

CHANAKYA

A Public Relations Council of India House Journal

COVER STORY 51

**Monetisation Mastermind:
The Art of Profit**
BBDO, Singapore,
Creative Chairman,
Tay Guan Hin
shares his insights

91 WALK THROUGH

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with Priyam for an
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Confessions experience

FAST FORWARD 17

Anamika propels you
into the future alongside
Prabhat Ranjan, where the
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Money Matters - Communicate

Dear Readers! Hold onto your hats, because we've set free a storm of excitement in this edition. We've thrown caution to the wind and decided to dive headfirst into the one thing that keeps us all up at night - MONEY! Yes, you heard it right, we're going all-in on the M-word.

In this electrifying issue, we're going to dissect and scrutinise the world of moolah in the communication industry - PR, Advertising, Media, and all that jazz. Get ready to unravel the mysteries of monetisation that have kept us awake at night (or maybe that's just the caffeine).

So, look out for our cover story, Monetisation Mastermind - The Art of Profit. That's just the tip of the iceberg. There are plenty more that will enrich your understanding of the intricate world of monetisation and how cutting-edge technology is transforming the communication landscape.

But that's not all! Have you ever wondered what those funky-looking squares known as QR codes stand for? Well, our Catalytic Converter, Unni, has outdone once again. He ensured we onboarded a tech whiz, Nishit Kantha, who's here to make QR codes your new best friend.

He's about to show you how these little squares can transform your digital experience. Buckle up, because we're taking a wild ride through the world of QR codes.

And guess what? We have an exciting addition to our team - #BackFromBreak - Smita Premkumar! We told her she had enough rest, and her expertise is too valuable to stay on the sidelines. Let's collaborate and make magic happen.

This issue has been crafted with the utmost dedication, aiming to provide you with valuable insights and, who knows, perhaps a few 'aha' moments. It's our team's way of saying thank you for your unwavering support.

So, brace yourselves and dive into this informative and thought-provoking issue. We hope you find it as thrilling to read as we did to create.

Stay curious, stay inspired, and let's make this issue unforgettable!

Editor-in-Chief

Pallavi

Goodness is not charity, it's profitable.

Communicate India!!

TEAM



ANAMIKA SAHU



VANDANA MENON



PRIYAMVADA



SMITA PREMUMAR



M SURENDRAN UNNI

FROM READERS' EYE



We value your feedback!

Positive feedback and encouraging words are the core strengths that build up an editor's attitude further.

We encourage you to share your thoughts, ideas, improvements and experiences, as we strive to create a publication that continues to captivate and resonate with our audience and be the voice of the communication industry globally.

Thank you for being an essential part of our community and for contributing your comments to the ongoing evolution of our magazine.

Wow! Nice.

- **Sujit John**, Deputy Resident Editor, The Times of India

Hi Pallavi, Wow! So glad to see this. I read a few articles. Interesting!!
And very well designed as well.

- **B Pradeep Nair**, News Editor, The Hindu

The magazine looks amazing Pallavi!!

- **Prateek Toshniwal**, Angel Investor and a professional financial advisor |
Co-founder at IVY Growth Associates and MI Capitals

An immensely impressive issue with insightful articles and catchy lay out.

- **Archana**, Chairperson, PRCI, Rourkela

Congrats. Looks interesting!!

- **Mohan Chakrabarthy** IAS retd

Wow. It's great Sir.

- **Asheesh Tayal**

Very well done issue

- **BNK**

Congratulations MB Sir. Wishing you once again all success. Hope and pray that your journal Chanakya will grow by leaps and bounds. God Bless you and Chanakya.

- **Suresh B N**

You have come out with a 48 page journal and your ' Wordsworth' captioned edit is worth reading.

- **Prof Manohar Deshmukh**

Hear from Our Featured Voices

We are thrilled to share the resounding impact of our stories with you! In this dedicated section, we present snapshots of the feedback and recognition we've received for our previous issue's features.



TEJAL SHAH

Feedback from Tejal Shah, Founder & Director, Happiness is Khushi

Thank you for taking a chance on my work and for giving it the exposure that it deserves. Your article has not only brought attention to my work, invitations to speak at prestigious platforms

but has also helped me get monetary sponsorship for future events which we are planning and has helped to establish my credibility in the field. I am truly grateful for the opportunity and feel blessed to have been featured in your publication. ●

COVERAGE OF RAJAT PATHAK'S INTERVIEW ARTICLE IN NEWS18



Scan the QR code and share your thoughts with us!



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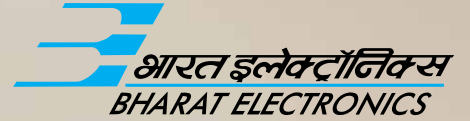
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PRCI's 20-Year Journey: United in Communication Excellence



M B JAYARAM

As leaders, it's crucial for us to deeply understand our organisation's people. This understanding is vital for effective management and long-term sustainability. To achieve this, a thorough analysis is required.

In formulating our strategy, we must recognise and nurture specific relationships and associations. Our team has embraced a forward-looking strategy rooted in our vision and responsive to our members' needs. Our strength lies in our collaboration, as Abdul Kalam wisely said, "Only strength will respect strength." This holds true in every facet of our PRCI movement.

Leaders and mentors steer the ship, but our teams are of paramount importance. This includes the eleven members of the governing council and those in key roles at various levels. Even individual members contribute significantly. Without their support, our efforts would be in vain. Teamwork is the linchpin of our achievements.

In the realm of communication, we naturally unite, as the saying goes, "birds of a feather flock together." As we embark on our 20th year with 58 chapters across India and over 50 colleges participating in the YCC, we collectively work towards our mission of 'communication for a better world.' Additionally, we extend our impact globally under the banner of the World Communicators' Council (WCC).

Our organisation boasts three influential magazines, dedicated wings for business, education, and publications, an awards program, an expert pool, and various other initiatives.

Our impressive record includes organising 16 global conclaves, with the 17th one scheduled in Delhi. These achievements signify not just credentials on paper but also a remarkable journey filled with tangible results. Together, we accomplish these milestones, and I want to express my heartfelt gratitude to all our members who have steadfastly supported us throughout PRCI's journey of growth and success.

***Chairman & Chief Mentor,
Public Relations Council of India (PRCI)***



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GEETHA SHANKAR

The Essence of Strategically Unreasonable Leadership

Harvard Business Review states that the best leaders possess contagious positive energy. The most significant predictor of success for leaders is not their charisma, influence, power, personality, attractiveness, or innovative genius. It is their positive relational energy. This energy supersedes all factors. The energy exchanged between people uplifts, enthuses, and renews them.

We have witnessed numerous examples of leaders in international, national, political, economic, corporate, sports, and various domains who have made an impact through their unique styles. They inspire, encourage, make a difference, and lead by example through love, optimism, belief in the team, accountability to standards, principles, values, and culture. They epitomise exemplary leadership.

I recently had to train a group of leaders, and the management was adamant that the training program should be titled "Strategically Unreasonable Leadership." Although challenging, the topic was exhilarating. I recalled the

Roman quote: "A mind governed by flesh leads to death. A mind governed by spirit leads to life."

In 1996, Bobby Fischer, one of the world's best chess players, proposed a rule change. He introduced Chess 960, where the black pieces were randomly arranged, rendering preplanning impossible. With 960 potential

opening boards, players had to rely on their skills and on-the-spot thinking. This innovation forced players out of their comfort zones, fostering new methods and preventing reliance on memorised moves. Habituated to autopilot mode, many of us reside in the comfort zone and gradually slip into the lazy zone. It's time we

scrambled our back rows.

Thanks to Craig Groeschel, whom I have been following for some time. He asserts that strategically unreasonable leaders can make a difference anywhere because they have a higher cause, a deeper passion, and an intense desire. Their purpose isn't just to add temporary value but to effect enduring change.



Identifying your "what" is the first step; the "how" follows.

Consider British-led India. It was Gandhi's "what" question that was pivotal; the "how" came later. Gandhi's strength as a leader paved the way for the "how."

Prime Minister Lee Kuan Yew led Singapore to independence. Amidst the struggle to build the country's infrastructure and economy, he embraced

“
If you love someone, don't let them settle for mediocrity. Push them to achieve and unlock their potential. Challenge them, and they will rise.
”



"Strategically Unreasonable Leadership." This style encompassed momentum, speed, risk, excitement, passion, intuition, and unreasonable dreams. Growth and comfort, he believed, cannot coexist. Leadership failure, often the price of success, is not an option but a necessity for such leaders. For them, failure in active pursuit is preferable to not trying at all.

We often assume that success hinges on possessions, budgets, time, and resources. However, Scott Sonenshein, in his book

'Stretch,' elucidates how everyone, from executives to entrepreneurs, parents, and athletes, performs better within constraints. This is a remarkable quality of "Strategically Unreasonable Leaders" – embracing limitations. They believe that regulations fuel innovation as teams leverage existing resources to creatively and productively solve problems and engage fully in their work and lives.

An iconic example is Dabo Swinney, the American football coach. Players loved him, and they knew he loved them. Dabo held

each player accountable, urging them to strive for their best. He said, "If you love someone, don't let them settle for mediocrity. Push them to achieve and unlock their potential. Challenge them, and they will rise."

This is the leadership model that fascinates me, one I discuss and follow closely.

The author serves as the Director of the Center for Communication Excellence, Bangalore.
geethashankar2007@gmail.com ●



MANDAR NATEKAR

Lost in Translation? NeuralGarage's VisualDub™ Creates the Magic of Authentic Multilingual Lip-sync

Discover how NeuralGarage's innovative AI technology, VisualDub™, is rewriting the rules of multilingual content synchronisation. In this exclusive interview with **Pallavi Priyadarshini & Vandana Menon, Mandar Natekar, the CEO of NeuralGarage,** takes us behind the scenes of this groundbreaking solution that bridges languages seamlessly, ensuring authentic communication in a globalised world.

Q. Could you explain in simple terms how NeuralGarage's 'VisualDub™' generative AI technology works and how it helps with multilingual lipsync for content and media?

We eliminate the visual dissonance that is noticeable in dubbed content due to discrepancies between audio and visual cues. This is achieved by synchronising the jaw and lip movements of actors with the audio using our proprietary AI technology, "VisualDub," which is agnostic to both language and facial features. This ensures that dubbed content appears visually authentic in any language.

Q. What challenges does the traditional method of dubbing advertising creatives into multiple languages pose, and how does VisualDub™ address these challenges?

In India, most ads are filmed in Hindi (over 95%) and subsequently dubbed into various languages for regional markets. However, these ads often lack authenticity and fail to resonate with local audiences due to their artificial appearance. By visually dubbing the creatives, an advertisement filmed in Hindi and dubbed in Tamil, for instance, appears as if it was originally shot in Tamil, thereby adding authenticity and genuine localisation.

Q. How did NeuralGarage's collaboration with Amazon India come about, and what were the specific goals of integrating generative AI technology into the Amazon Daily and Amazon Fresh ad campaigns?

As is common in many cases, Amazon India initially shot its advertisement in Hindi and later dubbed it in seven regional languages: Tamil, Telugu, Kannada, Malayalam, Marathi, Bengali, and Gujarati. The



primary objective of employing generative AI in these creatives was to ensure that the ads genuinely resonated with local audiences, exuding authenticity in these languages.

Q. Could you provide insights into the process of adapting and localising the creatives for regional consumers through VisualDubTM?

essentially, our technology, VisualDub, modifies the lower facial region of actors (jaw, mouth, lips, upper neck) to synchronise with the dubbed audio. This creates an illusion for viewers that the content was originally filmed in their language, rather than being dubbed.

Q. What sets VisualDubTM apart from other generative AI technologies available in the market for lipsync and dubbing purposes?

VisualDub doesn't involve translation or dubbing; it is solely focused on achieving multilingual lipsync by visually adjusting the jaw movements of actors in the content. Unlike other technologies that rely on text input, VisualDub employs sound (audio) as input, making it language agnostic.

Consequently, it can be applied to content of varying lengths, including full dialogue replacement and extensive scenes, using pre-recorded human content. Other generative AI technologies are constrained to short text replacements in pre-recorded dialogues and avatars generated from human faces, limiting their potential applications.

Q. The collaboration with Amazon India is being acclaimed as a pioneering use of generative AI technology for multilingual lipsync. How does NeuralGarage feel about achieving this milestone?

As a deeptech startup headquartered in Bangalore, responsible for developing intricate technology like this, the opportunity to collaborate with Amazon India was incredibly encouraging. We are sincerely grateful for their support.

Q. As a deep tech startup, how do you envision the future applications of VisualDubTM beyond advertising and marketing? Are there any plans to expand its use to other industries?

In today's context, where dubbed content breaks language barriers and enhances accessibility, any content creator worldwide, whether in films, OTT, independent creators, advertising, or edutech, seeking to engage audiences across regions through dubbed content will likely adopt VisualDub or similar

technologies. These technologies will ensure that dubbed content appears genuine and locally adapted.

Q. Can you elaborate on the potential impact of generative AI technology like VisualDubTM on the entertainment industry, particularly in the context of distributing multilingual content?

Films, OTT platforms, and production houses now recognise the value of dubbing their content in various languages to expand their commercial reach. Generative AI technology will bolster this localisation effort by enhancing the visual experience for viewers.

Q. With the success of the Amazon India campaign, what other partnerships or projects is NeuralGarage currently exploring to further showcase the capabilities of its generative AI technology?

We have already completed impressive projects with Microsoft US, Hippo Video, Pixis, and are currently in the process of delivering our technology to over 15 major clients. Our technology was launched just three months ago, and the overwhelming response and demand have been astounding.



Q. How do you foresee the evolution of generative AI technology in the coming years, and what role does NeuralGarage aim to play in driving innovation in this space?

In the domains of content, entertainment, and education, generative AI will play a substantial role, particularly in the visual aspects. With our patented VisualDub technology, NeuralGarage intends to be at the forefront of innovation, standing shoulder-to-shoulder with global leaders in this field.

Q. As the Co-founder and CEO of NeuralGarage, what personal insights can you share regarding the transformative power of AI in shaping industries and the future of communication and media?

As I often like to express, AI is currently performing at its least capable, which indicates the immense potential it holds at its peak. We've merely scratched the surface, but I can confidently predict that what is seen as groundbreaking today will become standard practice within a couple of years. Generative AI technology will seamlessly integrate into all forms of content and entertainment offerings, ensuring a more engaging and immersive experience.

The author is the Co-Founder and CEO of NeuralGarage
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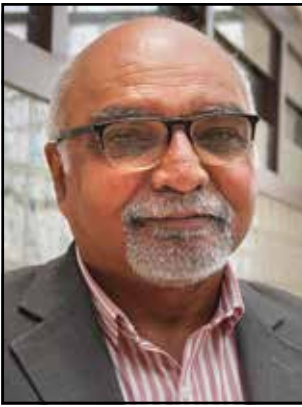
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NISHIT KANTHA

QR Codes: Secret Doorway to Digital-First Experience

Print media has mostly adhered to its traditional shopping approach while an increasing number of online publishers are exploring e-commerce. However, I firmly believe in the potential of print ads and edits as shop windows, with QR codes offering a direct transactional strategy.

Let's examine a few successful examples of Indian brands that have harnessed QR codes.



Shoppers Stop:

[Please scan the QR Code and continue reading.]

Shoppers Stop incorporated QR codes in their print ads. Upon scanning, users were prompted to install the 'Shoppers Stop Secret' app, leading to a captivating augmented reality (AR) experience.

This app allowed readers to access exclusive 'secret offers' through AR. These offers weren't explicitly mentioned in the newspaper ad, encouraging readers to download the app for a unique experience. The appeal of these special offers delighted consumers and justified the use of QR codes and app downloads.



HT Media:

[Please scan the QR Code and continue reading.]

The HT Media Group revamped

“
Integrating QR codes effectively in ads and edits, especially during the SALE season when print publications are crowded with brand promotions, can initiate conversations with customers in an engaging way.
 ”

its flagship publication, Hindustan Times, with a digital-first redesign. The new version integrated print and digital elements using QR codes, video pointers, photo galleries, and podcasts to bridge the gap between print and digital.

This integration caters to the reading habits and preferences of millennials, reflecting a forward-looking approach in line with current trends.

I have found, through interactions with Gen Z and millennials, that traditional newspapers, periodicals, and books don't captivate them. Instead, they tend to scan through the content, especially 'SALE' ads. If a QR code

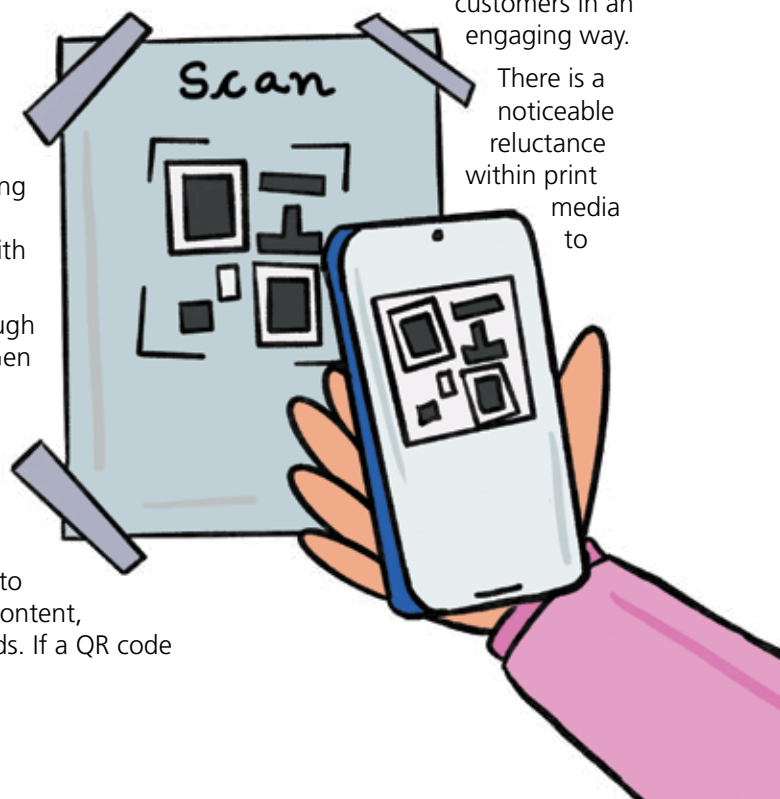
is present, they scan it and save it for later use.

A similar phenomenon existed in previous generations. Publishers began offering story snippets with catchy headlines to accommodate readers' diminishing attention spans. However, even this approach falls short in today's world where attention spans have further shrunk.

Engaging with advertisers has shown me that using QR codes, as Shoppers Stop did, makes sense. A full-page print ad can cost ₹30-40 lakh, yet yield less impact compared to a cost-effective digital campaign. Integrating QR codes effectively in ads and edits, especially during the SALE season when print publications are crowded with brand promotions, can initiate conversations with

customers in an engaging way.

There is a noticeable reluctance within print media to





embrace strategies that have worked wonders for digital counterparts, particularly in e-commerce. This reluctance raises concerns that print media might be reduced to a catalogue-like experience, despite efforts to maintain editorial quality. By adopting QR codes to merge offline and online experiences, print media can break away from the perception of being a 'spray and pray' approach, enhancing the effectiveness of transactions while being measurable and ROI-driven.

Coming from a print background and now dwelling in the digital realm, I strive to balance the 'shop window' mindset with editorial integrity. Just as shoppable content is monetised through affiliate links and commissions in the digital world, QR codes can offer a similar avenue for print publishers. Dynamic QR codes provide real-time analytics support, much like digital platforms.

While the scope for affiliate commissions might be limited presently, and might remain a small revenue source in the short and medium term, placing affiliate links in editorial content could generate some revenue. QR codes could be monetised by selling shoppable content articles, newsletters, bundle mentions, and sponsorship sections.

For offline publishers, QR codes offer a way to make publications transactional with measurable engagement. While individual transactions might not be substantial, experimenting with sponsored bundles in collaboration with retailers keen to reach their audience can provide opportunities. Collaborating with retailers will likely result in advertising support from both online giants like Amazon and traditional brick-and-mortar stores.

A word of caution: there have been cases where QR codes have gone wrong due to unplanned use or broken links. For example, Infosys had an ad with a QR code leading to an online application page that repeated information from the print copy. To avoid such pitfalls, engaging digital content and thoughtful strategy are crucial.

When researching 'QR Code' or 'SQRC' (Secured Quick Response Code) for secure transactions, you'll find that it was initially developed by a subsidiary of Toyota Motors in Japan to manage inventory. The Dutch later used it for group payments linked to payment apps. So, I encourage you to explore further.

The author is a seasoned Project Management professional and founder of Infinity Endeavours (Cons.) Pvt Ltd. Adjunct faculty at top B Schools.
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PRABHAT RANJAN

Restoring Communication: Driving Change through Technology

In the realm where science fiction meets reality, the boundaries of communication are rapidly expanding. **Anamika Sahu** recently had the privilege of interviewing **Prabhat Ranjan**, a visionary in the field of brain-computer interfaces. With a remarkable career spanning over decades, Prabhat's work has not only redefined the way we communicate but has also paved the way for those with disabilities to embrace a new sense of empowerment through technology.

The discussion flowed seamlessly as he elaborated on the enigmatic ways we've deciphered messages across time, and how the present is consumed by our pursuit of technology-driven communication.

Empowering those who need it the most

What sets Prabhat's journey apart is his dedicated commitment to leveraging technology for the betterment of society, particularly those people with locomotor disabilities. Anamika's curiosity delved into the genesis of his mission.

"In 2007, when I embarked on a modest project with a resounding impact. In Chennai, I met Bhavana, a young girl with cerebral palsy who faced immense challenges—she couldn't move her legs or speak, only her hands held a glimmer of movement. Determined to break down her barriers, we developed a gesture-based system that would enable her to control devices like



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These technologies are not just about improving communication for those with disabilities; they hold the potential to reshape the way we all interact with the world.
 ”

computers and the TV. As she started using this technology, a world of opportunities began to unfold before her eyes. Gradually, she learned to write, interact with her surroundings, and connect with the world in ways she had never imagined."

"Witnessing her journey from thereon was profoundly inspiring." He also recounted meeting a stroke survivor who had lost the ability to speak and move, except for his eyes. It was this unique input that became his team's

inspiration to develop a method for him to type on a computer through blinking, which was then transformed into speech through text-to-speech technology, effectively bridging the chasm of silence that had consumed him."

"Similar breakthroughs followed suit. We delved into the world of children with autism, crafting applications that filled the gap between their thoughts and their ability to express them. These technologies opened doors to a world of communication for those who had long been silenced by their conditions."

Revolutionising Communication and Inclusion

What excites Prabhat most about the future is the transformative power of brain-computer interfaces. These technologies are not just about improving communication for those with disabilities; they hold the potential to reshape the way we all interact with the world. "As someone who

doesn't possess expertise in writing or illustration, I have found myself embracing the power of AI-driven tools to create stories, illustrations, and even multilingual content. This has allowed me to become a storyteller and creator in ways I never thought possible."

"These tools, I believe, will play a pivotal role in levelling the playing field. Those who adopt and adapt to these technologies will find themselves ahead in the journey of communication, while those who lag behind will find themselves increasingly isolated. The power to communicate, to express thoughts and ideas, is not just about facilitating daily tasks; it's about empowering individuals to lead fulfilling lives and contribute to society in meaningful ways."

A Future Empowered by Connection

His vision for the future extends beyond communication enhancements. It reached into a world where brain-computer interfaces would fundamentally transform our very existence. He painted a vivid picture of the potential to learn and exchange knowledge directly through thought—a future where languages could be acquired instantaneously and exams aced through the absorption of information. As we continue to innovate, the line between communication and connection blurs. "Learning a new language becomes as simple as the touch of a button. Imagine a scenario where preparing for an exam is as easy as absorbing information through a thought. The possibilities are exhilarating, not just for individuals with disabilities but for all of humanity."

