRCAI**'. The collection consists of 10 inaugural episodes that will be unveiled by India's most influential Public Relations professional body, on the World PR Day 2023 which is celebrated annually on July 16, saluting brand India and recognizing the contributions of Public Relations professionals in shaping the world.

The exclusive series brings together business leaders, and valued 'Opinions that Matter', from diverse speakers from the worlds of business, politics and culture, to amplify the voices of thought-leaders shaping the rising India. Thought-provoking, yet light hearted conversations of individual success stories will empower listeners to critically think about the challenges and opportunities in an evolving landscape.

The podcast is hosted by **Niret Alva**, an award-winning television journalist, producer, anchor, director and educator, who has been awarded a National Award (Indian) for Excellence in Visual Science-Based Communication and an International Award (Asian Television Award) for Best Anchor in a Current Affairs Series. Niret, who was also selected as an Asia 21 Leader by the New York-based Asia Society, with his rich and extensive experience, will help bring out interesting and authentic conversations.

"I have enjoyed interviewing these inspirational leaders and getting them to tell their unique stories. These stories will inspire, motivate and challenge listeners as they listen to how these industry leaders lead, deal with adversity and find balance in their

everyday lives. It's a great initiative from the Public Relations fraternity," said **Alva**, TV journalist and Co-founder of Miditech Studios.

The show will feature renowned names, including Ravi Venkatesan, Chairperson of The Global Energy Alliance for People and Planet (GEAPP); Entrepreneur Priyanka Gill, Vikram Sakhuja, Group CEO of Madison Media, and OOH; Arundhati Bhattacharya, Chairperson and Chief Executive Officer of Salesforce India and Avinash Pant, Former, Director-Marketing for Meta.

The inaugural 10 part series, sponsored by Adfactors PR, will roll out it's first episode featuring Ravi Venkatesan, Chairperson Global Energy Alliance for People & Plant (GEAPP) and Global Alliance for Mass Entrepreneurship (GAME) on **Thursday, July 20** on 75 plus platforms including Spotify, Google Podcasts, Apple Podcasts, Anchor, Bingepods, JioSaavn and whenever you get your audio content...

In the rapid fire round of the first podcast, **Niret** asks **Ravi Venkatesan** to do some crystal ball gazing about the U.S., China, Russia and India and what lies ahead. This is what Ravi had to say about India, "We need to find a way to become less divided. All our problems today require us to come together as a society and as a country to solve them. I am 60 years old, and it's the most divided I have ever seen. And that's not good for solving the many challenges that we have."

At a time when the communication industry is experiencing an upward trajectory, harnessing the power of effective communication is paramount. According to *PRCAI's research, the Study of Public Relations Insights, Nuggets, and Trends (SPRINT) 2022-23*, PR professionals are being increasingly recognised by the C-suite for their invaluable contribution. Eight out of 10 respondents said that India Inc. leadership is working closely with its corporate communications team to devise strategies for brand communication.

"It is exciting to celebrate our profession and all the hard work of the community on this World PR Day with a new podcast series from PRCAI. We believe that there is an evolution in the value proposition being offered by the communications industry to businesses through credible narratives, powerful storytelling and shaping public opinion. Unmute With PRCAI aims to connect the creative communications world with India Inc, together crafting an honest narrative of a bold new India, saluting India's compelling story in what could be the Indian century," concluded, **Deeptie Sethi, CEO, PRCAI**.

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**Editor's Note:**

*Founded in 2001, Public Relations Consultants Association of India is India's most credible and influential flagship trade association in public relations. Through its code of conduct, PRCAl promotes professional standards to create a more prosperous PR industry in India and encourages its 100 plus member base across categories to adhere to the highest standards of ethical practice. PRCAl 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 PRCAl through its appointed, elected leaders and National Chairs network provides cohesive and uniform support to its members across India through its programs, trainings, certifications, awards and thought leadership forums.*

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