"Right now, the technology being used is non-invasive brain communication. Whatever I do is from outside. Invasive technology is also being developed, In invasive technology, I am trying to put something inside my brain closer to where it sends signals and see if I can get more accurate information. This could mean many things. First I could be



communicating to you without speaking a word through a direct brain to brain communication. Right now, the mode is brain to computer, computer to computer, computer to another brain and back. In the future, I feel we might be able to transfer knowledge directly into the brain. As a teacher, I can directly do this without books or lectures. This has the potential to disrupt the whole learning system."

Beyond the Horizon: A World Connected

Yet, his vision went even further, envisioning a world where communication extended beyond human borders. Prabhat's passion for bridging the gap between humans and the natural world came to the forefront, as he contemplated the possibility of communicating with plants and animals—an endeavour that could reshape agriculture and deepen our connection with the planet. "By connecting with plants and animals, we tap into a dialogue that has been overlooked for far too long. Through communication with the natural world, we can usher in an era where agriculture thrives, animal welfare improves, and our understanding of life on this planet deepens."

Citing a reference to the very first sermon by Mahavir Jain, he added, "Mahavir Jain was supposed to have undertaken a Moun Vrat for some time before delivering his first sermon. The first assembly witnessed the communion of animals and plants along with human beings. This ancient wisdom underscores our innate ability to connect, communicate, and understand, even across species. The future holds not just a promise of innovative technology, but a return to the roots of what it means to be truly connected."

A Glimpse into a Brighter Tomorrow

As the conversation drew to a close, a sense of optimism lingered in the air. The exchange had offered a glimpse into a future where technology, innovation, and a deep respect for the potential within all individuals converged to create a world more inclusive and interconnected than ever before. This journey isn't just about empowering humans. It extends to the very fabric of our ecosystem.

Prabhat's journey is a testament to the power of the human spirit, driving change through technology and casting a light of hope for a brighter and more harmonious future. ●



SARATH KRISHNAN

Ad Magic: From Pixels to People-Powered Buzz!

If you think about it, there are only two ways in which you learn about happenings at a D2C brand: advertisements across various channels (TV, OOH Boards, Print, or Online) or from your friends/family. And the end-game for every brand marketer is to transition from an advertisement-powered brand to a word-of-mouth powered brand. This is a daunting task that could span decades, but on the flip side, the results also stay on for decades. For example, Washing Powder Nirma, Aaya Naya Ujala, Parle G - G Maane Genius, and so on and so forth. While the end-game has more or less remained consistent over ages, brand leaders across the world have been experimenting with and identifying new ways to achieve this. This article explores the evolution of advertising, from conventional digital marketing to organisations executing User-Led Advertising.

Enter Personalised Advertising through Digital Marketing

Lately, most of the brands we know have been trying the exact opposite of Henry Ford and his assembly line principle. Customisability and/or options to choose from give customers a sense of personalisation. For example, consider the cult behind Orange vs Blue Lays in India or the recent repositioning of Milma, Kerala's own dairy brand into five different products. While the products got personalised, so did advertising. Brands leverage the infinite data traces that we leave behind to learn more about who

we are, our interests and hobbies, spending power and preferences, the causes we support and/or even the mood we are in - to create and distribute personalised, targeted advertisements. For brands that have identified and captured their niche to an extent, personalised advertisements through Youtube/ Meta/Google Ads provide an avenue to reach their exact prospects at a lower cost compared to TV/Print/ OOH Boards. The global digital marketing market reached a value of nearly \$321 billion in 2022. The market is further expected to grow at a CAGR of 13.1 per cent between 2023 and 2028 to reach a value of around \$671.86 billion by 2028.

While the market has been growing, so has been the fraud practices within. According to research by Statista, the cost of digital Ad fraud is anticipated to reach \$100 billion this year,



In the past eight months, they've been able to clock over 200 million Ad Impressions for their partner brands, through peer-to-peer sharing.



with APAC the most hit region. In addition to draining marketing budgets, Ad Fraud distorts the marketing KPIs - clouding the ability of marketers to make appropriate data-driven decisions. So, while the tools currently available help in making brand efforts more effective and cost-efficient, it puts a lot of dependence on the tech giants that run these platforms.

Adding a Human Touch to Personalised Advertising

While personalised marketing through Google/Meta helps improve targeting and ROI, these lacked a human touch. Even when Google provides restaurants near us, we turn to our "Foodie" friends for suggestions on where to eat and what to order.

COVID and the subsequent lockdowns saw an explosion in



content, and every content creator stuck to his/her niche, creating a tribe that followed them for specific topics. Brands pounced on this opportunity, making these influencers their brand advocates.

In India, for example, the number of people whose buying decisions are influenced by influencers went up from 25-27 per cent in 2019 to 34-36 per cent in 2022. But while marketing through 'large' influencers has created a perception of word-of-mouth, brands are struggling to accurately measure organic engagement, identify active vs. inactive followers, and figure out if they are paying too much for too little.

Taking it a Notch Deeper - Let Your Users Vouch for Your Product

User-Led Advertising takes brand leaders as close to their end-game as ever. In this form of advertising,

brands reward their customers for vouching for their product. And most often than not, these customers are common people, with a lot of influence in their limited circles. Katha (katha-ads.com), for example, is a one of a kind platform that helps brands achieve word-of-mouth at scale, through their network of over 1.8 Cr audience, creating instant hype around product/movie launches, sales promotions and other happenings at a brand. In the past eight months, they've been able to clock over 200 million Ad Impressions for their partner brands, through peer-to-peer sharing. While the content is indeed created by the brand, it gets shared in close personal circles, sparking conversations about the brand.

Where Do We Go Next?

One thing most brand leaders have figured out is how uncertain things are in the advertising industry. Like Blendtec's CEO and marketing team figured out, anything could go viral, even a blender crushing an iPhone. And with an army of tools - many of them based on Generative AI- at our disposal, it gets all the more confusing on where to put 80 per cent of our efforts. This demands faster iteration, demands us to be bolder than ever, and fail faster than ever. Let us not indulge in what is coming at us, rather observe what is happening around us, taking cues, customising and iterating for our brand.

The author is an IIM Lucknow Marketing graduate and is currently democratising Advertising through User-Led Advertising @katha-ads.com. strategy@katha.today ●

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SUNIL NAIR

Rethinking 'Agency Theory': Maximising Potential of PR Agencies in Digital Era

In today's data-driven global economy, where information reigns supreme, a critical element often overlooked is the indispensable role of public relations agencies in precisely delivering data and information to target audiences. This article sheds light on this vital yet often underestimated aspect of the information landscape.

The Gap in Data Delivery

In today's world, data and information have become the lifeblood of the global economy, powering businesses and governments alike. However, amid the ongoing discourse surrounding the significance of data, there exists a conspicuous gap – the crucial role of public relations agencies in precisely delivering information to target audiences. This void demands immediate attention.

The Intersection of Public Policy and IEC Projects

This need is exacerbated as public policy increasingly intertwines with Information, Education, and Communication projects (IEC projects). While the 'I' and 'E' aspects often fall under the purview of state or non-state actors, the success of the 'C' component hinges largely on professional agencies capable of crafting strategies that align

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The heart of this lies
in a wealth of data,
information, and ideas
that can be put into action.”

to communicate, package, and deliver essential information to the target audience effectively. This multifaceted task demands substantial resources not only for content generation and design but also for precise delivery to specific socio-economic groups.



The Expertise of Public Relations Agencies

Professional public relations agencies possess the necessary skill sets to engage with target audiences effectively. They excel in the intricate task of data mining, enabling them to pinpoint target audiences at a granular level better than any other entity, be it state or non-state. Furthermore, they have developed tools for impartially monitoring project results and employ

seamlessly with the project, yielding optimal outcomes.

Why External Agencies are Vital

Skeptics may question why external agencies are vital in achieving these outcomes. To address the first query, external agencies are essential because those responsible for IEC projects, whether state or non-state actors, often lack the expertise required

a feedback loop that accurately gauges responses, facilitating adjustments to the IEC project's design based on audience feedback.

Reimagining the Agency Theory

Before concluding, I advocate for the introduction of a new agency theory that reimagines the concept popularised by Michael C. Jensen



and William Meckling in the 1970s. While their theory primarily focused on conflict resolution among economic agents within organisations, it underscored the power of communication in resolving conflicts at organisational levels. The new agency theory should centre on the role of communication experts and public relations agencies in achieving optimal results from IEC projects. In simpler terms, it should highlight how agencies can become catalysts for IEC projects or how state and non-state actors can stay ahead by collaborating with professional agencies in the ever-evolving IEC landscape.

Monetisation of Content in the Digital Age

Finally, a new rule book is emerging in the data landscape - the monetisation of content. This trend is gaining momentum with the rise of digitalisation. To capitalise on this, content must be kept in digital format, and intellectual property rights are pivotal. The heart of this lies in a wealth of data, information, and ideas that can be put into action. Innovative ideas should be at the forefront, accompanied by visual elements to establish a strong connection with the audience. In essence, it's about leveraging

content to generate revenue when users engage with it.

There are various methods to monetise content, with the most common being pay-as-you-use models, subscriber-only access, affiliate marketing, product placement, and pay-per-click (PPC) advertisements. These strategies represent the prudent approach to monetising quality content – a way for savvy entities to make their investments count in the digital age.

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K RAVINDRAN

Infusing the Ha! Ha! in Your PR Strategy



Imagine a world where laughter is absent, where smiles and viral memes are a rarity, and where joy is hard to come by. Take a pause to ponder! Hard to visualise, right?

That's the power of humour - an intrinsic human trait that transcends boundaries and ages. As we navigate through the complex landscape of digital communication, where attention spans are as fleeting as a 280 character tweet, humour emerges as the beacon of light, igniting engagement in the midst of mundanities.

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In the PR world, they say the best way to test your sense of humour is to handle a crisis on a Monday morning. Remember, in PR, it's not just about weaving the story; sometimes, it's about spinning your own narrative.
 ”

Unpacking the Layers of Humor: Why it Matters

Lets now dive in as we decode the layers of what makes us laugh and more importantly, why it matters.

Humour, with its inherent power to captivate and engage, has been one of the most cherished communication tools for centuries. In the domain of Public Relations (PR) it presents a compelling strategy that can enhance brand perception, foster audience engagement and ultimately yield better results.

Crafting Clever Connections with Humor

Using humour in PR isn't about merely eliciting laughter. It is about cleverly crafting messages that resonate with the audience and help foster a deeper connect with the brand. A well timed humorous campaign can stand out making the brand memorable and relatable.

When your brand deals with products that consumers don't give too much thought before purchasing. For these products it becomes very challenging and important to hold the consumer's attention and using humour can be a great way to grab their attention.

Case Studies of Humorous PR Success

Let's take the case of Indian companies. Several Indian companies have successfully harnessed humour as a tool to strengthen their brand image. Amul is one of the pioneers of humour in Indian advertising, their ad campaign Utterly Butterly Delicious has helped Amul through the years to become the taste of India. Their approach to humour is a benchmark in blending current events with brand messaging.

Brands have been including elements of humour since a long time. In fact, brands like Fevicol, Greenply, Vodafone (ZooZoo), OLX, Swiggy, Fast track, Zomato, Center Fresh have remained in our memory because of their humorous flavour. These brands demonstrate that integrating humour into marketing isn't just about a laugh but it's about creating a lasting bond with the audience.

The Art of Targeted Humor

All said and done, understanding the audience is key to effectively using humour in PR. The humour must align with the audience's taste, cultural context and most importantly, the brand's identity. When done right, humour can humanise a brand giving it a distinct personality that audiences can identify with.



The Cautionary Note

Further a word of caution, humour must be used sparingly, before you crack a joke, think about who you are talking to and what they expect from you.

In addition, remember don't try to copy someone else's style or use jokes that are generic, or outdated. Instead, use humour that reflects your personality. Humour can help you build trust and rapport with your customers, but only if it is genuine and sincere.

It is important to remember that humour is not a one-size-fits-all solution. Humour is subjective and situational, so you may not always get the reaction you hoped for. Sometimes, your jokes may fall flat, backfire, or offend. That's why it's important to test and adjust your humour based on your customer's response.

Humor in Crisis Management

Moreover, humour can be an excellent tool in some crisis management situations in PR. If handled correctly. However it should be done with extreme caution ensuring that it doesn't backfire. I remember in my organisation a Head of HR always had a light hearted response to difficult situations. Now looking back I am convinced it was surely a great way to defuse tension or redirect focus.

Wrap-up

The power of humour in PR is undeniable, turning ordinary PR campaigns into extraordinary conversations that captivates the audience. It's also a powerful tool in Public Speaking making messages more memorable and engaging.

There is a story which is in circulation about a client who had just sat through a pitch. Despite all the effort and series of presentations that had clearly gone into the pitch. The client at the end looked up and said, 'So, what are you going to do to get me on the front page of The Times of India (TOI)? The PR agency CEO looked at him and said, 'I'll give you a revolver and you can shoot your wife'. The entire team burst into laughter.

In the PR world, they say the best way to test your sense of humour is to handle a crisis on a Monday morning. Remember, in PR, it's not just about weaving the story; sometimes, it's about spinning your own narrative.

By integrating humour, PR professionals can bridge the gap between brands and their audiences.

"Laughter is the shortest distance between two people".

~ Victor Borge.

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U S KUTTY

The Digital Dance: Transforming Communication and PR



When I embarked on my journey in the PR industry three decades ago, the landscape was a far cry from what it is today. Back then, crafting a press release was a laborious endeavor, involving a hefty dose of legwork. During my tenure handling the NTPC account, I vividly recall trekking to gather soundbites from company directors, sifting through stacks of printed publications in the library just to draft a press release.

Welcome to the typewriter era. We painstakingly typed out each release, delivering them either in person or via snail mail. If edits were required, it meant retyping the entire document and sending it back until approvals were secured. The process consumed days, sometimes even weeks. Once sanctioned, the content needed

to be printed and dispatched to media outlets, either by post or in the flesh.

Fast forward to today, and the landscape has undergone a remarkable transformation. No longer are libraries the research hub, as information lies at our fingertips online. Client communication can be conducted via swift text messages or emails.

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As technology dances hand in hand with communication, the stage is set for organisations to orchestrate their narratives like never before.

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In many instances, personal interactions have been replaced entirely by virtual exchanges. Approvals are granted online, and PR content is dispatched electronically to media entities.

In the present day, technology casts a transformative spell on conversations and idea exchanges. The digital realm expands boundlessly, transcending borders and time zones, uniting people across the globe with a simple click or swipe. Amidst this digital landscape, communication and PR have become an enthralling dance. Social media platforms, websites, blogs, and emails now share the stage, becoming indispensable partners in this intricate performance.

As organisations and individuals engage in vibrant dialogues with their audiences, embracing

opinions, feedback, and insights, PR professionals orchestrate the narrative. Their mission: to ensure the right message finds its way to the right audience at the right moment. This dance blurs the lines between sender and receiver, cultivating real-time relationships. In this article, we explore the dynamic shifts in communication and PR brought about by the digital era.



Stepping into the Digital Realm

A Symphony of Exchange: Unlike traditional communication channels, the digital era thrives on two-way interaction, fostering real-time engagement between organisations and their stakeholders. Social media platforms, comment sections on websites, and feedback forms offer avenues for dialogue and interaction.

Unleashing Creativity: The digital revolution heralds a democratisation of content creation and distribution. Organisations can now generate a myriad of content forms, including articles, blog posts, videos, podcasts, and infographics, delivering them through websites, social media, and various online platforms.

Data's Powerful Insight: Digital platforms provide a wealth of data and analytics, enabling organisations to glean insights into audience behavior, preferences, and engagement metrics. This data informs communication and PR strategies, allowing for customised messages and campaigns, audience segmentation, performance tracking, and effectiveness assessment.

Rising Star - Influencer Marketing: With the ascent of social media, influencer marketing shines as a prominent facet of digital PR. Organisations collaborate with influencers boasting substantial online followings and credibility within specific niches, leveraging their reach to engage target audiences in an authentic and relatable manner.

Navigating Choppy Waters - Crisis Management: In the online

realm, negative information can propagate rapidly, potentially tarnishing an organisation's reputation. Social media monitoring and management tools aid in promptly identifying and addressing crises.

The Social Stage: PR and communication experts harness social media platforms to connect with their target audiences. They create compelling content, initiate targeted ad campaigns, and facilitate two-way conversations to bolster brand awareness and cultivate relationships.

Personal Touch and Tailoring: Abundant data empowers PR professionals to personalise and tailor communication efforts. By harnessing data analytics, organisations can segment their audience, delivering bespoke messages that resonate more deeply.

Live and Amplified: The surge of live video streaming offers real-time engagement opportunities. Platforms such as Facebook Live, Instagram Live, and YouTube Live enable organisations to share events, product launches, behind-the-scenes content, and interactive Q&A sessions, fostering authenticity and audience participation.

AI's Renaissance: Artificial Intelligence technologies reshape PR and communication strategies. Chatbots and virtual assistants deliver instantaneous responses, enhancing customer service and engagement. AI-driven sentiment analysis gauges public perception, while data-driven insights steer

decision-making, campaign refinement, and content creation.

Voice Search, Voice Assistants: The proliferation of voice-enabled devices and virtual assistants like Siri, Alexa, and Google Assistant prompts organisations to optimise their online presence for voice search. Content is adapted to match voice queries, while voice-activated skills engage audiences.

Visual Symphony of Storytelling: Visual content takes center stage in PR and communication endeavors. High-quality images, videos, and infographics captivate attention, conveying messages more effectively. Visual storytelling permeates social media, websites, and presentations, elevating brand narratives in a compelling, shareable manner.

In essence, the digital era revolutionises communication and PR, expanding avenues of interaction, amplifying message speed and reach, and furnishing organisations with profound audience insights. Adapting to this change requires embracing digital tools, strategies, and platforms, enhancing the efficacy of communication and PR endeavors. As technology dances hand in hand with communication, the stage is set for organisations to orchestrate their narratives like never before.

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ABHISHEK GAUTAM

India's Rising Stars: The Power of the Creator Economy

India's economic journey over the past two decades has been nothing short of a roller coaster ride. From weathering the storm of the 2009 subprime crisis to undergoing transformative reforms like demonetisation, RERA, and GST, and then facing the unprecedented challenges of the COVID-19 pandemic, the Indian economy has shown remarkable resilience. Against all odds, it has not only survived but thrived. Amidst this whirlwind of change, a new force has emerged that has the potential to redefine success and shape the future - the creator economy.

The creator economy, a realm where content creators, influencers, and digital talents flourish, has taken center stage. It's a realm where creativity isn't just celebrated, it's rewarded. Imagine a world where your passion, skills, and unique perspective can translate into income and impact. This is the world of creators, and it's reshaping India's socioeconomic landscape in unimaginable ways.

Platforms like Instagram, YouTube, and Twitter have democratized content creation, making it possible for anyone with a smartphone and an idea to become a creator. India's burgeoning mobile phone penetration has paved the way for millions to showcase their talents, engage with audiences, and even build lucrative careers. Whether it's



an artist, a fitness guru, a chef, a coder, or a marketer, everyone has a chance to shine in this digital era.

Numbers tell a compelling story: Over four crore individuals are part of India's creator economy, a number that's expected to surge to a staggering \$800 billion by 2025. This isn't just about numbers; it's about empowerment and transformation. The creator economy isn't confined to the urban elite; it's a phenomenon

that's sweeping through rural areas too. Places like Tulsi Newara in Chhattisgarh boast a village where one-third of its residents are YouTube creators, even giving up traditional government jobs to follow their passions.

This seismic shift has disrupted traditional career trajectories, spawning a new breed of success stories. Influencers like Ankur Warikoo, Sharan Hegde, and Akshat Shrivastava have challenged the conventional norms and proven that a unique voice and skill set can lead to both influence and income. It's not just about following the beaten path anymore; it's about creating a path that's uniquely yours.

However, the creator economy isn't all glitz and glamour.

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The rise of India's creator economy isn't just a trend; it's a paradigm shift.
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With great power comes great responsibility. While AI and technology have made content creation and consumption easier, they've also amplified the risk of misinformation and content addiction. Striking the balance between authentic content and attention-grabbing clickbait is a challenge that needs careful consideration.

As India's creator economy continues to grow, it's imperative to recognise its potential for both positive change and pitfalls. The ability to harness this potential

requires careful thought, unbiased perspectives, and a proactive approach. Just as technology can elevate, it can also disrupt. China's contrasting policies on content within its borders and beyond serve as a stark reminder of the need for a well-rounded, thoughtful strategy.

The rise of India's creator economy isn't just a trend; it's a paradigm shift. It's a reflection of the changing dynamics of the digital age, where anyone with a vision and passion can make their mark. It's a realm where innovation

meets influence, and where creativity is king. As India's creators continue to shape narratives, build communities, and impact lives, the world watches in awe at the unstoppable rise of the creator economy.

The author is a seasoned business leader with over a decade of experience in strategy, operations, and P&L management across diverse industries. Holds an MBA from Indian School of Business. gautamabhishek@live.in ●



AMIT GAUR

Language in a World Unbound by Rules

Communication, the bedrock of human interaction, is evolving in a world where language is breaking free from traditional confines. The primary purpose of language has always been to facilitate clear and unambiguous communication, but what happens when the very language itself becomes ambiguous?

English, once established as the global lingua franca, was chosen to bridge gaps between cultures, generations, and nations. However, in the current landscape of undocumented changes, new acronyms, phrases, and emojis, official English is experiencing uncontrolled and arbitrary shifts.

In addition to this linguistic flux, a new generation is emerging—one that seeks to transcend formal

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A study from the late 1990s revealed that poor communication, especially in medical contexts, resulted in between 44,000 and 98,000 patient deaths annually in American hospitals alone.
 ”

boundaries. This generation craves informality, even in official communication, and pushes for a world free from the rigidity of rules. A recent Canadian court ruling declared the 'thumbs-up' emoji to be as valid as a signature, highlighting the need for legal adaptation to this 'new reality.' It seems that we're headed

toward an era where context and perception will shape our understanding of communicated messages.

Consider these instances:

The official name of 🤔 is 'Loudly Crying Face,' symbolizing intense sadness. However, Gen Z has repurposed it to convey uncontrollable laughter. Similarly, 💀, traditionally associated with deathly imagery, now signifies uproarious laughter among this new generation. The context and meaning of messages shift depending on the sender's generation, causing potential misunderstandings.

This evolving linguistic landscape can lead to misinterpretations and even pain. Emojis like 🤔🤔, commonly shared across multicultural and multigenerational exchanges, can be misconstrued, highlighting the challenge of bridging communication gaps.





Many of us find ourselves Googling phrases used by younger generations to understand their context before responding. We feel compelled to adapt to their language, fostering doubt and frustration. Amid this, our intended responses often become convoluted as we strive to align with their perception while conveying our message.

History illustrates the dire consequences of language misinterpretation. The Japanese term 'Mokusatsu,' initially meaning "I have no comment yet," was erroneously translated as "this deserves no response." This misunderstanding contributed to

the tragic bombings of Hiroshima and Nagasaki.

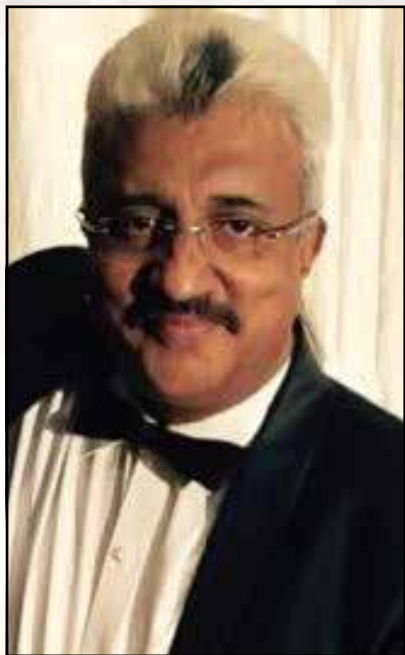
The most concerning aspect of this growing trend of language manipulation is its impact on stressful situations. Just as habitual actions take over in stressful moments, linguistic habits prevail too. In high-pressure or emergency scenarios, where quick reflexes dominate rational thinking, reliance on habitual language use can lead to errors and miscommunication.

A study from the late 1990s revealed that poor communication, especially in medical contexts, resulted in between 44,000 and

98,000 patient deaths annually in American hospitals alone.

As we navigate this evolving linguistic landscape, it's crucial to recognise that disregarding grammar and punctuation can lead to inaccurate and ambiguous communication. In the pursuit of informal communication, we mustn't sacrifice its effectiveness. Let's tread carefully as we embrace the changes, ensuring that clarity and intent remain at the heart of our conversations.

The author is the of Founder, Core Healing India, <https://corehealingindia.com/> ●



R T KUMAR

With no hard feelings

Disclaimer: The characters featured in the following lines are purely the author's imagination (of course after attending plenty of conclaves). Any resemblance to anyone living, half dead, acting dead or in coma, is purely coincidental even if it seems like 'what the heck, it can't be a coincidence'.

We are here at a conclave. How terms have changed. Yes, terms not times. Conclaves used to be summits and before that conferences. Conferences replaced the good old seminars. Old wine. Old bottle. New label. Conclave certainly sounds fancy. Nothing wrong. 'Change is the only constant'. (I heard this in a conference, oops, conclave). Yet thankfully, the conclave delegates haven't changed. Thankfully, because if they did, these meets can become awfully boring. Let's now take a look at the spicy variety of delegates that make a conclave a success.



The Outstanding Hero

They are mostly men wearing no suits or ties that the occasion demands. At best a jacket over jeans. Seen at the door of the conclave venue, he will perch himself

on the registration desk and take a selfie with every other delegate and sometimes even the hotel staff. Every few minutes once, he will open the door, generally look around and return to his desk and make a few calls to tell the person at the other end that he is busy in a conclave. This category accounts for around 15 per cent of the total number of delegates.



The Questioning Smart A..

Again mostly men, this kind waits eagerly for the Q&A part of a session. His question which is around ten minutes less than allotted to the speaker is more of a speech but he is smart enough to end it with a "What's your take on this sir?" While the kind hearted speaker strives to figure out what the question was and attempts an

answer, our delegate looks around to check the expressions of others hoping for an appreciative smile or thumbs up sign. Around 17 per cent of the delegates belong to this category.



The Inaugural Star

She is the one who has meticulously planned a month in advance on what to wear for the conclave inauguration. Enters the venue confident and proud that she has made a few heads turn. However, after spotting and assessing a similar 'star' from head to toe, she quickly realises that she could have made many more heads turn with a chikan work kurta, silver ear drops or maybe a Bengal cotton instead of this chungudi pattu. And walks out after the inaugural to plan her outfit for the networking dinner that evening. Accounts for eight per cent of the delegates.



The SSS Addict

Mostly females. You guessed it. SSS is 'shopping and sight seeing'. There is always a self appointed leader in this category who manages to spread the word around that one can get such and such stuff at so and so place at a throw away price. And suddenly she vanishes with a whole bunch of followers leaving gaping gaps and vacant seats during the serious business sessions. They account for five per cent at the beginning of the conclave and the numbers can increase exponentially in minutes.



The Kit Hunter

Represented mostly by men, they have this obsession for the 'Conclave kit' and makes it a point to get it, knowing well that all it contains is a packet of instant coffee or soup that will ultimately find a place in the kitchen to remain there for years, a mini scribbling pad with the sponsor's logo occupying half the space, a pen that doesn't write but doubles up as an ear bud during a boring business session etc. You can recognise him easily by looking under his armpit. The kit will be lovingly resting there even while he balances his lunch plate. Around 22 per cent of the delegates fall under this category.



The Self Acclaimed Chief

While the real organisers remain quietly in the background, delegates in this category arrive just in time to take charge. Before they take charge, they take a 6" dia rosette with a fancy designation printed on it and pin it like a gallantry war medal on their chest. They can be prominently spotted around the stage but suddenly disappear when they are assigned some work. The more enterprising among these can even grab a hand mike and make a few announcements. They are rare and make for only three per cent of the delegates.



The 'I Mean Business' Bore

He/she comes armed with a huge bunch of business cards and diligently goes about handing them out and making sure that every delegate in the conclave gets one. They firmly believe that a 'take away' from a conclave is directly proportionate to the number of cards exhausted. Holding the card delicately between the thumb and forefinger of both the hands as if handling a live butterfly by the wings, they handover a business card which is more a condensed version of their business brochure. 20 per cent of the delegates fall into this category.



The Poor Delegate

Representing both the sexes, you will find them occupying the front rows. They were the front benchers way back in school too. Normally, they are the first few to register availing the early bird discount. They pay undivided attention to the speakers, make notes using their own pens and notepads, interact with the speakers during lunch, take the MC seriously and come back after lunch in twenty minutes after foregoing the dessert and occupy the same seat on the first row and patiently wait for the conclave to continue. They seriously believe that they will go home enriched in knowledge that will in turn better their performance at the workplace and entitle them to the long due promotion. They make for about three per cent of the delegates.

This more or less sums up the kind of delegates.

No wonder the one who 'proposes' the vote of thanks (don't know why only the vote of thanks is proposed) profusely thanks each and every delegate without whose sincere participation, the conclave could not have been such a huge success. Seriously? You counted? It doesn't add up to 100 per cent? Here's why. A few types have been censored and deleted by the Editor.

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NIMISHA TIWARI

LinkITBlueCollar: Weaving Tech Magic and Empowerment in One Saree-Sized Byte

Nimisha Tiwari, an award-winning journalist-turned-social entrepreneur, is the Founder of LinkITBlueCollar. Incubated at IIM-Bangalore (Women Startup Program 3.0 in NSRCEL), Nimisha's social tech startup is developing a mobile-first, AI-enabled platform to provide free EV (Electric Vehicle) and AI (Artificial Intelligence) skills to low-income communities. The platform also maps certified participants to guaranteed job opportunities in India.

In a recent interview, Nimisha shared her journey as a social entrepreneur. Her mentor, Nagaraja Prakasam, during the Women Startup Programme in NSRCEL, IIM-Bangalore, played a pivotal role in turbo-charging her path to success through meaningful social initiatives. Nimisha successfully collaborates with artisans, weavers, farmers, marginalised women, e-commerce delivery personnel, Persons with Disabilities (PwD), special education support staff, and youth who need guidance to enhance their employability index in India.

Guaranteed Jobs for Women and Youth

Nimisha's focus on women's empowerment and addressing climate action by providing skills and livelihoods has been a fulfilling journey. With extensive networking experience from working on media projects in Canada, Dubai, and India, Nimisha brings an international perspective to her professionalism.

Coming from a second-generation military family, nation-building is ingrained in her DNA. Her 20+ years of experience in journalism seamlessly transitioned into social entrepreneurship during the COVID-19 pandemic. She explained, "The plight of migrant workers in Mumbai in 2020 deeply affected me. The tragic incident where families walking to their hometowns were run over by a train shook me. Witnessing their hardship, I realized that technology-driven job opportunities in local areas are crucial to preventing such tragedies."

LinkITBlueCollar has been steadfast in its visionary work since June 2021 and the team has received a Letter of Appreciation from the Social Welfare Department of

the Government of Karnataka, and from the Skills & Livelihoods Department of the Government of Maharashtra. The startup has garnered praise from notable social organizations, including NWWA (Navy Welfare and Wellness Association, Indian Armed Forces - Indian Navy), as well as established private organisations.

Social Entrepreneurship: The Joy of Giving

Reviving the love for the traditional Indian saree, LinkITBlueCollar currently operates Weaver Connect, an initiative supporting artisans working on handloom to create premium silk and cotton sarees adorned with hand-painted Madhubani (folk art of Bihar) and Warli (folk art of Maharashtra) motifs. The initiative offers





e-commerce support to the artisan clusters at fair market prices. Nimisha elaborates, "Our primary beneficiaries of the Weaver Connect initiative are artisan clusters that promote girl child education in weaver villages. The hand-painted premium sarees and dupattas are sold through the GoCoOp e-commerce website. We provide high-quality sarees at affordable prices through direct



WhatsApp recommendation groups, spreading joy and style during the festive season."

Inclusivity is Key: Be Kind

LinkITBlueCollar's special outreach initiatives include providing skilling assistance to Persons with Disabilities (PwD) and creating a robust support system for children under the Autism Spectrum. Nimisha emphasizes, "We bridge corporate CSR work with social entrepreneurial initiatives, enabling seamless collaboration. Our expertise includes media digital content creation for startups and rural enterprises, ESG reporting, and AI-driven training for participants from low-income communities."

Nimisha extends an invitation to everyone to join hands and bring about a positive change in society, concluding with the words, "Let us rise to shine."

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ANEEJA GUTTIKONDA

Fostering Inclusion

Diversity, Equity, and Inclusion (DEI) have emerged as indispensable values within Indian government organisations, reflecting their crucial role in serving diverse populations with distinct needs and perspectives. Diversity encapsulates the representation of individuals with unique characteristics, encompassing facets such as race, ethnicity, gender, age, and cultural background. It celebrates these inherent distinctions and recognises the wealth of perspectives and contributions they bring. Equity, on the other hand, revolves around the principle of fairness and justice for all members within an organisation. Inclusion is about fostering an environment where every voice is heard, contributions are acknowledged, and policies, practices, and cultures promote participation and collaboration.

DEI practices ensure that government organisations mirror the diversity of the communities they serve. This commitment to fair representation not only allows individuals from various backgrounds, including marginalised groups, to participate in decision-making but also injects a myriad of experiences, knowledge, and insights into policy development, ultimately resulting in more comprehensive, effective, and inclusive governance.

Communication's Role in Cultivating DEI

Effective communication strategies play a pivotal role in fostering Diversity, Equity, and Inclusion (DEI) within government organisations.

“Communication serves as a cornerstone in creating awareness regarding the significance of DEI within government organisations.”



This is achieved through the following key elements:

Creating Awareness:

Communication serves as a cornerstone in creating awareness regarding the significance of DEI within government organisations. Through diverse channels like internal newsletters,

emails, intranets, and meetings, organisations can educate their workforce about the value of diversity, the impact of biases and discrimination, and the myriad benefits of cultivating an inclusive workplace.

Building Understanding and Empathy:

Communication strategies facilitate open dialogues and conversations about DEI topics among employees, contributing to a deeper understanding and empathy within the organisation.

Encouraging Inclusive Language:

Communication plays a pivotal role in promoting inclusive language and terminology within government entities. Gender-neutral language, the avoidance of stereotypes, and respect for diverse cultural norms are pivotal in creating an inclusive environment where everyone feels valued and respected.

Engaging Leadership:

Effective communication strategies empower leaders within government organisations to champion DEI initiatives. By actively communicating their commitment to DEI, setting expectations for inclusive behavior, and modeling inclusive practices, leaders can inspire and motivate employees to embrace diversity and contribute to a more inclusive culture.

Transparent Policies and Guidelines:

Communication effectively conveys DEI policies, guidelines, and initiatives to employees. Transparent communication ensures that employees understand the



organisation's expectations regarding inclusive behavior, anti-discrimination policies, and mechanisms for reporting bias or harassment incidents.

Training and Development Programs:

Communication strategies play a vital role in disseminating information about DEI training and development Programmes. Promoting these initiatives through targeted communication channels encourages employee participation, enhancing their awareness, knowledge, and skills related to DEI.

Celebrating Diversity:

Communication strategies facilitate the celebration of diversity within government organisations. By highlighting diverse employee achievements, cultural celebrations, and success stories, organisations can foster a sense of pride and appreciation for different backgrounds, experiences, and perspectives.

Feedback Mechanisms:

Effective communication ensures the availability of feedback mechanisms that allow employees to share their experiences, concerns, and suggestions regarding DEI. This valuable feedback helps identify areas for improvement, address issues promptly, and ensures that the organisation remains responsive to the needs of its diverse workforce.

External Communication and Engagement:

Government organisations leverage communication strategies to engage with external stakeholders and the public regarding their DEI efforts. Transparent communication about diversity goals, progress, and initiatives builds public trust, strengthens community relationships, and encourages collaboration with diverse stakeholders.

Public Relations (PR) Empowering DEI

Public relations (PR) plays a vital role in enhancing Diversity, Equity, and Inclusion (DEI) within an organisation. PR professionals can contribute to fostering a more inclusive and diverse environment through various strategies and initiatives, including:

Communication and Messaging:

PR professionals develop and implement strategic communication plans that promote DEI values and initiatives, ensuring that internal and external communications consistently highlight efforts to embrace diversity and create an inclusive culture.

Stakeholder Engagement: PR professionals engage with various stakeholders, including employees, customers, partners, and the community, to communicate the organisation's commitment to DEI.

Media Relations: PR professionals collaborate with media outlets to promote stories that showcase DEI initiatives, including diverse employee experiences and best practices. By shaping the narrative and influencing public perception, PR contributes to the organisation's DEI efforts.

Diversity in Branding and Marketing:

This involves featuring diverse individuals in advertisements, conveying inclusive values in brand messaging, and avoiding stereotypes or biases in promotional materials.

Employee Engagement:

PR contributes to fostering an inclusive and engaged workforce through internal communication campaigns that celebrate diversity and share DEI resources and initiatives.

Crisis Management and Reputation:

In the event of a DEI-related crisis or incident, PR professionals play a crucial role in managing the organisation's response. This entails ensuring transparent and timely communication, taking responsibility, and demonstrating a commitment to addressing the issue and implementing necessary changes.

Measurement and Evaluation:

PR professionals help establish key performance indicators (KPIs) and measurement frameworks to assess the impact of DEI initiatives.

PR professionals play a significant role in enhancing DEI initiatives within government organisations, ultimately improving service delivery to diverse communities. By recognising and addressing systemic biases and barriers, organisations provide equitable access to services, ensuring that marginalised populations are not left behind.

The author serves as the Chief Technical Officer (Communications) at the National Academy of Agricultural Research Management (ICAR-NAARM, Gol) in Hyderabad, Telangana. aneeja@naarm.org.in ●



PRIYANKA WADHWA

Dynamically Priced Success: Innovation in Monetising PR Strategies for a New Era

Every business must carefully consider monetisation strategies that align with its values and requirements. The right strategy can vary based on the nature of the business, making it a crucial decision for business owners. In recent times, pay-per-use or consumption-based pricing models have gained significant popularity.

According to an IDC survey, 61 percent of enterprises are now embracing consumption-based pricing models. This trend is driven by several factors, notably enabling consumers to pay solely for what they use, creating a competitive edge for service providers.

Startups and small businesses particularly favour this model due to its flexibility in scaling up or down based on their needs. This scalability leads to substantial cost savings, making it an attractive choice for many businesses.

Gen Z Appreciates Consumption-Based Pricing Models

Gen Z, being the first generation to grow up with technology at its fingertips, is undoubtedly more technologically sound than any previous generation. They are adept at navigating various digital platforms and

“
The success fee pricing model, commonly employed in investment banking and equally successful for PR agencies, operates on a unique concept.
 ”

have a deep understanding of how technology can simplify their lives.

Moreover, Gen Z is known for being financially conscious and independent. They prioritise financial stability and are more in control of its spending habits compared to older generations. This heightened awareness of its finances makes Gen Z appreciate pay-as-you-go models even more.

Dynamic Pricing Model

The era of the internet has made the dynamic pricing model popular. The dynamic pricing model is based on fundamentals, where pricing changes as per supply and demand. Travel, hospitality, e-Commerce, and retail are some of the prominent industries using the dynamic pricing model comprehensively.

To put it in simple words, online retailers, whose customers shop most during weekday office hours, keep prices of things higher during office hours (9 am–5 pm) and reduce them in the evening. The pricing is calculated through algorithm-based software, which allows conversion rate dynamic pricing to track the buyers of products. If the demand for a product rises, the software increases its price instantly. In contrast, dynamic pricing also lowers the price of the same product to boost viewer-to-buyer conversions.



Based on the same model, the cost of a product keeps fluctuating on an e-retail website during different periods of the day.

PR Industry yet to Widely Adopt Dynamic Pricing Models

Though the trend of using dynamic pricing models is catching up fast, the Public Relations (PR) industry has yet to widely use this effective technique. The pricing model can provide the PR industry with a competitive advantage since the pricing can be linked to the media inventory available in stock based on weighted average cost (keeping demand and supply in mind).

The dynamic pricing model comprises different models being used in the industry. The PR industry can also use a number of them to maximise pricing benefits.

Funding-Based Pricing Model

The funding-based pricing model is the ideal choice for cash-strapped startups awaiting Series A, B, or C funding. It operates on a rolling contract with a retainer price, ensuring a minimum 15% year-on-year increase or a milestone-based rise tied to funding, resulting in a higher valuation.

This model grants startups access to crucial services and expertise without hefty upfront costs. As the startup grows and secures funding, the pricing structure adjusts proportionately to accommodate the increased valuation. The retainer price and scope of work are reviewed for a rise after each funding round, allowing flexibility.

The advantage for startups lies in accessing PR services at a lower cost. Simultaneously, the PR agency can earn more as the startup flourishes. This mutually beneficial approach aligns the agency's efforts with the startup's growth objectives and enables flexible marketing strategies based

on changing needs and market conditions.

Success Fee Pricing Model

The success fee pricing model, commonly employed in investment banking and equally successful for PR agencies, operates on a unique concept. It involves an upfront administrative fee, and the rest of the payment depends entirely on the achievement of agreed-upon deliverables. If the event or project succeeds, the agency receives the pre-agreed administrative fee, but in case of failure, the company owes nothing.



This model incentivises PR agencies to deliver outstanding results since their compensation is directly linked to the project's success. As a result, PR agencies continuously strive to enhance their strategies and tactics, ensuring successful outcomes. This not only benefits the agency but also enhances the reputation and credibility of the organisation they work for. The collaborative nature of this approach fosters a mutually beneficial relationship between PR agencies and their clients, leading to long-term success and growth for both parties involved.

Incentive and Penalty Model

The incentive-based retainer model operates on the principle of rewarding and motivating PR agencies for timely and high-quality work. When the set deliverables are met at or above 100 per cent, the service provider

receives additional financial rewards or benefits from the client. On the other hand, failing to meet the agreed-upon standards may result in penalties or deductions in payment.

This model is widely used in industries where meeting deadlines and delivering quality work are of utmost importance. It fosters a culture of excellence within PR agencies, encouraging them to strive for exceptional performance while being accountable for any shortcomings. By adopting this model, clients ensure that

their projects are efficiently and effectively completed, maintaining a high standard of work throughout the engagement.

A good PR agency will stay on top of its game to get incentives under such a pricing model.

Lastly, what has often been seen in the PR industry is that agencies underprice their services to win

contracts. What PR companies forget is that by doing so, they also underestimate their brand value, thus creating a vicious circle of unhealthy competition. What they should do is follow the do-it-yourself approach and pay-as-you-go dynamic pricing model. Rather than under-pricing their services, the PR agency should sell them more aggressively and in a creative way. They should plan their services in a way that makes clients believe that their brand will grow faster, and in return, they should ask for appropriate dynamic pricing for their creativity. When many industries are following Gen Z's favourite dynamic pricing approach, why should the PR industry lag?

The author is the Co-Owner of Kapila Krishi Udyog Limited & Co-Founder of CommsCredible. priyanka.pws@gmail.com ●



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Shri Arun Kumar Singh
Chairman (MRPL)

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- In the fiscal year 2022-23, MRPL accomplished a significant milestone by achieving a record-breaking Crude Throughput of 17.12 MMT, becoming the largest PSU refinery (single location).
- The highest-ever capacity utilization of 114% also coincided with the record production of key products such as LPG, MS, ATF and HSD.
- The company's marketing operations are expanding, with a strong pan-India presence in the polypropylene business.
- Additionally, the company is proactively venturing into alternative energy, with plans for biofuel production, as well as Green Hydrogen production.
- In the pipeline proposed world-scale Iso Butyl Benzene (IBB) production, a vital active pharma ingredient for the production of painkillers, leveraging an already granted patent of MRPL.
- Furthermore, another patent filed - targeting the transformation of plastic waste into monomers to establish a circular plastic economy- is currently under examination, signifying a major pursuit from a sustainability perspective.
- MRPL is also actively considering setting up a few other speciality chemical plants within the existing complex itself.
- MRPL's ambitious retail expansion plan, with a goal of achieving 1 million tons of product sales through the MRPL RO network in the next five years through the HiQ brand.





NURUL ISLAM LASKAR

Money Magic of Social Media: Turn 'Likes' into Earnings!

Do you spend hours scrolling through social media? Well, what if we told you that those thumbs-up and heart emojis could translate into actual earnings? Welcome to the world of social media monetisation, where your online presence can become your pocket's best friend. Think of it as a savvy social media marketing strategy that opens up a treasure trove of income opportunities.

Picture this: you promote digital products, either your own or others' (hello, affiliate marketing!), and offer exclusive content like online courses that people are eager to pay for. It's like having your very own cash register ringing with every click, swipe, and share.

Social Media Marketing (SMM), also known as the digital marketing superstar, involves using platforms where friendships are forged, memes are shared, and companies become cool. It's the

ultimate recipe for building brand empires, skyrocketing sales, and leading hordes of eager customers to your website. And guess what? SMM isn't just a business affair. Even solo professionals can ride this marketing wave to their advantage.

But wait, there's more! SMM comes with a toolkit of data magic. Imagine having the ability to track your marketing efforts' success, identify what's working like a charm, and uncover more ways to keep your audience engaged. It's like being a digital magician who can pull insights out of thin air.

Now, let's talk about the triple-threat of SMM: connection, interaction, and customer data. With social media, businesses can connect with customers in ways that were once mere fantasies. You've got YouTube for binge-worthy content, Facebook for sharing tales, and Twitter for those 280-character debates. It's like having a magical portal to your audience's hearts.

And here's the jackpot: interactions. The comments, likes, shares—they're not just digital fluff. They're your ticket to free advertising. Imagine your audience becoming your marketing army, spreading the word about your brand faster than you can say "retweet." It's the power of electronic word-of-mouth (eWOM) recommendations that fuels your brand's wildfire-like growth. And since it's all happening on the digital playground, you can measure every clap, cheer, and click.

But there's a twist to this modern fairy tale. SMM doesn't just give you fans; it hands you gold—customer data. You won't be drowning in a sea of unmanageable information (ahem, 'big data'). SMM tools not only help you scoop out customer data but also turn it into actionable insights that light your path to marketing success. No more feeling like a lost sailor; now, you're the captain navigating with precision.

Here's the kicker: SMM isn't a solo adventure. It's a lively





“
The comments, likes, shares—they’re not just digital fluff. They’re your ticket to free advertising.
 ”

dance floor where customers can groove with each other and your brand. This two-way street leads to targeted Customer Relationship Management (CRM), where everyone’s chatting, bonding, and—yes—buying. Unlike traditional marketing, where purchase activity steals the spotlight, SMM adds a new layer: product referrals. It’s like having customers vouch for you at a VIP party.

Now, brace yourself for the mic drop moment: SMM isn’t just about the ‘likes.’ It’s about crafting content so irresistible that your

audience becomes addicted. Imagine content that sparks that ‘add to cart’ frenzy, prompts them to share with their buddies, and turns them into your brand ambassadors. It’s the modern word-of-mouth marketing, where every share is like a vote of confidence.

Ready for more? Say hello to viral marketing, where your audience becomes your loudspeaker. Once your message goes viral, it’s like the universe itself is sharing your story. And guess what? It doesn’t cost a fortune; it’s just word-of-mouth on steroids.

The best part? Social media’s crystal-clear microscope lets you zero in on your audience like never before. With precise customer targeting, you won’t be shooting in the dark anymore. Instead, you’re crafting laser-focused messages that hit the bullseye every single time.

But wait, there’s a secret ingredient to the SMM potion: a dash of

‘earned media.’ Think customer-created product reviews and recommendations. Imagine your customers gushing about your brand and products, spreading the love without any prompting. It’s like having your brand sung by an angelic choir, captivating everyone’s ears.

So, whether you’re a marketing maestro or just stepping onto the SMM stage, remember this: social media isn’t just a platform; it’s your magic wand. And with the right spells, like engagement metrics, impressions, virality, and more, you can turn your audience into your biggest fans and your earnings into a fairy tale come true. So, why wait? Let the digital adventure begin!

The author is the Founder Chairperson, Public Relations Council of India, Guwahati Chapter.
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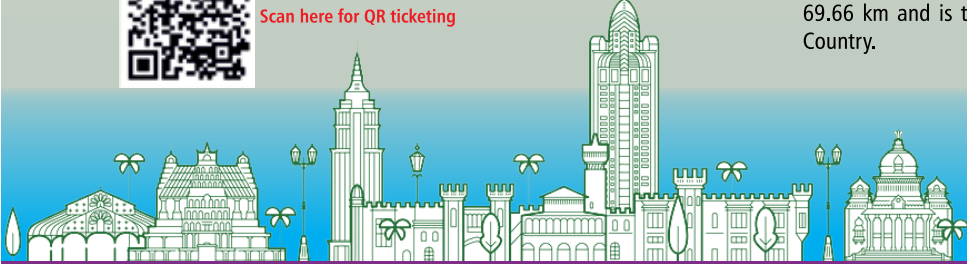


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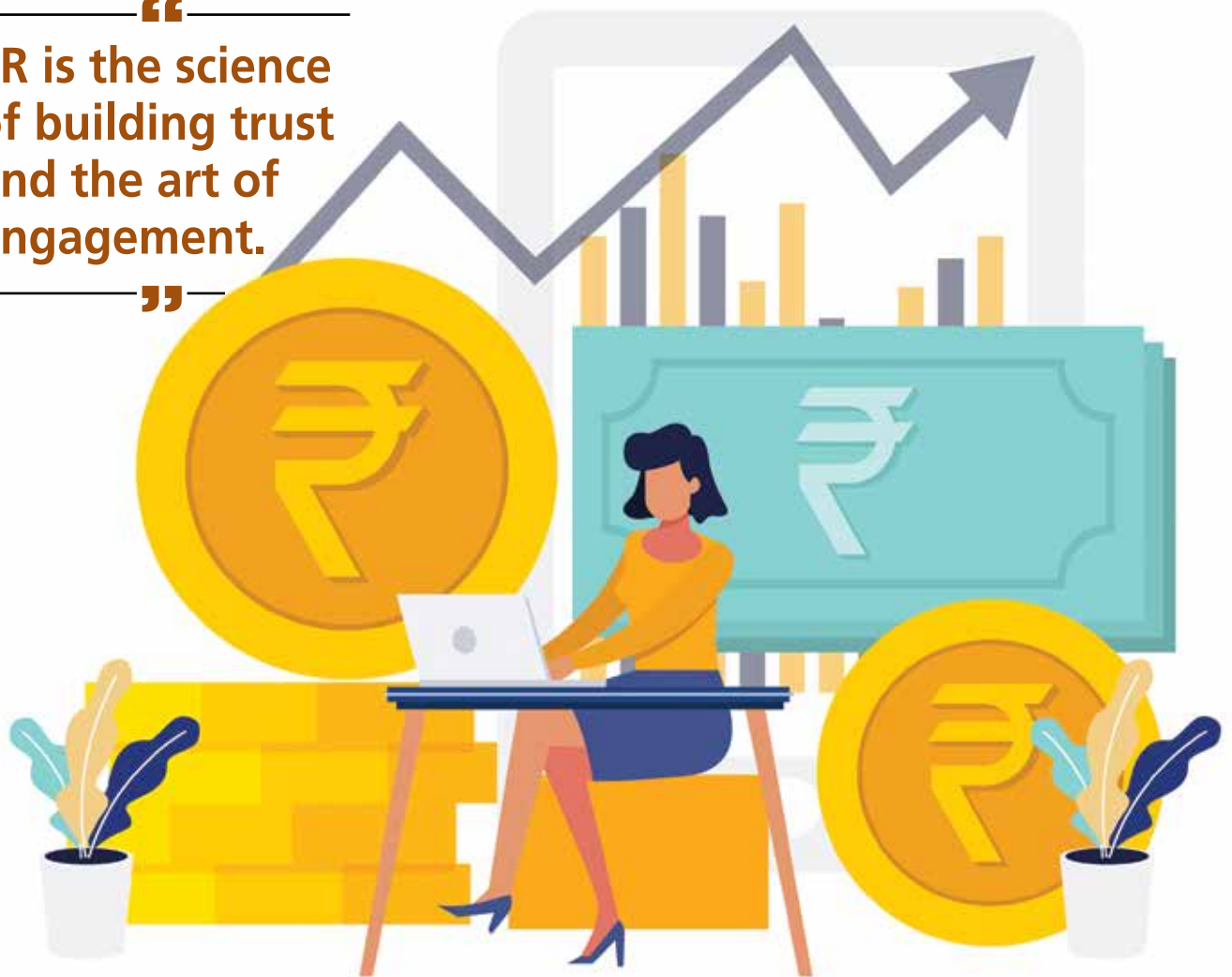
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DEVESH PUROHIT

PR Gold Rush 3.0: 5 Ingenious Monetisation Moves!

“
PR is the science
of building trust
and the art of
engagement.”



Public Relations activities are conducted to generate goodwill and strategically communicate messages through varying tools. Influence and engagement are the results PR experts crave. Image Building, Brand Communication, and Trust Building are broad objectives that give direction to a PR Plan.

In this Web 3.0 world where half the population possesses a smartphone, it is now possible to monetise the PR efforts of an organisation or a celebrity or social media influencer in an organised manner. Let us consider five of them for your brand building and monetisation.

Social Media: Strategically share your organic coverage through press releases, authored articles, industry stories, interviews, and panel discussions on your social media assets. Tag the relevant journalists, media publications, and stakeholders, as they also look forward to organic impressions and engagement for all Above,

5 Ways to monetize your PR efforts

1 Social Media



2 Logo Integration



3 Community Building



4 Empower your PR Agencies



5 Content Collaborations



In the image keep it ..monetise involved. Having a press and media section on your website is a tried and tested formula. Many organisations have been uploading their press releases on their website, which also helps in SEO and communicates with the desired target audiences. You can smartly use your electronic coverage on Instagram reels, even if they are old, with relevant messaging that resonates. Over a period of time, you can start charging brands for paid collaborations on your social media assets once you achieve credibility and a niche.

Logo Integration: Integrate the logos of the publications you feature on your social media assets, stakeholder reports, newsletters, website, and every possible mode of communication. The brands you have recently collaborated with can also be used tactically in your communication strategy, and you can lend your logo to theirs to create an echo chamber.

Community Building: Build varying communities for your brand and organisation to build trust and engagement. You can plan some marathons, cycling activities, or sports tournaments

to connect with your audience at ground level. Sponsor the events at local levels, which have your relevant audience and enter the ecosystem with smart agreements that will give you ROI and engagement with the stakeholders to build bridges.

Empower your PR Agencies: PR Agencies are in touch with multiple clients, media journalists, influencers, communities, and government bodies. They hammer away behind the scenes on their toes for your brand building and are in touch with multiple stakeholders. Giving them due credit at public platforms and events will boost their morale, and they will engage you efficiently with relevant stakeholders for your business. Not just PR agencies; it can be your Digital Marketing agencies or any other third party that has to do with communication and branding at its core. The way you treat your PR Agency will encourage other PR Agencies to connect for relevant activities that align with your vision, messaging and goals. You will simultaneously build a community in the process.

Content Collaborations: There are multiple content creators on YouTube, LinkedIn, TV, and other modes. You can strategically

designate a spokesperson to share insights on the relevant topics of barter collaboration that will amplify your voice. You can strategically create case studies and whitepapers that would be relevant for varying content creators that they would like to share on their platforms to engage with their audience. You need to identify the influencers and opinion makers to engage with your relevant audiences with credibility.

There are several other creative avenues you can brainstorm to leverage your PR activities commercially. You need a strong team that works out the planning and executes well. One significant thing to note is that it won't be a quick output but a long-term process. PR is the science of building trust and the art of engagement.

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BHASKAR MAJUMDAR

Digital Disruption: The Evolution of Public Relations in a Connected World

Public relations as an industry came into existence almost three decades ago in India. Since the very beginning, the public relations industry has embraced relationships, or media relations as its core competency. Over the years, it evolved. It became a sophisticated approach to creating the strategic narrative, creating the right ‘messaging,’ and targeting the right audience in a well-planned way.

Digital Transformation and the Pandemic

The pandemic has fast-forwarded the adaptation of the digital transformation; the consumption of news has become digital. During lockdown, the print copy of newspapers was not available, and the adaptation of

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Creativity, digitality, and content are going to be key to communication going forward.
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digital news was predominant. Be it media, advertising, or public relations, all fields of communication have adopted newer ways of communicating to reach out to their target audience. Be it a twenty-year-old young man or a sixty-year-old man, social

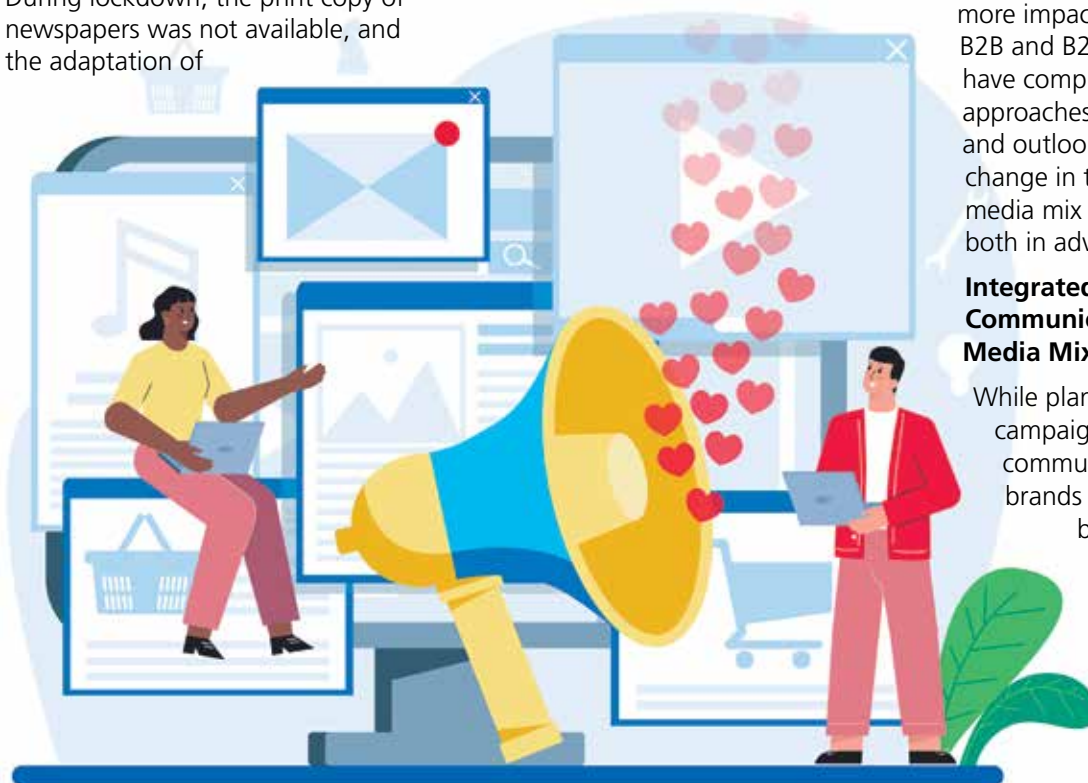
media has become an integral part of everyone's lives. It has changed the way we look at the world and how we communicate and interact with our friends, acquaintances, and loved ones.

The Impact of Data, the Internet, and Smartphones

The industry has gone through a radical shift with the availability of data, the wider reach of the internet, and the growth of smartphones. The digital medium is more real-time, instant, engaging, and immersive. It can be creatively adapted for several brands, communication and messaging through the digital platform, and in fact, it is more impactful, although, B2B and B2C brands may have completely different approaches, requirements, and outlooks. There is a sea change in the planning and media mix for campaigns, both in advertising and PR.

Integrated Communications and Media Mix

While planning campaigns and devising communication strategies, brands are adopting both digital and traditional approaches intertwined with each other—or, as they call it, Integrated



Communications. It largely depends on brands, their services, & products to decide what kind of media mix they should go for, and what concoction of traditional and digital they want to keep in their communication strategy. All of these depend on the kind of target audience they want to reach out to, or what category of markets they are targeting.

Content Creation and Visual Communication

Understanding social media and digital media is very necessary for communication professionals; understanding what works and what doesn't is key! Every social media platform has its merits, reach, and limitations. Hence, creative ways of thinking about outreach and creating videos have become added KRAs of communication. Understanding and adopting the new age of content creation, right from an authored article to customising the same in a blog format or LinkedIn post to multiple tweets to an Instagram post with the same messaging, is critical nowadays.

The Significance of Social Media

Knowing which social media platforms have the closest ties to your target audience will help you create more effective communication. Creativity, digitality, and content are going to be key to communication going forward. According to a study, 90% of the information sent to the brain is visual, and 93% of all human communication is visual. Hence, creating short videos to hook viewers within the first eight seconds, using creative design will be key. Also, carefully crafting a title or tagline that will resonate with your target audience, using interesting and relevant hashtags and tagging the relevant people, creating the strategic narrative, storytelling, the right target audience, and the right messaging, choosing the right platform and timing, and engaging with analytics will be critical for the success of any campaign.



Social media is important because it allows you to reach, nurture, and engage with your target audience, no matter their location. Few facts:

- It isn't 'mass' media anymore.
- It isn't 'influencing' only; it is about opinion building, decision-making, and support.
- It isn't static content.
- It isn't 'controllable.
- Feedback is instant.
- Conversations are happening, whether you are there or not.
- The key is to listen, engage, and build relationships.
- Engage rather than sell. Work as a co-creator, not a marketer.
- Don't say anything online that you wouldn't want plastered on a billboard with your face on it.

Adapting to Change

Communication is now a blend of earned, paid, owned, and shared media, and digital outreach and social media outreach are now integral parts of all communication campaign

planning. Post-COVID, the role of corporate communication has become multi-specialty outreach. The modern corporate communications function is agile, multidisciplinary, and insights driven. Communication has now become a crucial topic in boardroom discussions for many brands, and there has been a shift from considering it as a cost centre to recognising it as a value creator.

The Convergence of Communication and Marketing

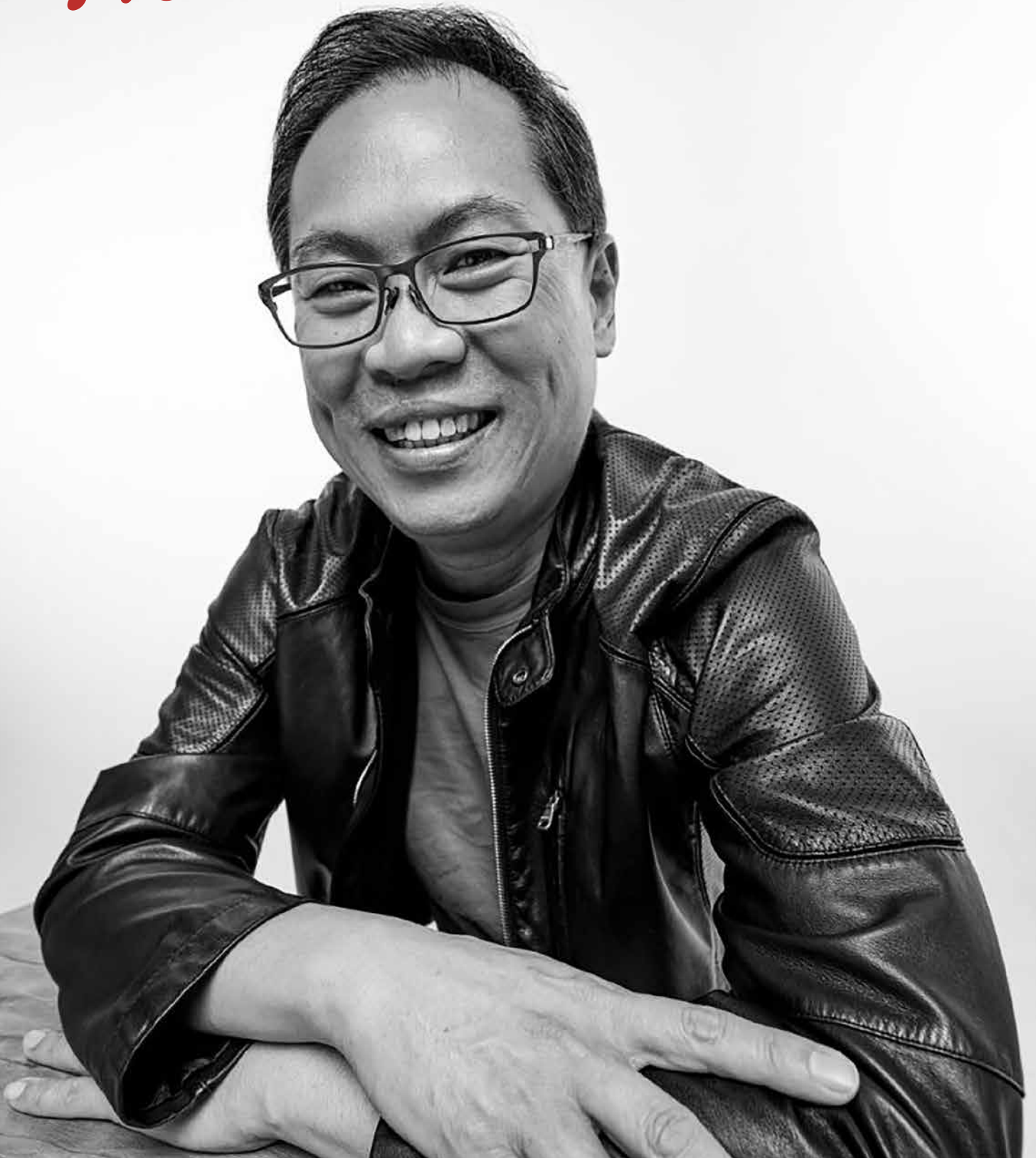
Today, the line is blurring between traditional outreach, video production, event development, brand marketing, media planning/ buying, as well as content creation and influencer strategies. The lines between communications and marketing continue to blur, creating new challenges and opportunities. And with time, public relations is emerging as a field that is constantly evolving, and professionals need to be able to adapt to new technologies, platforms, and trends as they emerge.

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change." ~ Charles Darwin

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TAY GUAN HIN

Monetisation Mastermind: *The Art of Profit*



In an insightful interview with **Pallavi Priyadarshini, Tay Guan Hin, Creative Chairman of BBDO Singapore**, delves deep into the intricacies of the Communication industry (PR, advertising, and media). With a career adorned by iconic campaigns and innovative learning methodologies, Guan Hin shares his wisdom on profit-making, the evolution of monetisation in the digital age, and strategies to thrive amidst industry challenges.

Join us for a captivating conversation with one of the industry's foremost visionaries as he unlocks the secrets to success in today's ever-evolving communication landscape.

Q: How would you define the 'art of profit making' within the unique context of PR, advertising, and media (communication) industries?

When it comes to profit-making in our PR, advertising, and media world, it's anything but one-dimensional. I've always seen it as this beautiful mix of art and science. On one side, you've got the sheer creativity of dreaming up campaigns that resonate, and on the other, it's about crunching the numbers and finding the sweet spots in various profit models to make those dollars count.

Q: Could you elaborate on the strategies and approaches you use to enhance profitability and client relationships?

Tailored Solutions: Whenever we work with a client, we don't go for one-size-fits-all. No, we get into their world, understand what makes their audience tick, and craft something that speaks to them. The beauty of this tailored approach? It not only delivers results but also allows us to command higher fees. This is a win-win because it cultivates stronger bonds with our clients. And guess what? They keep coming back for more.

Diverse Service Menu: Our service menu isn't a static list; it's like a dynamic palette. Some clients might want a simple social media buzz, and we can do that with something as straightforward as iPhone photography. But then, others are looking for the integrated approach—a high-profile campaign with celebs and influencers with top-notch production values. The options are limitless, and each comes with its own price tag.

Building Trust: Trust is like gold in our business. That's why we put so much into building a solid brand, not just for ourselves but also for our clients. If people trust your brand, they will pay a premium for it. So, how do we maintain trust? It's about consistently delivering that killer creativity and thought leadership. We're always there at industry events, we engage in dialogues, and, of course, we make sure we're projecting the best public image possible.

Upselling and Expanding Services: Upselling is another tool in our toolkit. Have you got a client hooked on your primary offerings? Let's talk about analytics, monitoring, or even some content refreshes. Keeping that service pipeline dynamic is vital. It's not just about piling on new services but expanding our horizons into emerging tech and media landscapes to attract new clients and offer something fresh.

Q: What are some strategies you employ to navigate the complexities of profitability in the

industry, beyond the common notions of cost-cutting and fee adjustments, and how do these strategies contribute to the genuine essence of profit-making in our dynamic field?

It's easy to think profitability is all about slashing expenses or bumping up fees. But let me tell you, it's way more profound than that. It's about adding value to each client, tweaking our processes for maximum efficiency, exploring various profit models, and, most importantly, keeping those relationships rock solid.

You can brainstorm the most brilliant profit models but executing them that's where the rubber meets the road. It takes a 360-degree understanding of the market and our clients and a relentless focus on delivering unparalleled value. That's the real art of profit-making in our world.

Q: Given the dynamic nature of digital advancements and evolving consumer behaviours, how has the concept of monetisation evolved within the communication landscape?

Ever since I got into Public Relations, Advertising, and Media, I've seen how the game of making money—monetisation—has radically changed.

Years ago, things felt simpler. You ran an ad in a newspaper, maybe got some media coverage, and that was that. Back in the day, it was standard for ads to appear in newspapers or during commercial breaks on TV. Public Relations was all about getting a mention in a well-known magazine or news channel. And media companies? They mostly made their bucks from ads and subscriptions.

But let's be honest, those days are long gone. With the explosion of social media, the game of programmatic ads, and heaps of user data, monetisation has turned into a simple labyrinth.

Now, it's like a game of chess where every move is calculated. I can measure who's clicking what, why, and for how long. This info is golden, letting me create highly personalised campaigns. Plus, the better I target, the better my return on investment. It's a win-win for me and my audience.

Q: How is the monetisation landscape evolving?

It's not just about banner ads and subscriptions anymore; there's a whole array of ways to make money now. I've seen how the rise of social media lets people toggle between 'free' and 'premium' content models. Paywalls aren't just 'pay to enter' anymore—they're more like VIP lounges, giving you a taste before asking you to commit.

And, oh, how advertising has evolved. It's getting more furtive but in a good way. Ads are showing up as native articles, sponsored videos, or influencer endorsements, making distinguishing between advertising and authentic content harder.

Q: How do you adapt to the challenges posed by evolving user behaviour, and the rapidly changing communication landscape?

In this era of clickbait and limited attention spans, if I can't grab you and keep you interested, I've lost. That's why I'm always focused on improving the user experience. Slow loading times, annoying pop-ups,



or irrelevant content? That's a surefire way to lose a potential customer or follower.

Gone are the days when you could just rely on one income stream. If I'm not thinking about merchandise, events, or other digital products, I'm setting myself up for failure. Monetisation these days is all about diversification.

This landscape is constantly changing, and so is how we profit from it. Keeping my finger on the pulse is the only way to stay ahead. But hey, that's what makes it exciting, right?

Q: Can you highlight some of the specific challenges that professionals and businesses encounter when trying to monetise their expertise and content within this industry?

For me, navigating the choppy waters of the marketing and advertising industry is akin to riding a wave of perpetual evolution. The challenges in this dynamic field are multifaceted:

A Crowded Arena: First off, let's talk about just how crowded this space is. Trying to monetise my expertise and content in an arena so saturated is like shouting in a noisy room, and finding a way to stand out and justify higher rates for what I offer is challenging, to say the least.

Continuous Self-Improvement: It feels like I'm on a never-ending treadmill of self-improvement, too. To keep up, I have to sharpen my skills and strategies continually. That's not just a time investment but often a financial one as well, as I need to keep up with the latest tech and tools.

Measuring the Intangible: Measuring success is another stumbling block. Clients naturally want to see tangible results from my marketing efforts. The return on investment (ROI) in this field can be elusive. It's hard to definitively show how my work has improved their bottom line, which makes it even tougher to prove my value to them.

Global Competition: And let's not forget the increasing global competition. The internet has levelled the playing field in a big way, so I'm not just competing with the agency down the street anymore but also with lower-cost providers worldwide.

Protecting Creative Assets: In a field where my creativity and original ideas are my bread and butter, protecting those assets is an ongoing struggle. The risk of my work being copied or misused is ever-present, adding another layer of stress.

Platform Dependency: Lastly, I'm pretty much at the mercy of third-party platforms like social media

and search engines to get my clients' content in front of their target audience. The constant changes in algorithms and policies mean I have to be on my toes, ready to pivot at any moment, just to keep that content visible.

So yeah, monetising my expertise and content in this industry is far from straightforward. It's a constant balancing act requiring strategy, adaptability, and a relentless focus on delivering real value. But despite the challenges, it's a game I'm committed to winning.

Q: Given these challenges, what strategies or approaches can communication professionals employ to overcome hurdles and successfully monetise their offerings?

Navigating today's complex world of communication, PR, advertising, and media is no small feat. Trust me, I've been there and developed some strategies to help me overcome the challenges that come with it. Here's what's worked for me:

Conquering Market Saturation: To really stand out in a crowded market, I've found that zeroing in on a specialised niche is invaluable. By crafting a unique business brand that encapsulates what makes me different, I've been able to command higher prices and distinguish myself from competitors.

Stay Ahead by Pivoting and Adapting: In my experience, updating my skill set and continuously learning are not just optional but essential. I don't just adapt to new technologies; I strive to use them in creative ways that most people haven't even thought about yet.

Quality Over Quantity, Always: For me, delivering high-quality services that exceed client expectations has always been the focus. I make sure my objectives are crystal clear and brief my team in detail, which helps avoid endless revisions that eat into profits. I also keep lines of communication open with my clients for continuous feedback, ensuring that I'm always meeting their needs.

Value-Based Pricing: Instead of simply going by market rates, I set my prices based on the unique value I offer. I've found that bundling services into comprehensive packages not only adds value but also makes it more challenging for clients to compare my prices directly with those of competitors.

Keep an Eye on Trends: I make it a habit to research and analyse industry trends regularly. I aim to do this quarterly and have found that clients are willing to pay for research that will help them be more effective. I also use techniques like A/B testing to understand what really resonates with my target audience.

By embracing this well-rounded approach, I've managed to navigate the complexities of today's industry landscape and monetise my services successfully. I really believe these strategies can help anyone in the communication, PR, advertising, and media sectors do the same. ●



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POOJA RAYCHA SOMAIYA

AI and Humans: The Future of Content Monetisation

Today, in the ceaseless surge of innovation, Artificial Intelligence (AI) stands tall as a transformative force. But the big question remains: Can AI revolutionise content monetisation without compromising the cherished user experience? This article delves into the ongoing tug-of-war between AI-driven content strategies and the delicate balance between monetisation and user experience.

AI as a Transformative Force

The advent of AI-powered content creation and curation is streamlining content production and management processes. This technology empowers businesses to streamline content creation, optimise costs, and craft targeted, impactful content.

AI-driven content creation exploits natural language processing (NLP) and machine learning algorithms to fabricate content from news articles to social media posts. By sifting through vast data reservoirs, AI identifies patterns and trends in content and crafts engaging material relevant to readers.

While AI's role in content creation and curation is revolutionary, it is not devoid of critique. Some contend that AI content lacks the nuanced touch of human-produced content, while others highlight potential bias and errors.

More than just adapting to new tools, true success lies in understanding how AI fundamentally transforms the content landscape. It's not merely a tool; AI becomes a strategic partner that can significantly influence content creation,

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AI-driven content creation and curation forge a new era of content management.
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distribution, and monetisation. While AI offers promising opportunities, maintaining the right balance is crucial to prioritise user experience.

Human Insight vs. Predictive Analysis

Predictive analytics for optimising content distribution and monetisation is a process that uses data analysis and machine learning algorithms to predict user behaviour and optimise content distribution and monetisation strategies.



The technology behind predictive analytics uses historical data and user behaviour patterns to create models that can predict future behaviour. By analysing data on user engagement, content consumption, and other metrics, the technology can identify patterns and trends in user behaviour and predict which content is most likely to be successful.

For example, businesses can use predictive analytics to identify the best time and platform to distribute content or determine which pricing strategies will lead to successful monetisation. This technology can identify which products or services are most likely to appeal to a particular user and recommend them in a targeted way.

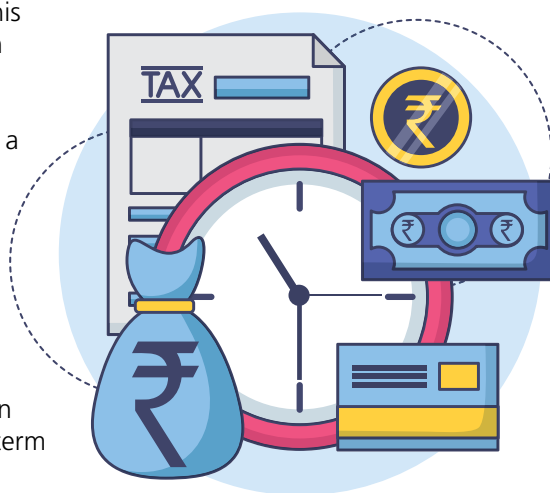
Spotify's curated playlists stand as a prime example. By studying users' listening habits, AI assembles personalised playlists that cater to individual tastes. This engagement amplification nurtures loyalty, driving long-term user retention and indirectly influencing revenue through subscription models.

While AI-generated content can follow patterns, it often needs more creativity and nuance than human minds bring to the table. AI can analyse vast amounts of data, but only human insight can craft content that resonates deeply with audiences.

Navigating the Balance: The AI-Human Collaboration

The true challenge lies in merging efficiency with authenticity. Achieving this requires a strategic approach that combines human creativity with AI's analytical strength. Take personalised advertising, for instance. AI's ability to sift through user data and deliver tailored ads is impressive, but the human touch can elevate these ads from mere messages to captivating stories. This collaboration ensures that users engage with content and perceive value in the advertisements.

Real-world examples underscore the symbiosis between AI and human expertise. Consider Netflix's recommendation engine, a prime illustration of AI's impact on user experience. By analysing viewer behaviour and preferences, AI helps curate content suggestions. Automation and human curation ensure that users find what they want and feel a personal connection to the content they consume. By tailoring content offerings, Netflix keeps subscribers enthralled, driving prolonged engagement and revenue growth.



The symbiotic relationship between monetisation and user experience is a delicate tightrope. The introduction of AI has the potential to tip the scales either way, making it essential to find equilibrium.

Ethical Considerations and AI's Limitations

The ethical considerations go beyond advertising. Integrating AI into content creation introduces a whole new realm of challenges. While AI can predict patterns, human behaviour can be unpredictable, making it challenging to anticipate how users might respond to AI-generated content. Moreover, AI's advancements raise questions about privacy. Privacy and security concerns emerge as businesses collect and analyse user data to fuel AI algorithms. Another challenge is the ethical consideration of ad intrusiveness.

While AI enhances targeted advertising, ensuring user experience remains unobtrusive is imperative. Striking a chord between relevant content delivery and avoiding ad fatigue is important. Consumers want content that caters to their interests without feeling overwhelmed by advertisements. Other challenges include algorithmic biases and maintaining user trust while navigating privacy concerns.

Uniting Human and AI Strengths

Can Artificial Intelligence single-handedly accelerate content monetisation while upholding user experience? While AI is a dynamic tool, it shines brightest when partnered with human creativity. In content, personalisation reigns supreme. Users want content that resonates personally, stirring emotions and creating lasting memories. While AI can analyse patterns, the human perspective weaves narratives brimming with emotions and authenticity.

AI-driven content creation and curation forge a new era of content management. Businesses can optimise production, trim costs, and generate targeted content. However, it's essential to maintain a balance between AI-driven efficiency and the human touch for quality and authenticity.

Today when AI is the star, remember that it's not the sole performer. In essence, AI is a partner that amplifies human capabilities. By embracing this partnership, we open the door to a future where content monetisation thrives without hurting user experience. As we step into the future, let's remember that while AI brings innovation, human creativity remains the heart and soul of content engagement.

***The author is a Content Marketing Strategist
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KRISHHNA KUMAR

Talking Business and Profits: How Communication Experts Can Cash in on Their Craft



A communication specialist's primary focus is on offering businesses, organisations, and individuals professional services and knowledge to help them enhance their communication efficiency and reach their objectives. They play a critical role in influencing perceptions,

managing relationships, and achieving positive outcomes through strategic communication, whether when dealing with huge enterprises, small businesses, or individual clients.

In a large consumer market like India, with a multi-lingual, multicultural population, a high

exposure (media consumption) audience, a dynamic economy, and a diverse set of businesses & challenges, the field of communication professionals is, hence, diverse, ever-evolving and demands building customised & effective communication strategies.

But even for expert communication consultants, monetising their efforts remains a big challenge. In this article, we will explore some possible ways to achieve it.

Thought Leadership and Workshops: Executives and top management are constantly looking for ways to improve their leadership and communication skills.

1. Provide executive coaching services as a communication consultant.
2. Individual coaching sessions with well-known clients can be profitable and effective.
3. Fostering enduring relationships with clients through the development of their interpersonal skills, crisis management abilities, and communication styles can lead to increased referrals and greater market awareness for communication consultants.

Above all, use the platform to build awareness about the science behind communication strategy planning. Because, it is not just about the number of square centimetres or airtime of exposure, but, rather about the content and its relevance to the media & audience.

Industry Specialisation:

While different businesses have different approaches to the markets, the core objective is to get noticed, earn profits, etc. On the other side, the common factors are the media platforms and the audiences. Build a scientifically driven process that helps build an effective communication strategy, evaluate it, measure it, and provide relevant live data to clients via a dashboard.

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These are some crucial ways to monetise your communication efforts in the right way. However, with newer paradigms opening for us, we, as communication experts, need to adapt to every changing move.
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Diverse Service Offerings:

Expand your service offerings beyond traditional PR to 360°. This could include media relations, content creation, social media management, crisis communication, event planning, influencer marketing, and digital

marketing. Diversifying your services will attract a broader client base and create more revenue streams.

Project-Based Services: Break the monotony of "retainers" and take on project-based assignments for clients. These could be one-time content creation, event management, crisis management, product launches, media outreach for specific initiatives, or providing a SaaS platform. Charging a project fee allows you to allocate resources efficiently and bill clients based on the scope and complexity of each project.

Partner with Influencers & Affiliates:

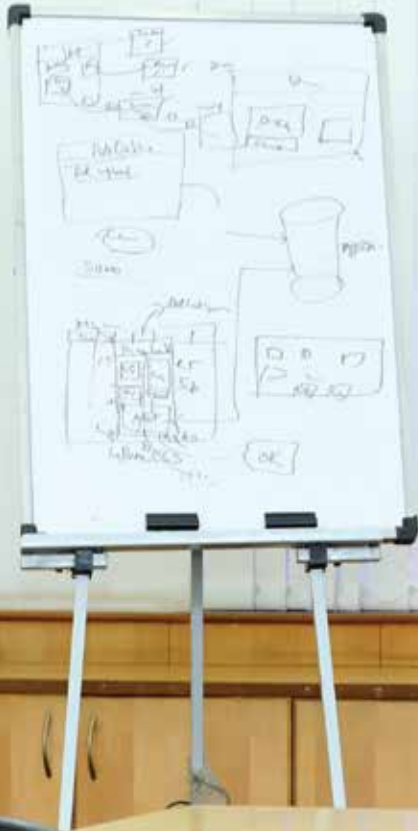
Collaborate with influencers and content creators to offer integrated PR and influencer marketing campaigns. Brands often seek influencers to promote their products or services, and by providing combined services, your agency can create additional revenue streams. As far as affiliates, you could partner with a marketing agency or event management company to cross-refer clients.

These are some crucial ways to monetise your communication efforts in the right

way. However, with newer paradigms opening for us, we, as communication experts, need to adapt to every changing move.

The author is a multi-media brand promotion consultant with 22 years of experience.
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ADARSH BENAKAPPA BASAVARAJ



Mastering the Ever-Evolving Challenge of Media Monetisation

Everyone wants a piece of the monetisation pie nowadays. It's not just content creators; professionals, experts, and even celebrities are after it too. The youth see it as a path to fame and easy money. Even mainstream media is struggling to cope with this ever-evolving challenge.

Social media dominates our lives, and free content rules the day. Media houses and companies face the tough task of convincing consumers to pay for their offerings. I may not be an expert with a massive following, but I've tried every possible path to monetise my content, learning from my failures. So, here's some firsthand insight into the

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Social media dominates our lives, and free content rules the day.
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complexities and challenges of media monetisation.

Decentralisation

Back in the day, media was all about one channel, like my grandparents' time with Doordarshan. My parents got cable, and I can't even remember the last time I watched TV. Seriously, I'm not exaggerating!

I belong to Gen Y, and we've seen technology change super-fast. Nowadays, young people consume media on their mobile devices—phones, tablets, and laptops—and they have tonnes of options based on their interests.

The internet has completely decentralised content, making it tough to monetise it. There are so many platforms to focus on, and it takes a lot of resources. I haven't seen any organisation (let alone individuals) claim they've nailed it on every platform and monetised everything.

Even big organisations are struggling to find a solid strategy, so imagine us, the small fish in this big pond!

Constantly Changing Consumer Behaviour

Another crucial consequence of decentralisation is the ever-changing behaviour of consumers. Digital media's rise has completely transformed how we access information, entertainment, news, and all sorts of media. "Free content" has become the new king and the norm these days. This has conditioned consumers to expect instant gratification without having to pay, leading to a shift in behaviour: "If I can't get it for free here, I'll find it elsewhere."

For media companies trying to make money from their content, this poses a big threat. It's almost impossible to convince customers to pay for something they can get for free elsewhere. This pushes individuals to focus on providing free, high-quality content, which comes with significant upfront costs.

The way to tackle this challenge seems to be by offering high-quality content, exclusive experiences, personalisation, and engaging customers to boost retention.

But let's face it, ticking all these boxes is no easy feat!

Give Maximum Attention to.... Attention!

Marketers are seriously worried about our shrinking attention spans. It's tough to get a meaningful message across in such a short time. Look at YouTube – regular videos are losing appeal to YouTube Shorts now. This short attention span makes it nearly impossible to fit ads into the limited time, and even if you shoot ads for this format, it's hard to know what to focus on. Making money depends on reaching a large audience, but are we

reaching the right people? And if we are, how well is it working?

Fragmentation of Platforms & Audiences

The digital age and social media have changed everything. Platforms and audiences are now scattered all over the place, making media monetisation complex. Media houses and companies are in a "Do or die" situation, needing to adapt strategies to reach dispersed audiences across various platforms. It's crucial to invest heavily in data mining, analytics, content creation teams, and customer experience



designers while maintaining quick turnaround times.

Collaborating with social media influencers is booming, and forming strategic partnerships with digital platforms and talent managers is the only way to expand reach and boost engagement.

The Rise of Diverse Monetisation Options

Monetisation options have evolved dramatically! It's no longer centralised but diverse. There are numerous ways to make money now, which is both a blessing and a challenge. Subscription

models like PATREON, GoFundMe, etc., are great, but they create loyal followings, leading to more competition among content creators and media organisations. Figuring out the best monetisation model becomes quite a challenge in this dynamic landscape.

The Going Gets Tougher

Competition's getting fierce, and technology's playing favourites with the big players. Virtual Reality and Augmented Reality are the future of marketing, but only those who can create immersive experiences can monetise well. Even on a personal level, having

publicists, social media managers, and strategists makes all the difference in growing and reaching wider audiences.

Defeating Ad Blockers: Media Companies' Toughest Battle

Media companies face a major hurdle: convincing users to disable Ad blockers, which keep getting better. Aggressive marketing made ads intrusive, leading to this issue. No ads mean no money, plain and simple!

But hold on, I'm not saying it's impossible to monetise without addressing this challenge. Many have achieved it! Today's talk was about the monetisation struggles faced by everyone, from the 'Average Joe' to the biggest conglomerates. To succeed, strategic agility, collaboration, and delivering addictive value propositions are vital in this ever-evolving tech-driven landscape. As I sign off, keep these key points in mind!

The author, aka "The Coach", is a Columnist with the Indian Express EDEX, Corporate Coach and Life Coach.
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M SURENDRAN UNNI

Creative Compensation: Lessons from an Industry Insider

Venturing into the realm of advertising creativity is like stepping into a unique universe, one where evaluating the quality of output and determining the rightful compensation for freelancers becomes a captivating dance. Ad agencies and clients, it's safe to assume, have crafted their guidelines for this intriguing purpose. With a career spanning decades and a portfolio that includes translations, voice-overs, scripts, and even coordination and modeling, I've come across instances of disputes, payments falling short, or worse, not coming through at all. So here, drawing

from my own experiences, I'm ready to share my insights and observations.

Imagine standing before the challenge of measuring (or as we'll call it, monetising) creative products—a logo, perhaps, or a snappy tagline. Here's where the plot thickens because neither the sheer intensity of input nor the undeniable brilliance of output can be measured or quantified until those results are put to the test, until they're laid bare for all to see and judge. Consider the value of a logo from a company's standpoint—it's priceless. Yet, I've

often found myself pondering how you could slap a price tag on something so invaluable. Interestingly, the remuneration for creative genius often hinges on mutual understanding and agreement, making it a precarious dance, especially for the creative souls. And here's the twist: payments are often made well in advance of the grand verdict declaring your creative genius a smashing hit. It's only after consistently churning out winning material around five or six times that you've earned the right to confidently command the rate you deem fit. This scenario





“**Consider the value of a logo from a company’s standpoint—it’s priceless. Yet, I’ve often found myself pondering how you could slap a price tag on something so invaluable.**”

feels reminiscent of marketing assignments—while your sweat and toil might be meticulously evaluated, the real rewards only pour in when your creation proves itself in the arena.

What fuels this situation? Well, it’s the total irrelevance of hours clocked in or the plethora of options presented to the client. The true essence lies solely in the final cherry-picked output. To add to the mix, negotiations typically kick off with you settling for less than half of what you know your artistry is worth. And brace yourself for surprises: your hard-earned sum might shrink even further due to reasons like “the client’s final approval is still pending” or “only one out of your

marvelous 15 options has garnered some interest.”

As for most creative ventures, a strong starting point can be your North Star. Revising and enhancing a solid first draft into something magnificent is a far smoother ride than crafting a brand-new masterpiece. The catch here is that creative output, that slice of your soul, is yet to be neatly structured in a universally agreeable manner by those who commission it. While there are predefined payment ranges for tasks like translations, the debate lingers on whether clients, who promptly pay for services like production and marketing, extend the same courtesy to creative output. In a cheeky twist, the 10 per cent slice of the total agency commission allocated to creative agencies, compared to the 5 per cent for the Media Agency of Record (AOR), could be hinting at the elevated status of creativity—a domain deemed more challenging yet more prestigious.

Looking back, I recall a time when reasons for non/short payments ranged from ‘the campaign’s been shelved’ to ‘the client’s not pleased with the energy in your voice-over’

or ‘your translation is too literal.’ Naturally, these excuses hardly stand when dealing with seasoned players, especially in the realm of modeling. Way back in the early 2000s, models like myself were handed payments on the spot after commercial shoots, for sums of Rs 5,000 or Rs 8,000, either crisp bills or cheques. “We often get paid immediately, especially for smaller amounts, but for larger sums like Rs 10,000 or Rs 15,000, it might take a week or two. Defaults have been pretty rare,” recalls Usha Murthy, a regular in the world of commercial modeling.

The scene has definitely seen an upgrade, but the pinnacle of creative excellence still beckons us to refine the reward and remuneration process. With the influx of opportunities (particularly in filmmaking) and a treasure trove of untapped talent waiting to shine, the future holds the promise of a harmonious outcome. So, as freelancers find their groove and carve their niche, the grand symphony of creativity is poised to hit a crescendo!

The author is the Director-Via Media Communications. unnisurenran02@gmail.com



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DR T VINAY KUMAR

Navigating the Era of Deepfakes and Digital Deception

Separating grain from chaff's is a familiar usage in most conversations. Linguistics reckons that most languages in the world are blessed with similar usages. The ubiquitousness of the usage may be an indication of the significance and long tradition of agriculture in the history of human civilisation. If we decide to exchange the agricultural era for the digital era, what would be the usage that would convey the same meaning? My vote would be for 'separating real from fake'!

In any case, identifying the real from the fake has been the first step in building trust since time immemorial. The age-old practise has gained further importance in the digital era as technology has brought greater efficiency to the creation and spreading of fakes. Technology-driven fakes are the principal factor behind the trust deficit that envelops modern society. A trust deficit naturally leads to a lack of confidence in the prevailing system.

The real getting swarmed by the virtual is one of the early symptoms of the trust deficit from the beginning of the digital era. The rapid growth of digital technology, especially, after the internet revolution, the distinction between the real and the virtual became increasingly blurred. The increasing paranoia due to the lack of trust dominated many discussions among social scientists, communication professionals, and



“
Between 2019 and 2020, the number of deepfake online content increased by 900%.
 ”

even philosophers. The advent of smart mobile phones further thinned the boundaries between the real and the virtual. The rapid progress in the realm of artificial intelligence and machine learning hastened the process and set off the proverbial alarm bells across the world. Frantic discussions are

on the rise nowadays as even the leaders of tech giants themselves caution about the sinister potential inherent in chatbots and other AI spin-offs. Separating real from fake is no longer a matter of leisurely academic discussions.

World Economic Forum Warning

A report by the World Economic Forum in May flagged the main threats posed by deepfakes to various walks of social life. Identity threats, impersonation, disinformation, manipulation of public opinion, etc. are some of the major concerns that seek the urgent attention of policymakers and other stakeholders.

Unlock the Power Within



Priyam explores the profound synergy between Kalaripayattu and effective communication with **Master Bobby Gurukkal**. From ancient warrior techniques to modern stress management, discover how this martial art transcends time to empower body, mind, and soul.

Q: Can you tell us about your journey from practising Kalaripayattu to a successful career in advertising? How did this transition come about, and what inspired it?

Kalaripayattu, the ancient martial art, is not only a physical practice but also a profound system for developing the mind. Through regular body-mind training in Kalari, practitioners hone their sensory and analytical skills.

In the year 2000, after relocating to Bangalore from Kerala, I attempted to establish myself as a Kalaripayattu practitioner but faced challenges. Consequently, I ventured into the field of advertising. Surprisingly, the skills and insights cultivated in Kalari were highly relevant in advertising, despite lacking formal advertising qualifications.

Q: It's fascinating how Kalaripayattu, a martial art, influenced your advertising career. Could you share specific instances or projects where skills from Kalaripayattu were particularly valuable in the advertising field?

My understanding of the human body's alignment in Kalari translated into a unique approach to the art and layout of advertising, which involves the human system. My ability to comprehend the human mind in a Kalari manner empowered me to communicate

effectively through advertising ideas. Moreover, my stress management skills acquired from Kalari practice equipped me to thrive in the high-pressure environment of the advertising industry. I achieved success in advertising, working with renowned multinational agencies in India, such as Ogilvy and DDB Mudra, and even received international awards.

This journey led me to a profound realisation about the essence of yogic practice: to unlock the highest potential of the human system, an ever-evolving entity. In 2013, I transitioned into a full-time Kalaripayattu teacher and healer, founding the organisation Manush.KalariYogi with the support of Jeevodaya Kalari in Kottayam, Kerala.

Q: Kalaripayattu places a strong emphasis on the mind-body connection. How does this holistic approach shape one's approach to communication?

Maintaining a strong relationship between individuals hinges on effective communication. When communication flows organically and harmoniously, the relationship becomes finely attuned. Kalaripayattu is a structured form of organic communication through the language of the body, aimed at fostering profound harmony between the body and mind. It embodies the Kalari saying, Kannethunnidathu Kai ethanam (where your eyes see, your hand should reach), and Mansethunidathu shariram ethanam (what your mind envisions, your body should be capable of executing).

It's akin to the synchronised movements of countless dancers who, through continuous practice, create a symphony of harmony. Through the Sadana or practice of the Yogic Warrior art of Classic Kalaripayattu, all the senses, every cell, limbs, memory, and the brain come together to produce signals that form a finely attuned and harmonious connection between the body and mind, and vice versa.

Q: Kalaripayattu has been regarded not only as a physical art but also as a vehicle for personal development. Can you delve into how this art form fosters a deeper self-awareness and encourages inner growth?

Imagine buying a robot; it comes with a manual to understand its full capabilities. Yet, when we are born,



we lack a manual to comprehend the vast potential of our personal development. Kalaripayattu, in essence, serves as a deciphering tool, unlocking the highest potential within the human system, encompassing both the physical and non-physical aspects.

Q: Many modern individuals struggle with stress and the demands of daily life. How does Kalaripayattu provide tools for stress management and emotional balance by fostering communication between the mind, body, and soul?

In today's world, comfort is often seen as a remedy for stress, but it may have reduced our tolerance for stress. Kalaripayattu, through challenging practices, builds resilience in the mind, body, and soul. By enduring discomfort, practitioners cultivate inner strength and the ability to stay composed in tough situations. Beyond this, Kalaripayattu offers practices like Kalari healing and daily routines to help individuals relax and manage stress effectively.

Q: How do you see the principles of communication between the mind, body, and soul in Kalaripayattu benefiting individuals beyond the training hall, in their daily lives and interactions?

Kalaripayattu instills a holistic approach to life, enhancing the human system. The initial stages of practice, like Mey Kannakanam (The body becomes all eyes), emphasise heightened awareness of the mind, body, and soul's communication. An example from early practice is 'Chuvadu/Stanza,' focusing on the relationship between your feet and the Earth. This connection, akin to Earth's gravity, enhances balance and stability in daily interactions. Wooden weapon handling improves handgrip, aiding interactions with objects. Through Kalari, the mind experiences diverse situations, preparing for real-life challenges. This heightened sensory awareness greatly benefits everyday life.

Q: Can you share examples of how improved body-mind communication through Kalaripayattu can positively impact an individual's everyday activities?

Consider the fast-paced nature of modern life and interactions. The world is speeding up, stressing our body and mind's capacities. Stress accumulates as waste, akin to the Earth's struggle with increasing waste production. Technology amplifies the speed of interactions. Kalaripayattu prepares individuals for this high-speed modern life. Ancient warriors readied themselves for the chaos of war through practice. Similarly, we can prepare for the rapid

pace of everyday life, our own 'war' with technology, using body-mind communication from Kalaripayattu.

Q: How does the concept of 'anchoring' sensations and experiences in the body contribute to refining the body-mind connection in Kalaripayattu?

Our life experiences are stored in our mind like data on a server, influenced by body sensations. Clear communication between mind and body serves as a strong anchor. In Kalaripayattu, the mind and body communicate harmoniously, crafting a resilient soul. Through these practices, humans of high quality have been nurtured for centuries in the Yogic warrior culture of Classic Kalaripayattu.

Q: What role does breath control play in enhancing the communication between the body and mind while practising Kalaripayattu?

Breath, known as Prana, serves as the primary fuel for both the body and mind. There exists a profound connection between breath and the courage of the body and mind. It's a common expression to say, "I became breathless" when fear strikes, and this phenomenon is not just metaphorical; it has real physiological roots. But why does this happen? Why does the body become inert while the mind is enveloped in fear? These are issues addressed comprehensively through Kalari practice at various levels. These practices prove invaluable in coping with the stresses of modern daily life. However, it's essential to recognise that acquiring and sustaining these qualities isn't as simple as enrolling in a 100 or 200-hour crash course; it demands dedicated daily practice.

Q: In your opinion, what sets Kalaripayattu apart as a unique and effective means of achieving a harmonious connection between the mind, body, and soul, and what advice would you give to someone interested in exploring this aspect of the art form?

Kalaripayattu welcomes all to explore its self-exploratory Yogic art, structured like a language's grammar. Dancers, for instance, seek agile grace in Kalari movements. Beyond personal harmony, this practice fosters harmony with the world, connecting individuals with people, society, nature, and the universe. It's an art of holistic connection. ●





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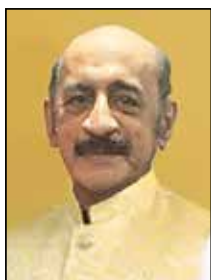


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M KESHAV

To Learn or Not to Learn?

Is that even a question in today's rapidly changing world? Jobs are becoming obsolete even before the fear of Artificial Intelligence replacing them took root.

Take, for instance, the way mobile phones have replaced a multitude of gadgets at home that once required service technicians to make house calls. In India, engineers are earning more by driving cabs and delivering food. What's the common thread in these shifts? It's the constant reskilling of the workforce, adapting with agility in the face of adversity. Today, Learning and Development, often labelled as Training, is a primary focus for disruptive game changers. Of course, acquiring cutting-edge knowledge or imparting it comes at a cost.

Human ingenuity lies not just in cutting costs during reorientation, but in retaining valuable talent—especially for soft skills like customer and colleague relations. However, this rush to monetise often leads to compromised quality in products and services. Unfortunately, at least in the Indian context, this has resulted in products and services of poorer quality being accepted due to affordability.

Interestingly, three services that ancient Indian wisdom traditionally provided for free—Education, Healthcare, and Hospitality—are today the most expensive. Higher education is America's biggest import, with India and China being the largest feeder markets. The premium pricing and innovative payment strategies for Ivy League degrees have helped maintain America's competitive edge by monetising Learning and Training.

In the developed world, the highest paid jobs often revolve around teaching. However, in the developing world, the lack of

monetisation for Training Research has led to a brain drain to countries like the USA. Fortunately, trends are reversible, and the return of home-grown talent is fueled by nationalistic pride and a peaceful resolution of parity concerns.

For effective Training, we need to rationalise costs by enhancing the quality of education while reducing the burden on consumers. Prime Minister Modi's shift from 'demand' to 'Development' emphasises India's



competitive advantage. Quality must come from investing in Training, rather than extravagant infrastructure. The resilient spirit that yielded remarkable scientific achievements should guide us in building a robust system that takes care of dedicated individuals.

Prime Minister Modi himself being an excellent administrator and trainer could boost the training industry's morale by reducing GST on soft skills training. The current set-off facility often eludes individual training facilitators due to the intangible nature of their offerings.

Over three decades of running my own training organisation, I've learned valuable lessons about cost and quality in Learning Facilitation. In the pricing battle between institutions and individuals, institutions usually have the upper hand due to built-in cost reduction

mechanisms. Individuals offering quality will succeed, provided they align with this reality.

The individual's needs will be met, but investor greed won't find a foothold. Training, especially in a culture where it's a means to an end for a better livelihood, isn't just a commodity for monetisation. It's about raising standards without succumbing to greed. The guiding principle is simple yet powerful: ATTITUDE.

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The proper attitude towards the monetisation of training costs in a WIN-WIN WORLD, benefiting both the Individual and the Institution as customers in harmonious proportions, is the linchpin for rapid growth.

Chanakya, one of India's earliest and most celebrated management thinkers in human history, encapsulated the essence of the Win-Win world: "Thou shalt not do business or engage with anyone unless both parties gain from it!" Such intrinsic clarity fosters a world of respect, peace, and shared aspirations.

The author is the Founder-CEO of MANTRA - Management Training Research Associates in Chennai. He has successfully conducted over 3,000 workshops, benefiting and engaging with more than 45,000 professionals. mkeshav@managemantra.com ●



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NEELAM YADAV

The Power of Media in Shaping Our World

In the 21st century, the role of the media has surged to unprecedented significance. It's safe to say that for the majority of people, a day without social media is simply unthinkable. Across diverse ages and backgrounds, social media has woven itself into the fabric of our lives. It's not just a source of information; it's a stage for entertainment, a catalyst for change, and a mirror reflecting the collective consciousness of our society.

Yet, as we stand amidst this digital revolution, it's crucial to remember that the power of media goes far beyond mere convenience or entertainment. It possesses the remarkable ability to mold minds and influence behavior on a mass scale. It's a tool that can uplift, educate, and empower, but it can also misinform, polarise, and manipulate.

Preserving Press Freedom: The Uphill Battle

India's journey with press freedom has been a tumultuous one. The darkest chapter unfolded in June 1975 when emergency measures were imposed, and censorship reared its head. However, the spirit of liberty prevailed, and after 1977, a wave of liberal ethos swept through the landscape, leaving an indelible mark on broadcasting.

It was a significant step when the proposal for an autonomous body to regulate All India Radio and Doordarshan was approved. This led to the birth of Prasar Bharti,

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The Defense of India Act, 1962, once reared its head during a time of emergency, limiting press freedom.
 ”

an autonomous corporation, on September 15, 1997, following the notification of the Prasar Bharti Act.

Legal Safeguards: Navigating the Maze

India boasts a complex web of laws regulating media success. Some of these laws trace their roots back to the British Raj, while others emerged in the post-Independence era. At its core, Article 19 of the Indian Constitution safeguards our right to freedom of speech and expression. This fundamental right forms the bedrock of a democratic society.

When it comes to the Print Media, a labyrinth of regulations and acts comes into play. The Press and Registration of Books Act, 1867, mandates the registration of printing presses and newspapers. The Press (Objectionable Matters) Act, 1951, governs what can be printed and published. The Newspaper (Prices and Pages) Act, 1956, regulates the pricing and advertising space in newspapers.

The Defense of India Act, 1962, once reared its head during a time of emergency, limiting press freedom. Meanwhile, the Working Journalists and other Newspaper Employees (Conditions of Service and Miscellaneous Provisions) Act, 1955, sets out the basic requirements for newspaper employees.



Deena Banerjee



Broadcasting & Film: The Government's Hold

In broadcasting, the Indian government held a monopoly for a significant period. Private companies often focused solely on promotional advertisements and support services. The Broadcasting Code, introduced in 1962, outlined cardinal rules for electronic media.

India's thriving film industry, one of the world's largest, operates within a stringent framework. The Cinematograph Act, 1952, empowers the Central Board of Film Certification to review and

approve films. The Copyright Act, 1957, grants copyright holders exclusive rights while penalising piracy.

Impact on Democracy: A Two-Way Street

Media in India has evolved into a powerful and effective medium, shaping our society and democracy. It's not a one-way street; the media reflects our culture and can influence how democratic our society becomes.

To strengthen democracy, India must protect its people and

ensure that the media continues to serve as a vehicle for social transformation.

As we navigate this complex landscape of media and democracy, we must remember the profound impact it has on our lives. In our quest for a more informed and enlightened society, the media remains an indispensable partner and a mirror reflecting our collective aspirations and values.

The author is the Manager, Public Relations at POWERGRID neelam.yadav@powergrid.in ●



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RAMENDRA KUMAR

The Super Shopper

A couple of years ago, as we were walking down Hazratganj in Lucknow, Madhavi saw a sign that galvanised her into instant action: ‘Sari sale: up to 80% discount’.

I followed her into the huge shop, almost the size of a mini football field. As soon as we entered, I saw a sea of shoppers of the female variety unleashing a virtual tsunami of physical and oral callisthenics. Like a parched soul heading for the oasis, Madhavi dashed to the counter behind which was emblazoned the legend: 80% discount. There was a virtual mountain of saris on the counter. The ladies were rummaging through the saris on three sides and on the fourth stood a hapless salesperson, who looked like the speaker of a State Assembly with the budget session in progress.

After ten-odd minutes of ‘scanning’ the saris, Madhavi grabbed one and tugged. The sari, like Hanuman’s tail in the Mahabharata, remained ‘unmoved’. I whispered to Madhavi, “You see the bhabhiji in the scandalous pink outfit. She is at the other end of the sari.”

Madhavi looked at her competitor and hesitated for a second. I whispered again, this time with a profound sense of urgency,

“Have you forgotten that your records in discus, javelin, and shot put during your college days still stand unbroken? Are you going to allow a mere Bhabhi to maul your reputation?”

Madhavi, with a resolute look on her face, pulled with all her might, and the result was instantaneous. The sari came sliding along with the bhabhiji in tow. Madhavi gave another tug. The sari and the bhabhiji were decoupled, and Madhavi walked away with the former, after directing a disdainful look at the latter.

Madhavi is not merely a great shopper. In the arena of bargaining, too, I have yet to see a more consummate professional whose dexterity has been proven beyond borders.

“Okay, my price – 50 dollars for the pair.”

Some years back, we went on an African Safari in East Africa. On the second day, we were sitting in our jeep outside Amboseli National Park, waiting for the permits. I saw half a dozen Maasai women and a man running towards us from a settlement

close by.

They were carrying necklaces, bangles, earrings, and handicrafts. The man, who was the first to reach, pushed two statues of a Maasai couple through the window of the jeep at Madhavi.

The statues, made of wood, were attired in the traditional ‘Kanga’ dress of the Maasai, and looked exotic.

“How much?” Madhavi asked.

“Okay, my price – 50 dollars for the pair.”

“Nine dollars,” Madhavi, who regards herself as the best in the business as far as the subtle art and abstract science of bargaining is concerned, said without batting an eyelid.

In India, when Madhavi bargains on the streets of Srinagar, the markets of Coimbatore, the bazaars of Jodhpur, or the lanes of Shillong, she starts at one-third the rate for fear of getting lynched. Here she was, starting at less than one fifth, possibly finding safety in the fact that the locals wouldn’t string up a foreigner, that too a woman.

“Forty-five for two,” the man calmly replied.

Just then I saw an old woman whose face had a lot of ‘character’.

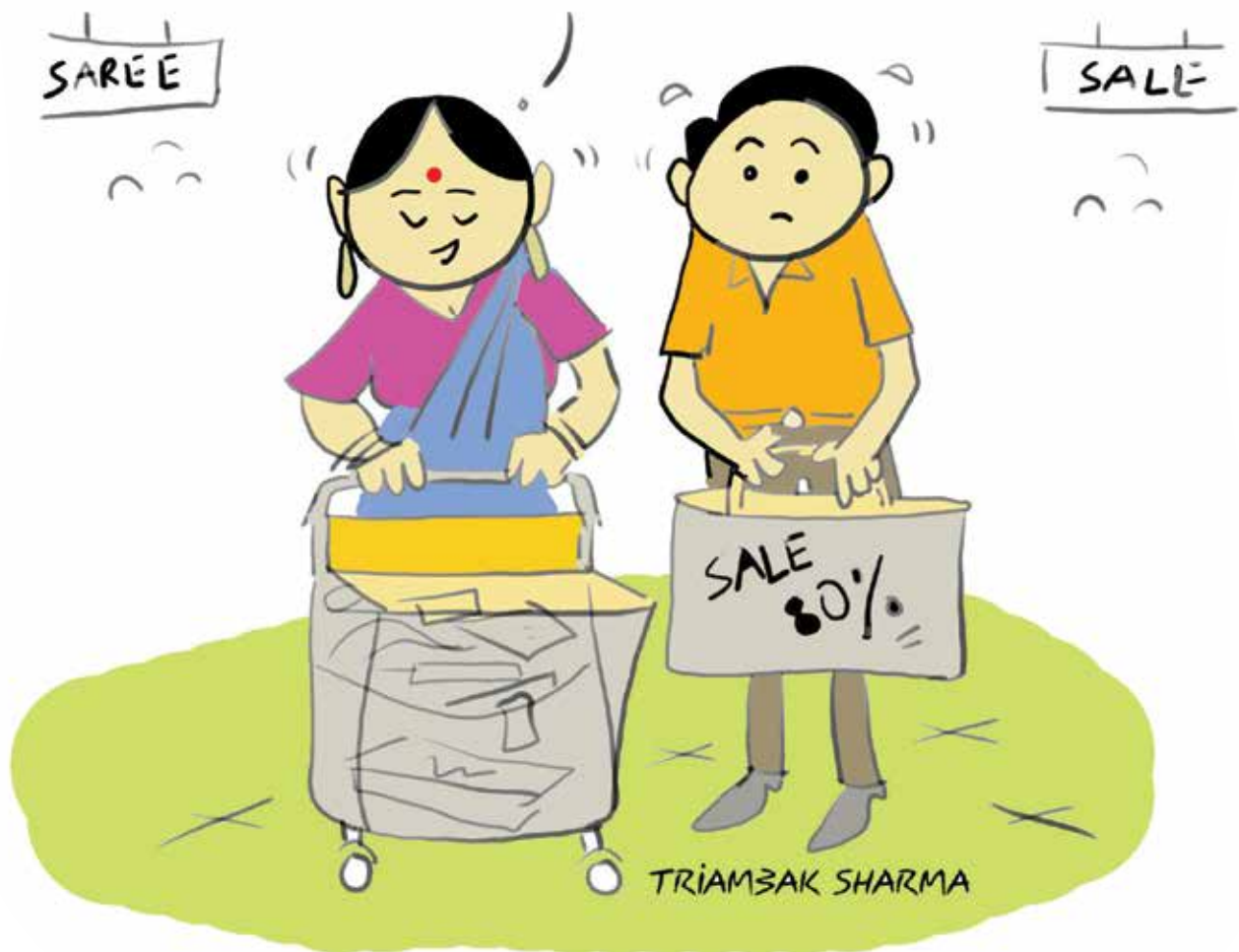
I focused my camera on the lady and was about to click when my subject said, “Photo, one dollar.”

I was taken aback, and our driver explained. “The Maasai people demand money for posing for photographs.”

Our vendor now had another handle to bargain with. “Last price, 40 dollars, and the photo of the old woman for free.”

‘Sari sale: up to 80% discount’.

Yes..I missed **BARGAINING** only once... **LUCKY YOU !!**



Now this was getting interesting – a slice of cash and a bit of barter!

Madhavi was not the one to give up; after all, she did have a compulsive spending disorder, and calling her a shopaholic was an understatement. Finally, after 18 minutes of negotiation, she clinched the deal.

“Eighteen dollars and the photo of the old woman for free,” Madhavi declared, her eyes shining as if she had just climbed Mount Kilimanjaro on stilts!

As a man, I love going shopping with Madhavi because it offers a new perspective. It offers tax-

free entertainment and gives me loads of masala to indulge in leg pulling later.

She shops for herself, the home, and me. From shoelaces to other elements of sartorial elegance, every piece I wear has been bought by her. And that is the way it should be, since ours is a love marriage, and I believe her taste is better than mine!

The author is a storyteller & inspirational Speaker.

Turning ordinary moments into extraordinary insights.

13ramenpr@gmail.com ●



PROF MATTHEW HIBBERD

Climate Communication: Call to Action

Climate change stands as one of the foremost political, economic, and social challenges of the 21st Century. The manner in which we convey the necessary changes holds profound sway over our success or failure in this endeavour. At the forefront of this critical battle are PR practitioners who advocate for governments, NGOs, and companies through initiatives like CSR. Over the past decade, heightened awareness has succeeded in firmly anchoring climate change in the public consciousness.

Yet, worldwide, scepticism still prevails among young individuals regarding the attainability of effective climate change mitigation and their personal role in this transformation. On a global scale, we witness communities taking initial strides to reduce carbon emissions. Nevertheless, the formidable barriers to inducing deeper behavioural shifts stem from their collision with other pressing life priorities. Everyday essentials like heating, air-conditioning, air travel, and more are driven by specific motivations, which inadvertently hinder substantial behavioural modifications.

As we grapple with these entrenched hurdles, the discourse surrounding climate change prevention and mitigation is undergoing a significant shift. The spotlight now turns increasingly towards shaping societies that can

adapt readily to environmental shifts. In this domain, communication specialists hold a pivotal role. Citing a government report from almost two decades ago, the essence is clear – people must first comprehend the challenges that lie ahead, recognize the urgency of climate change, and comprehend their role in tackling it. Communicating climate change, therefore, remains of utmost importance.

The younger generation's pivotal role in this transformation is widely acknowledged. Their engagement in climate change initiatives is mandated under international agreements. According to Article

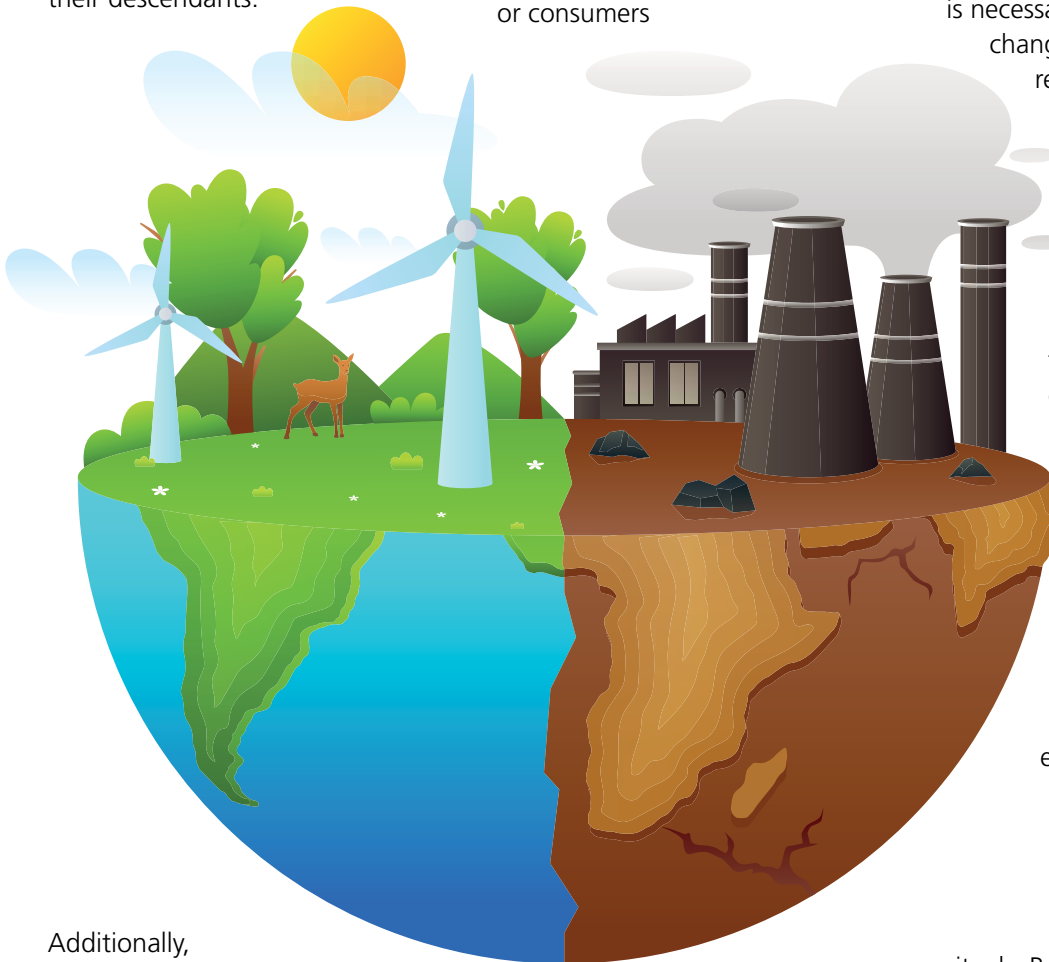
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The narrative of climate change communication is more intricate than just media coverage, communication tactics, or leadership.
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Six of the UN's Framework Convention on Climate Change, governments are obligated to conduct educational programs to educate and involve all stakeholders, with young people



identified as a key group requiring such training. Yet, a gap remains. Recent school strikes worldwide, commencing in 2018, have seen frustrated youth protesting against existing climate policies.

This resurgence of political attention underscores the legacy older generations are leaving for their descendants.



Additionally, non-violent direct actions by environmental activists have divided public opinion on climate change policy, particularly those linked to Net Zero policies. My recent book, “Young People and Climate Change” (2023), co-authored with colleagues, delves into these issues and captures the perspectives of key players, particularly the youth. Notably, young individuals stress the significance of effectively communicating climate change – a message that resonates deeply and remains relevant to their daily lives. They also emphasise the necessity for dedicated resources to facilitate change.

Our global response to climate change, interwoven with communication and mass media, is inherently connected to broader national and international endeavours. The narrative of climate change communication is more intricate than just media coverage, communication tactics, or leadership. Audiences, citizens, or consumers

perceive climate messages through ideological and social lenses influenced by factors such as nationality, political beliefs, socio-economic attributes, age, gender, class, ethnicity, location, and peer groups.

The perception of climate change varies dramatically between rural citizens in India, who experience its direct impact on farming, and their urban counterparts who prioritise different aspects. This intricate web underscores the challenges of effectively engaging citizens and consumers in behavioural change and environmental action. Amidst this complexity, the role

of communication specialists in combating climate change remains pivotal.

My book’s core argument lies in the imperative to transcend the limitations of national language and cultures in climate change communication. A broader, adaptable cultural framework is necessary to prioritise climate change education and foster relevant values and

norms among global citizens. Education is a powerful tool for promoting knowledge in our collective fight. Cultivating a culture that views climate change as an emotional journey, complete with ceremonies, rituals, and drama, is essential.

This paradigm shift would acknowledge the boundaries of single nationality and embrace a broader environmental culture.

The focus would shift towards promoting climate change symbolism, heritage, myths, folklore, and rituals. By ushering in cultural change, we are more likely to witness transformations in media as well. I am convinced that these sentiments echo the voices of the many young people featured in my book.

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MOMENT MARKETING

Chandrayaan-3's lunar touchdown: Where marketing reaches new heights!

Moment marketing is like catching a shooting star of trends – it's about seizing the spotlight of current events to spark instant, memorable connections with your audience. Just as Chandrayaan-3 touched down on the moon, moment marketing lands your message right in the heart of what's buzzing, making your brand shine like a star in the digital galaxy.

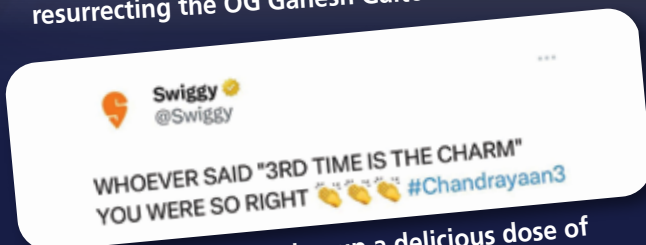
Here are some brands that perfectly seized the "moon-ment" with their moment marketing maneuvers!



Netflix - Netflix works its moment marketing magic, resurrecting the OG Ganesh Gaitonde!



Zomato - Zomato goes where no food delivery has gone before, updating its address to the MOON!



Swiggy - Swiggy serving up a delicious dose of 'wordplay,' putting the pun in 'pun-tastic'!



Amul - Amul, the true leader of moment marketing, always churning out 'utterly' delightful ads!



Happydent - Illuminating a spark of nationalism, brightening the 'moment' just right!



MRINAL K RAY

Email Marketing: 6 Steps to Positive ROI

In an age dominated by social media and instant messaging, email remains a cornerstone of our online lives. With a global user base projected to reach 4.6 billion by 2025, email continues to shape digital communication. Despite its enduring importance, email marketing has often been overlooked in marketing strategies. What was once a powerful tool for sharing information and driving specific actions evolved into spam due to misuse.

To navigate this email marketing minefield effectively, there are fundamental rules to follow:

Seek Permission: Always obtain consent from your recipients.

Clear and Concise: Use straightforward subject lines for clarity.

Unsubscribe Option: Include an easy opt-out method.

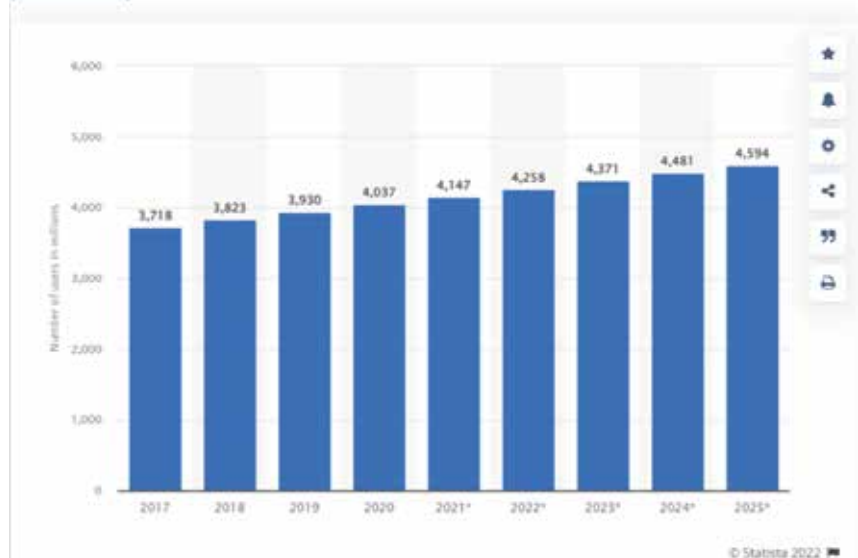
Official Identity: Present a credible corporate identity.

Now that the rules are set, let's explore how to harness email marketing as a potent tool for reaching customers and users.

Defining Email Marketing: Email marketing involves sending tailored content through mass emails to inform, educate, and persuade recipients to take a specific action, such as downloading a brochure, referring a friend, or making a purchase.

Why Email Marketing Matters: It's an essential and user-friendly

Number of e-mail users worldwide from 2017 to 2025
(in millions)



Building a successful email marketing campaign isn't just about sending out emails; it's a well-thought-out strategy.

tool within an effective marketing strategy. It serves two main goals: converting leads into customers and retaining these customers. To achieve optimal results, you must understand how to wield this tool effectively.

The Role of Strategy: Just like any marketing plan, email marketing requires a strategy. Success hinges

on the three Rs: Right Person, Right Message, Right Time. These seemingly simple factors, when executed correctly, yield substantial results.

Often, clients question the inclusion of email marketing in their strategy due to past unsatisfactory results. This occurs when campaigns lack strategy or specific objectives. Mass emailing without personalization or contextualization of the message becomes counterproductive.

Building a successful email marketing campaign isn't just about sending out emails; it's a well-thought-out strategy. Here are some essential steps to elevate your email marketing game:



1. Nurture Your Lists

- Building a list is the starting point, but it's crucial to have the right people on it. Targeting the right audience, one of the three R's we discussed, is vital.
- Sending emails to the right people is fundamental; otherwise, your strategy won't yield the desired results. For instance, sending an email about deep-sea fishing to a group interested in cross-country biking won't hit the mark.

2. Set Clear Objectives

- To reach your destination, you need to know where you're heading. Setting objectives is like plotting your course.
- Focus on what your email recipients can gain from your communication rather than what you want to achieve from the campaign. Solve their problems or provide valuable information to engage them further.
- Be flexible with your objectives as the engagement progresses.

3. Email List Segmentation

- After acquiring opt-ins and

assembling your list, don't rush into sending emails. Customisation and personalisation matter.

- Segment your list based on shared characteristics. This enables you to tailor content to specific groups, resulting in better click rates and conversions.
- Regularly remove inactive subscribers to keep your list fresh.

4. Prioritise Presentation Over Hard Selling

- While the ultimate goal is sales, don't push too hard for immediate conversions. Focus on delivering the right message.
- Design your emails to be mobile-friendly with supporting visuals. Understand that most recipients won't read the entire email due to busy schedules and multiple devices.



- Differentiate between objectives and goals. Goals could be smaller components of the overall objective, like achieving a higher click-through rate (CTR) while the objective is holistic, such as retaining customers or increasing brand awareness.

- Avoid triggering spam filters with words like 'discount,' 'coupons,' and 'sales.' Send emails from clean IPs, use concise subject lines, and respect unsubscribe requests to avoid spam alerts.

5. Craft a Specific Call to Action (CTA) with an Optimal Landing Page

- Getting the email to the inbox is just the beginning. Ensure your email prompts action and leads to the right landing page.
- The CTA should align with the commitment made in the subject line, completing the user journey and fostering further engagement.

6. Analyse and Optimise

- Measure the success of your campaign through metrics like delivery rate, open rate, CTR, reactivity rate, and churn.
- Implement A/B testing before finalising email models to optimise results.

In conclusion, treat email marketing as a distinct segment with its own unique strategy. Crafting an effective campaign means considering the expectations and behaviours of your target audience. There's no one-size-fits-all approach; segmentation, customer journey analysis, and addressing your audience's pain points are key to contextualising your message. Finally, create a seamless conversion path, integrating a clear and inviting CTA button into your email and directing recipients to a conversion-optimised landing page.

The author is a seasoned marketing and communications expert with a wealth of experience spanning over two decades.

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DR SURESH GAUR

Strategic Messaging in the Digital Age: The PESO Model Advantage

Dear readers, this article aims to delve into the various facets of Gini Dietrich's groundbreaking 'PESO Model.' By the end of this piece, you will gain a comprehensive understanding of the uniqueness of this model and how it can significantly enhance the effectiveness of your communication strategies. However, before we dive into the PESO Model, it's essential to briefly explore four PR models by Grunig & Hunt, as well as the realms of PR and Integrated Marketing Communications (IMC).

Understanding Grunig & Hunt's 4 PR Models

The four PR models developed by Grunig J.E. & Hunt serve as foundational concepts in the field

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In today's ever-evolving communication landscape, embracing the PESO Model is not just a choice; it's a strategic imperative.
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of public relations. These models, namely press agent/publicist, public information, two-way asymmetric, and two-way symmetric, were outlined in 'Managing Public Relations' authored by T Grunig and Hunt in 1984. They provide a framework for organisations to develop guidelines, tactics,

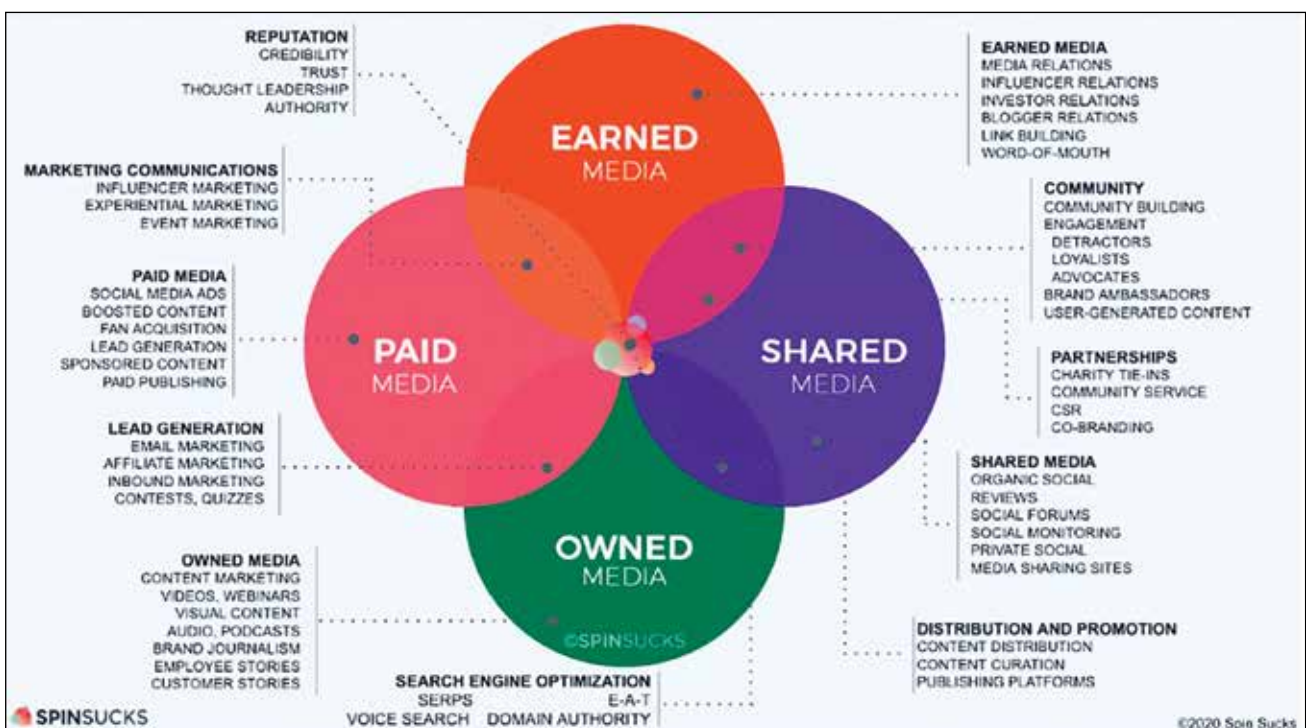
and programs to excel in the competitive landscape. Let's briefly explore each model:

Press Agent/Publicity Model:

This model involves attracting media attention through an organisation's activities. It relies on one-way communication to shape the audience's perception, often using propaganda techniques. The primary goal is to influence how the audience reacts to specific information.

Public Information Model:

Here, the focus is on disseminating accurate information about an organisation to the public. While it maintains one-way communication, it aims to educate the public about the organisation



through mediums like brochures, press releases, and newsletters.

Two-Way Asymmetric Model:

This model facilitates two-way communication between the organisation and its audience. It allows organisations to gather feedback and conduct research on their target audience, helping in crafting tailored messages.

Two-Way Symmetrical Model:

This model promotes free and equal exchange of information between the organisation and its audience. It fosters mutually beneficial relationships and involves in-depth research and feedback mechanisms to resolve conflicts.

Understanding PR

Public Relations (PR) is both a fundamental mindset and a strategic communication process that places the broader interests of the public at the forefront of every business decision. It is deeply rooted in ethics, strategic planning, and evaluation, aiming to build mutually beneficial relationships between organisations and their publics.

Understanding IMC

Integrated Marketing Communications (IMC) is both a theory and a set of business practices that ensure consistent messaging across various communication channels, creating a unified brand experience for customers. It unifies marketing communication elements, including public relations, social media, and advertising, to deliver a seamless customer-focused experience.

Now, let's dive into the heart of this article: understanding the PESO Model.

Understanding the PESO Model

In 2014, Gini Dietrich, the Founder & CEO of Arment Dietrich, introduced the PESO Model in her book 'Spin Sucks.' This model redefined PR and communication strategies by combining four key digital communication mediums:



- **Paid (P):** Refers to social media advertising, sponsored content, and email marketing. Paid media tactics often rely on native advertising, seamlessly integrating ads into the content.

- **Earned (E):** Involves articles, interviews, and mentions in traditional and digital media. Earned media carries the advantage of improving Search Engine Optimisation (SEO) and builds credibility through third-party validation.

- **Shared (S):** Includes content shared on social media platforms such as Facebook, Twitter, LinkedIn, Instagram, and more. Shared media fosters engagement with the target audience, often through live sessions and community-building.

- **Owned (O):** Represents content owned and controlled by an organisation, primarily residing on websites or blogs. This medium allows full control over messaging and storytelling.

Dietrich invites users to envision the PESO Model as a pyramid with these four corners. The strength of this model lies in the synergy between these media, compensating for each other's weaknesses. The recommended approach is to start with owned media, add shared media, then earned media, and finally paid media.

In March 2020, the PESO Model received some updates, emphasising strategy over tactics

and rearranging email marketing placement. It also incorporated additional elements like lead generation, SEO, distribution and promotion, and marketing communications.

In January 2023, Gini Dietrich reinforced the enduring significance of PR as a business driver and not merely a brand enhancer. She highlighted the PESO Model's role in this paradigm shift, as it offers tangible value through Key Performance Indicators (KPIs) like leads and revenue.

To achieve a consistent and effective message across all media platforms, precise and tactical planning is essential. The PESO Model, when executed adeptly, can help establish authority, leading to thought leadership and enhanced credibility. This model empowers organisations to win the human and SEO game by positioning themselves as experts in their field.

In today's ever-evolving communication landscape, embracing the PESO Model is not just a choice; it's a strategic imperative.

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Prof. P P Mathur
Vice Chancellor



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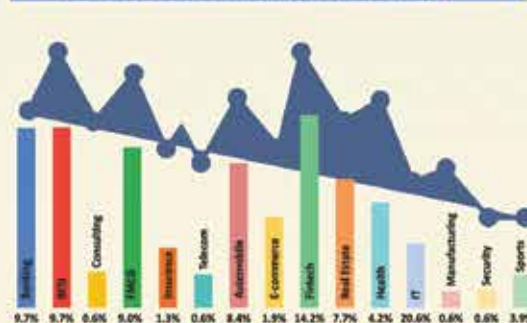
“The entire education scenario has undergone a paradigm shift in the post-covid period. The introduction of new technology in the curriculum and pedagogy and inclusion of skill oriented courses has brought about numerous challenges for the faculty, students and the management of the HEIs. I am glad to state here that in spite of these challenging situations, the Birla Global University has managed to march ahead in all spheres. The University has been able to carve its place on the horizon of Indian higher education.”

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V MOHAN SRINIVASAN

Inside-Out Communication: Become a Master of Messaging



After spending more than three decades in the corporate sector, I took up the entrepreneurial path and decided to pursue leadership development as my professional venture. I am a member of a business networking group and as part of educating them about my business I made a presentation to them on the value of corporate training. I had worked hard on this presentation for weeks. I wanted to showcase my reputation of being an expert in my chosen field. Also with the experience having made innumerable presentations in the corporate world, I knew the approach to take. I delved into the intricate details of behavioural and leadership development of people in my presentation to the

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Effective communication is not just transmitting information, but ensuring it's received, understood and acted upon.
 ”

group. I successfully completed my presentation and was having a chat with one of the seasoned members from the group. He first appreciated my speech. Then, he said, he had noticed that some of the members seemed lost and confused. They struggled to follow my presentation and could not understand the significance of

the message. He had noted my presentation had certain jargon that were unfamiliar to some of them and were too technical for the group. I thanked him for the honest feedback. I did admit that I was so focused on the details and the concepts I wanted to explain, that I hadn't considered the varying level of prior exposure among the team members to the topic of my presentation. I once again got an opportunity to present my business to the same group after a few months. I decided to improve my communication and adopted an approach that got me a lot of appreciation and recognition from the team. When I did a deep-dive to analyse the change in my communication approach, I realised the importance of inside-out communication where the communicator starts from their own perspective and knowledge base and works outward to ensure the message is fully absorbed and understood by the intended audience.

The Right Approach

Inside-out communication is the practice where one is encouraged to be honest and transparent in sharing their perspectives while also being open to listening and understanding others. This approach emphasises the importance of expressing oneself with clarity and integrity, without ignoring the need to being empathetic and receptive

to others' viewpoints. Practicing inside-out communication fosters authentic connections, promotes inclusivity and enables meaningful and constructive dialogues. Further, this commitment to truthfulness and sincerity enables one to build trust and credibility with others.

As I started learning more about inside-out communication, being more left-brained, I got curious to know the meaning of outside-in communication and hence the difference between these two approaches. It turns out that outside-in communication is injurious to positive relationship building and has a limited sense of understanding others' views. The idea is to make the other person 'wake up and be more alert' and this could potentially lead to destroying the trust and camaraderie. The affirmations made are without any consideration for the receiver. On the contrary, inside-out communication is designed to make the receiver introspect and self-evaluate. The objective of this approach is to find a solution or a way forward while maintaining good relationships with others.

The two approaches described above can be understood through the following analogy. Recently, I had the experience of consulting two different doctors on the same health issue I was facing. The first doctor just went by the laboratory investigation report and took a call on what I should do next without any discussion with me about my health condition. His attention was only on the report, and he did not even look at me. Though technically he could be right about his guidance, I was not comfortable in the way he handled the situation as I did not feel any trust with this doctor and could not take his advice on its face value. Therefore, I went to a

second doctor for consultation. He first listened to me patiently, performed a physical examination of my present condition, and only then looked at the laboratory report to corroborate his observation with the findings from the investigation. The second doctor's advice was realistic, feasible and importantly I was fully encouraged to comply with it. I felt comfortable with his manners and convinced about his expertise. Whereas the first doctor adopted an outside-in approach, the second one clearly had an inside-out



approach towards his patient.

Follow Expert's Recommendation

In this context, I adore the concept presented by Simon Sinek in his famous book *Start with why* which goes as follows: "People don't buy, what you do. They buy why you do it." In my personal story that I narrated earlier, this is the single most important aspect which made all the difference to my presentation and helped me achieve the desired objective with my audience. Simon Sinek uses 'Golden Circle' visuals to explain the concept of inside-out Communication and 'why' is at the deepest level. Typically, most communication that people do begins with what they do, then how they do it. And as an afterthought they might mention why they're doing it. In doing

so, they lose the opportunity to connect with their audience at an emotional level, where most of the conclusions do take place. Even when I was drafting this very article, I was cautious to first answer the question on why inside-out communication before moving to what and then how?

Listening Conscious Practice

Communication is a two-way street and the smart ones adapt the effective path. They know that the way to success lies in the power to listen empathetically to others rather than push, persuade and provoke methods adopted by typical old-styled salesmen. When you listen with empathy you build deep emotional connections with your audience, which helps you to have meaningful, in-depth conversations. Empathic listening is about giving your undivided attention to the other and the key is not to be led by a provocative, preconceived notion to speak. This would only be possible when the why is at the heart of the intent of the listener meaning you should strive to understand why they are saying what they are saying, which goes back to the 'Golden Circle' of Simon Sinek. Your ability to listen empathetically to your audience directly influences your ability to sell them an idea.

In summary, inside-out communication starts with understanding your own perspective, staying with your audience's needs and then shaping your message to connect with their perspective. As John C. Maxwell aptly puts it "Effective communication is not just transmitting information, but ensuring it's received, understood and acted upon."

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PAVITHRA H B

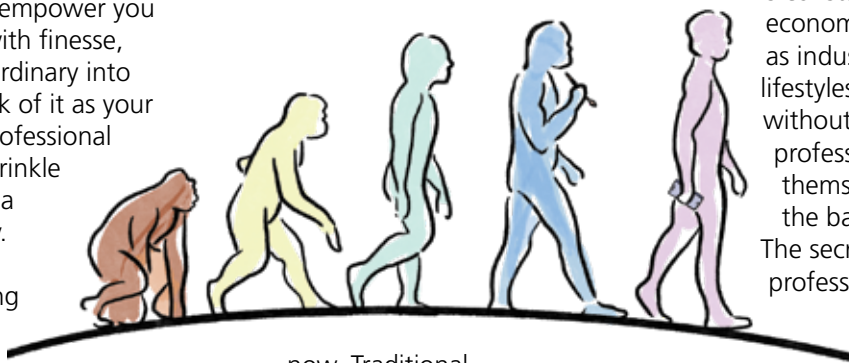
Navigating the Shifting Sands of the 21st Century

In the captivating tapestry of time, change is the only constant and in this dynamic 21st century, change isn't just a guest; it is the life of the party. We are living in an era where scientific marvels have become routine, and the world seems to be dancing to a symphony of innovation. Amid this whirlwind, one thing that stands out as the North Star of success is skills. Brace yourself, for the age of survival is not just about evolving; it is about skill evolution.

Skills are not mere sidekicks; they are the superheroes of modern working life. They empower you to perform tasks with finesse, transforming the ordinary into extraordinary. Think of it as your secret recipe for professional prowess, with a sprinkle of confidence and a dash of personality. In a world where nations are sprinting towards digital horizons, skill development, recycling, and upskilling have morphed into essential survival tools.

Imagine this: by 2030, over 85 million jobs could be left vacant due to a lack of qualified candidates. In India, more than half of industries struggle to find skilled individuals, and the International Labor Organisation (ILO) predicts a talent shortfall of 29 million by 2030. The world is evolving, and it is taking skills along for the ride. But wait, the 21st century is not just about the future—it is about the

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Skills are not mere sidekicks; they are the superheroes of modern working life. They empower you to perform tasks with finesse, transforming the ordinary into extraordinary.
 ”



now. Traditional job roles are getting a digital makeover and careers are moving into uncharted territories. You might find yourself in a job that doesn't even have a name yet! The landscape of work is shifting faster than ever, demanding a skillset that is as adaptable as a chameleon.

Enter the digital realm, where having digital skills is like holding a golden ticket. As technology gallops ahead, it creates avenues that we could not fathom before. Today's world is a playground of innovation and digital skills are

your keys to unlock its treasures. Be it coding, data analysis, or navigating the web of the unknown, digital skills are your compass in this uncharted territory.

It is also about how we use our skills. Take Google and Amazon, for instance. They are not just tech giants; they are also skill champions. 'Grow with Google' and Amazon's reskilling initiative show how companies are investing in their people's skill journeys.

Now, picture this: the world as a river, not a stagnant pond. It

is constantly flowing, and economies are evolving as industries blossom and lifestyles transform. Yet, without skill transition, professionals could find themselves stranded on the banks of stagnation.

The secret sauce for professional success lies in adopting new skills, opening doors to innovation, and

wooing your boss with a fresh breeze of creativity.

As the world spins faster, a kaleidoscope of skills emerges. Literacy, numeracy, teamwork, critical thinking are skills as well as tickets to success. You are an agile learner, mastering new tricks in a rapidly changing circus.

Now, imagine a future where every job you do involves a touch of tech wizardry. From wheel to printing press, radio to YouTube, technology's epic saga continues. AI, automation, and the digital



revolution are part of this narrative, promising convenience and safety. But the twist is that the digital age doesn't discriminate. Without skills, the digital wonderland could be a realm of confusion.

Fear not, for the beacon of skill development shines bright. Organisations are taking charge, empowering employees to stay relevant through reskilling. Amazon's \$700 million plan to reskill its workforce is a prime example. It is a reminder that the future belongs to those who adapt, learn, and stay ahead.

But this is not limited to the corporate world. You don't have to be an Avenger to embrace skill power. From learning new apps to mastering Microsoft Office, the digital universe is your playground. The National Education Policy (NEP) of 2020 agrees, highlighting the importance of skill training. Your education should be a launchpad for skills that set you up for success.

In this whirlwind of change, skills are your rudders, guiding you

towards uncharted destinations. They are your passport to the future, granting you access to a world of possibilities. So, let us embark on this journey of skill discovery, for the world is changing, and we are evolving with it. Remember, the power to thrive in the 21st century is in your hands—and the skills you hold.

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GK PRAMOD

In the bustling area of Bangalore's Electronic City, where innovation is the heartbeat, an entrepreneur's story weaves an intriguing tale of transition and transformation. **Priyam** meet **GK Pramod**, serial entrepreneur, mentor and author, who traded lines of code for the allure of aromatic coffee beans. His journey from the software industry to becoming the proud owner of "Coffee Confessions" is a testament to the power of passion and the pursuit of dreams.

Pramod's journey began in the world of software industry. There was a world of algorithms and technology, where lines of code held the promise of innovation. Then he went on to set up 'Second Gear,' a mentoring organisation dedicated to nurturing small and medium-sized entrepreneurs.

But destiny had other plans. In 2016, a friend presented him with a proposition that would set the stage for a new adventure. It was a construction project, and what made it extraordinary was that 80 per cent of the vendors involved were once their own mentees from Second Gear. Architects, structural engineers, and others they had guided were now part of their entrepreneurial endeavour.

Coffee Confessions Brewing Success from Bytes to Bites

The Sweet Twist: Baking Traditions and 'Cafe Confessions'

Life took an unexpected turn when Pramod's wife introduced a delightful idea—a bakery. With a heritage rooted in three generations of bakers, the family envisioned creating something unique. They didn't just want to offer baked goods; they aimed to craft memorable experiences. Thus, the seeds of "Cafe Confessions" were sown.

The vision for "Cafe Confessions" was clear—to create a space where people from all walks of life could come together. It wasn't merely a coffee shop; it was a hub for socialising. It catered to working professionals seeking respite, couples and families meeting for prospective matchmaking, and teenagers searching for a venue to celebrate their milestones.

“**"Coffee Confessions" transcended the boundaries of a conventional coffee shop.**”



Pramod embarked on an immersive journey, visiting over 200 bakeries and exploring 25 cafes. Every aspect, from the cafe's ambiance to its interiors, was meticulously contemplated. And thus, "Coffee Confessions" was born, where confessions could encompass anything—from intimate conversations with friends to romantic dates and professional meetings.

The family's personal involvement was paramount. Pramod, his wife, and their son played pivotal roles in shaping the cafe's menu. Their goal was to offer not just food but experiences, with an unwavering commitment to quality and consistency.

An Integrated Oasis: Beyond Coffee

"Coffee Confessions" transcended the boundaries of a conventional coffee shop. It was an integrated concept, offering not only coffee but also a mouthwatering array of drinks, desserts, and delectable food. It wasn't a standalone venture; it was part of a larger tapestry that included a retail bakery—lyengar Oven Fresh, "Bangalore Belly" for sumptuous buffet lunches, "Casa Picasa" for unforgettable parties, and of course, "Coffee Confessions."

The vision extended further. Customers staying at "City Keys," the group's small business hotel, could seamlessly transition from a workspace in the cafe to indulging in bakery delights, savouring a lavish lunch at "Bangalore Belly," and dancing the night away at "Casa Picasa."



Maintaining a uniform brand message across businesses on the same premises posed its challenges. Yet, Pramod's strategy was simple—each business should possess its unique identity. Amidst the diversity of offerings, a consistent commitment to quality and service prevailed.

The food is a symphony of simplicity, flavour and affordability. There is a delightful range of vegetarian delights that cater to every palate. Do not forget to indulge in their signature cold coffee and the sizzling brownie that gives a sweet crescendo to your dining experience. ●

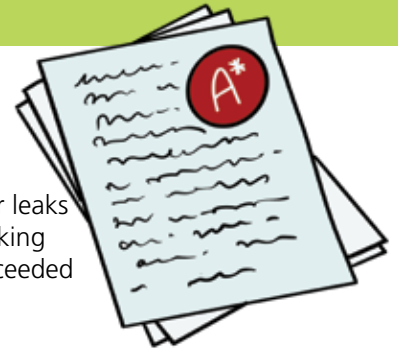


Ch.Video: Walk Through the Cafe



PRAVIN SHIRIYANNAVAR

Securing Merit: The JIT-QP Revolution A Game-Changing PR Campaign



In a world where traditional examination systems were riddled with question paper leaks and vulnerabilities, MeritTrac emerged as a beacon of change with its groundbreaking campaign, 'Securing Merit: The JIT-QP Revolution.' This PR campaign not only succeeded in addressing a longstanding issue but also showcased the transformative power of strategic communication.

The Challenge:

Question paper leaks had long been a menace in high-stakes examinations in India. These leaks not only compromised the integrity of exams but also shattered the dreams of countless meritorious students. MeritTrac's innovative solution, 'Just in Time - Question Papers' (JIT-QP), promised to eliminate this threat. However, awareness and adoption of this technology were disappointingly low among examination bodies.

The Strategy:

The campaign strategy was ingenious in its simplicity: capitalise on incidents of question paper leaks to create a compelling narrative. It questioned why examination bodies were not embracing JIT-QP technology when it could safeguard the interests of deserving students and uphold the sanctity of examinations.

Execution and Impact:

The campaign closely monitored question paper leaks across the country and engaged with national and regional media to emphasise the urgency of adopting new practices. brand-comm, the PR agency behind the

campaign, relentlessly pursued this narrative, crafting a convincing and sustained message.

The media investigated lapses, championed the cause of meritorious students, and grilled examination bodies on their reluctance to adopt advanced technologies. This led to extensive media coverage and discussions with decision-makers, creating awareness about JIT-QP's availability and efficacy.

This PR campaign not only succeeded in addressing a longstanding issue but also showcased the transformative power of strategic communication.

Results and Success:

'Securing Merit: The JIT-QP Revolution' achieved remarkable success. Examination bodies, both public and private, expressed a keen interest in JIT-QP, leading to a surge in inquiries. MeritTrac's services gained widespread acceptance, significantly reducing question paper leaks in recent years.

This PR campaign serves as an inspiring example of how strategic communication can drive technological adoption and bring about transformative change in traditional systems. 'Securing Merit: The JIT-QP Revolution' is not just a campaign; it's a success story that underscores the pivotal role of PR in creating a better, more secure future for students and educational institutions alike.

The author holds the position of Chief Operating Officer at Brand Comm
pravin@brand-comm.com ●





SAVITAA JITESH TANDALE

Born on November 24th, 1976 in Orissa, Savitaa Jitesh Tandale is a visionary artist whose canvas mirrors the intricate dance between nature and her profound emotions. Her artistic journey has been a dynamic exploration, enriched by her academic pursuits and a deep connection with the world around her.

Capturing Nature's Symphony Through Art

“
She believes that her art isn't solely a visual medium; it's a silent poetry that captures the essence of the present moment and beckons viewers to immerse themselves in its soothing cadence.”

During her academic years, Savitaa delved into the world of Lino and wood prints, expanding her artistic horizons and refining her

creative voice. Currently based in Bangalore, India, she has seamlessly blended her experiences into an art form that resonates deeply with audiences.

Savitaa's artistic path was cemented by her educational achievements. She pursued a Diploma in Art Teacher from the prestigious Sir J. J. School of Art, Mumbai, in 1997. Her dedication and talent were recognised when she achieved a distinguished 4th rank in Maharashtra state for her Fine Art Diploma from L S Raheja School of Art, Mumbai, in 2001.

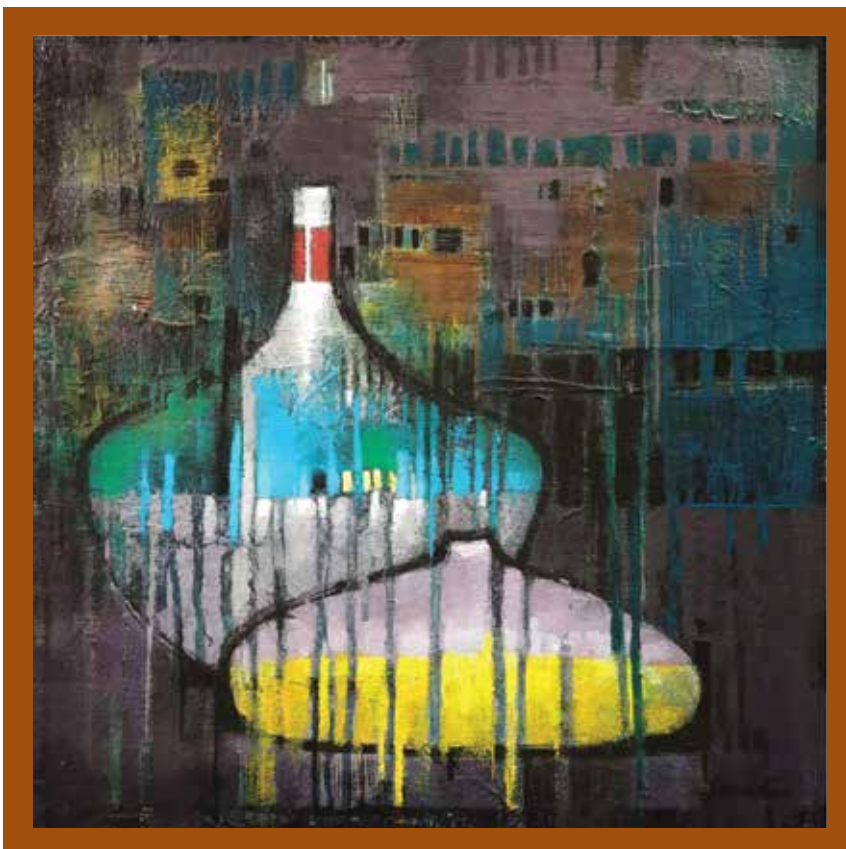
Savitaa's art is a contemporary celebration of nature's profound beauty. Her work transcends traditional boundaries, inviting





viewers into a world of abstraction that bridges the gap between human emotions and the natural world. With every stroke of her brush, she weaves a tapestry of serenity and resonance, echoing the rhythms and melodies inherent in the natural realm.

The essence of Savitaa's art lies in its ability to convey the symphony



of nature's voice. Her canvases whisper with the tranquility of a rustling forest, the crescendo of crashing waves, and the harmony of a gentle breeze. She believes that her art isn't solely a visual medium; it's a silent poetry that captures the essence of the present moment and beckons viewers to immerse themselves in its soothing cadence.

Savitaa's creations serve as a testament to the profound connection between artistic expression and the world that inspires it. Through her art, she brings forth a unique visual communication that speaks volumes to the intricate relationship between nature, emotion, and the human experience.

savi142325@gmail.com ●



S NARENDRA

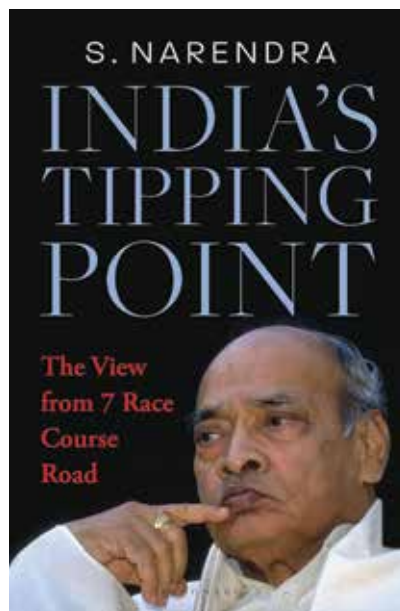
India's Tipping Point: The View from 7 Race Course Road

'India's Tipping Point' by S Narendra offers a captivating and insightful glimpse into the political and economic challenges faced by the Indian government from 1991 to 1996. As the title suggests, it provides readers with a unique 'View from Race Course Road,' the official residence of the Prime Minister, during a crucial period in India's history.

The book opens with a gripping anecdote, where the former Prime Minister, Narasimha Rao, is confronted with a direct and probing question by his Information Adviser, S. Narendra, during a national press conference, "Sir, why are you running away from a judicial or Parliamentary probe into the stock market scam. Is the government engaged in a cover up?" This sets the tone for the book, highlighting the pivotal role of communication professionals in handling crises and shaping public perception. The question was not from a journalist but from within the government, underscoring the intensity of the situation.

The narrative transports readers back to 1992, a year since Prime Minister Rao assumed office, and the country was rocked by a major stock market scandal involving Harshad Mehta. The author skillfully navigates the political landscape, detailing the uproar in Parliament and the proliferation of wild rumours involving government officials, senior bureaucrats, and even the Prime Minister's family. The book raises

“
The book's narrative style is engaging, offering a racy and informative account of India's journey during this transformative period.”



critical questions about whether the minority government could weather the crisis.

Throughout the book, there are instances where timely and professional advice from communication and media experts could have made a significant difference. These anecdotes

offer valuable lessons for PR professionals, emphasising the importance of strategic communication during tumultuous times.

Beyond these intriguing stories, 'India's Tipping Point' provides a comprehensive background on the political and economic developments of the era. The book showcases how government policies, initiated without much fanfare, transformed India's foreign policy and economy, propelling the nation onto the global stage.

One anecdote in the book will resonate with PR professionals—the incident involving the Prime Minister's national broadcast in an African country with limited communication infrastructure. The revelation that the recorded speech was missing from the TV tape serves as a reminder of the technical challenges communication professionals often face.

The book's narrative style is engaging, offering a racy and informative account of India's journey during this transformative period. It is a valuable resource for political historians, PR and communication professionals, and academia, offering a unique perspective on the intersection of politics and communication strategies. ●



and brought together startups and the art of public relations. A highlight of the event was the unveiling of the Chanakya Startup Issue, emphasizing the role of communication in shaping the future of entrepreneurship. PROasis united over 100 startups from key entrepreneurial hubs, supported by DYPI University, Pune.

The event featured luminaries, inspiring keynotes, and discussions on preparing startups for the future. It seamlessly blended with World PR Day celebrations, highlighting the transformative power of PR and advertising. Honourable Justice Shree Krishna S. Dixit graced the event, and PRCI luminaries reiterated their commitment to empowering startups and advancing public relations excellence. PRCI continues its mission to support startups and contribute to an extraordinary future for India.

Compiled by Aditya Kumar ●

PRCI Launches PROasis on World PR Day

A Revolutionary Summit and Awards Ceremony to Ignite the Startup Ecosystem

The Public Relations Council of India (PRCI) launched PROasis, an

initiative celebrating innovation and entrepreneurship, at a grand event in Bangalore on July 16, 2023. This launch coincided with World PR Day





Sri Fredrick Michael, Director of PRCI, envisioned a stronger and more influential PRCI in the PR sector. Smt Aneeka, the Vice Chairperson, added a dash of inclusivity, suggesting that PRCI should extend its reach across different sectors and communities in its mission. Sri Noel Robinson, Treasurer, and Sri TVS Narayan, Zonal Chairman, South, PRCI, discussed the significance of forging alliances with other relevant organisations. They championed the idea that collaboration is the path to professional excellence.

During the spirited Q&A session, PR professionals lent their voices to the changing PR landscape. They shared their insights, underscoring the industry's growing need for professional training and technology adoption to navigate the fast-paced challenges of the modern world. And that's not all! Sri B. Anil Kumar, an esteemed Executive Committee Member of PRCI, took centre stage to share his perspective on the thrilling advancements unfolding in the PR profession.

He wasn't alone; many others stepped forward, pledging their expertise and passion to propel PR to new heights. PRCI isn't just talking the talk; they're walking the walk. They've already inked promising partnerships with several universities nationwide, crafting exciting pathways for budding PR enthusiasts. And the best part? More of these academic collaborations are on the horizon, shaping the future of PR into a thrilling career choice. ●

PRCI Symposium: PR Career Opportunities & Mentorship

The Hyderabad Chapter of the Public Relations Council of India (PRCI) recently hosted a dynamic symposium titled 'Public Relations and Career Opportunities' at the vibrant AMG Plaza in West Marredpally, Secunderabad. This event was no ordinary gathering; it was a meeting of minds, ideas, and visions.

Guided by Sri Shakeel Ahmed, Chairman of PRCI Hyderabad, the symposium delved deep into the intricacies of the ever-evolving

field of Public Relations and its allied subjects. But this wasn't just another talk-fest. It was a forum where the PR professionals of today met the potential PR superstars of tomorrow. Sri K Ravindran, President of the Young Communicators Club (YCC), brought the spotlight onto a crucial facet of the PR industry - mentorship. He urged PR professionals to step into the role of mentors, sharing their knowledge and wisdom with the next generation of communication maestros.



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DR VERTIKA KULSHRESTHA

Eye Health in the Digital Age: Strategies and Exercises

In the realm of the digital age, prolonged screen time can lead to eye strain, a prevalent concern during activities like computer usage and smartphone interactions. To uphold optimal visual wellness amidst the digital landscape, embracing good nutrition and adopting proactive measures is pivotal. Here's a comprehensive guide tailored to safeguarding your eyes in the digital age:

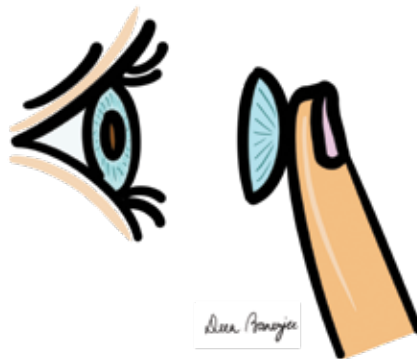
Nutrition for Visual Wellbeing:

Foster eye health through mindful choices:

- Include nuts & legumes in your diet.
- Incorporate fish rich in omega-3s.
- Opt for citrus fruits, abundant in eye-protective vitamin C.
- Embrace leafy vegetables, sources of lutein and zeaxanthin for screen-related protection.

Proactive Measures for Eye Wellness:

- Defend against Short-Wavelength Visible Light: Mitigate blue light exposure with screen filters.
- Shield from Sun: Wear protective eyewear to combat digital screen glare and UV rays.
- Combat Smoking: Recognize its link to eye issues, from digital strain to broader risks.
- Promote Physical Activity: Engage in regular movement to enhance blood circulation and support eye health.



Effective Eye Exercises:

- Focus Shift Exercise: Vary your focus by switching between screens and distant objects.
- 20-20-20 Rule: Break every 20 minutes to gaze at a distant point for 20 seconds, alleviating digital eye fatigue.
- Eye Movement Routine: Exercise eye muscles by gently shifting your gaze vertically and horizontally.
- Figure 8 Technique: Trace an imaginary figure 8 to invigorate eyes and reduce screen strain.
- Pencil Pushups for Convergence: Enhance convergence ability by focusing on a moving pencil.
- Palming Technique: Alleviate digital fatigue by placing warm palms over closed eyes for relaxation.
- Eye Press Exercise: Relieve strain by pressing eyelids while maintaining deep breaths.
- Zooming Drill: Counter screen fatigue by focusing on your thumb at varying distances.

By adopting these eye health practices, which include wearing screen-protective eyewear, consuming a screen-savvy diet, using corrective lenses if needed, and ensuring adequate hydration, you can cultivate robust ocular health, mitigate digital strain, and nurture enduring visual clarity throughout your digital journey.

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Telangana Tier-II/ III Cities Join State's IT Growth Story



Warangal IT Hub



Karimnagar IT Tower



Khammam IT Tower



Mahabubnagar IT Tower



Siddipet IT Tower



Nizamabad IT Tower

- ◆ Rural Tech Centers Policy accelerated IT growth in Tier-II/ III cities
- ◆ 2nd ICT Policy target: 25,000 jobs; 5% of State's total IT exports
- ◆ IT Towers operational in Warangal, Karimnagar, Khammam, Mahabubnagar, Siddipet and Nizamabad
- ◆ Major IT/ ITeS Companies have started functioning from Tier-II/III Cities
- ◆ 6,000+ IT Professionals employed in Tier-II/ III cities
- ◆ Nalgonda IT Tower ready for inauguration, Adilabad to follow
- ◆ T-Hub, TASK, WE Hub have set up their regional centres

Department of Information Technology,
Electronics & Communications, Telangana

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MinisterKTR

तत्काल विवाद निवारण एवं सहयोग के लिए हम हैं समर्पित

Our partners have always been as much a part of our business as internal stakeholders. Thanks to **VIVAD SE VISHWAS – 2** scheme, we are now better equipped.

Initiatives undertaken by **ONGC** under this scheme:

- Immediate constitution of an empowered internal task force for fast track resolution of outstanding issues
- Settlement Criteria -
 - 85% of net amount awarded where court order passed on or before 30 April 2023
 - 65% of the net amount awarded where arbitral award passed on or before 31 January 2023
- Dedicated link on GeM portal for settlement of application
- Scheme valid during the period of 15 July 2023 till 31 October 2023

*कृपया आगे आएँ और संवाद से समाधान पाएँ।
सही निर्णय लेने का अधिकार आपके हाथों में है।*

