

# • Public Relations and Advocacy Group •

*A Global Communication Boutique*

THURSDAY, FEBRUARY 15, 2024, GURUGRAM, 12 PAGES

WWW.PRAGINDIA.IN



# PRAG

A Global Communication Boutique

# #Right2Rest ?

---

Scan QR Code to know more



or visit

[www.pragindia.in](http://www.pragindia.in)



# Public Relations and Advocacy Group

A Global Communication Boutique

THURSDAY, FEBRUARY 15, 2024, GURUGRAM, 12 PAGES

WWW.PRAGINDIA.IN

## PRAG India Elevates G20 Summit Experience with Yoga and Ayurveda Immersion

In a symphony of cultural exchange and holistic well-being, PRAG India, the esteemed Public Relations and Advocacy Group, played a pivotal role in enhancing the G20 Summit's global visibility. As India assumed its leadership position during the 2021 G20 Summit, PRAG orchestrated a transformative initiative that not only showcased the nation's heritage but also underscored the significance of holistic living through Yoga and Ayurveda.

Against the majestic backdrop of India's hosting of the G20 Summit, PRAG took charge of elevating the experience for international delegates by introducing them to the essence of India's cultural and wellness traditions. The Amrit Kaal initiative, meaning "the age of nectar," unfolded as a beacon of India's commitment to a shared and sustainable future, marked by the LiFE movement – Living in Harmony.

PRAG, known for its expertise in cultural events, was entrusted with the task of organizing yoga sessions for G20 delegates, particularly those from strategic partners like the USA and UK. Collaborating with

coverage and strategic visibility, PRAG ensured that the cultural immersion

became a testament to the nation's clear and ambitious plan for the G20



the All India Institute of Ayurveda and the Morarji Desai Institute of Yoga Science (MDNIY), PRAG embarked on a mission to bring the age-old practices of Yoga and Ayurveda to the forefront of global consciousness. PRAG, in synergy with MDNIY, left no stone unturned as they visited every hotel housing the G20 delegations. Transforming hotel spaces into sanctuaries of wellness, they offered delegates firsthand experiences of yoga, creating a serene atmosphere to showcase India's cultural tapestry. Through media

extended beyond borders, resonating with the international audience.

The yoga sessions were not merely physical exercises but gateways to understanding the profound benefits of Yoga and Ayurveda on physical, mental, and spiritual well-being. PRAG and MDNIY's efforts extended beyond the yoga mat, providing delegates with information and practical tips on integrating these practices into their daily lives. This initiative, aligned with India's commitment to the environment and the people,

Summit.

In a remarkable display of leadership and cultural exchange, PRAG India, alongside MDNIY, successfully positioned India's vision on the global stage. Through the lens of Yoga and Ayurveda, PRAG not only showcased the nation's heritage but also fostered a shared understanding of the LiFE movement's principles. As the G20 Summit unfolded, India's commitment to a harmonious world inspired delegates and showcased the transformative power of cultural diplomacy led by PRAG.

## PRAG fortifies the vision of United Nations Women



Bagging national clients is a milestone, but going international is a huge leap for any communication firm that brings about a global essence within the work culture and a sense of pride, especially when that association is with United Nations.

PRAG & United Nations Women, together fortify the mission of empowering women and chang-

ing the dynamics of the society. PRAG, with its own vision of eliminating Menstrual stigma and upholding the vision of taking #Right2Rest to the grassroots level, PRAG deeply connects with United Nations Women, and strides even farther while taking that extra step.

The Country Head, United Nations Women Timor-Leste, Ms. Nishtha

Satyam, also trusts PRAG with her Social Media & PR needs, which indeed, is a milestone on milestone for PRAG.

As it is said, huge plans come with enormous responsibility & accountability. The pride of international recognition comes with attention to critical details, first-mover & 'on the go' attitude, responsibility of precision, depth of

accuracy and research, and sense of belongingness, without which sense of pride cannot be attained.

As a start up, PRAG envisions making the corporate world a better, growth-oriented, women-led and women-supportive space. An idea that has been bred in time with such clients on board in the journey so far.

# Once upon a time, when two engineers turned into PR Connoisseurs

Once upon a time, two engineers from two different fields of study came together, bonded over good food, like-minded ideas and created an unimaginative wall of wonder; entirely different from their walks of life, but ignited by their passions; and called it PRAG!

It is about when the two founders were catching up with their own separate lives and in search for their purposes in life. Mr. Gaurav Gautam, CEO & Founder, PRAG, also an IT engineer by qualification, started out, by choice, in an organisation owned by someone he knew, which even bloomed out success-

fully in the next few years, until the bittersweet politics and the anecdote to create something bigger than the ordinary kicked in his heart.

Meanwhile, the other mastermind behind PRAG, Mr. Ankesh Chaurasia, Co-Founder & CMO, passed out with a degree in Electronics engineering, and started out in a well-paying corporate job, only to realise soon after that his heart belongs somewhere else.

Interestingly, the universe had a "solid game set match" strategy in place for the two, when a common thread got them to-



gether under one roof that currently serves with pride as the headquarters of the organisation. That feeling when you see a place and it automatically occupies

a space in your heart instantly, was exactly what had struck Ankesh the first time.

Ankesh witnessed how Mr.

Gaurav had twisted the plot and stepped into a different world which had always intrigued him. What a moment when Mr. Ankesh penned down an extraordinary essay on politics that left Mr. Gaurav speechless and called him to work on a stipend of 5k per month- more like a leap of faith taken bravely in pursuit of what the heart wants. Amusingly or shockingly, Mr. Ankesh, in a blink of eye, chose to leave the well-paying engineering job and step into the dynasty of PR, solely driven by his passion!

Around the time, a situation appeared before Mr. Gaurav and Mr. Ankesh

and they left the PR organisation they were working for, in a heartbeat without turning back or carrying any regrets. AND, then came together the two masterminds behind PRAG!

The tale of starting from one room office with a dining table and a few trustworthy bonds commenced. No plan, no strategy, no major set-up but strong hearts, focused minds, and go-getters' belief!

Let us unravel the best part of this wonder story! It was where the love of green pens stemmed for Gaurav & Ankesh. It dates back to the day

when the head of the department of Bihar Skill Development called his personal secretary in their presence, and was handed over a few pages for approval. Well, it was a Press Release, apparently not as credible as it should have been, which was pinned on the spot on Gaurav to be taken care of, within a flickering time of 30 minutes.

Both Gaurav and Ankesh left and sat right outside the office when Ankesh started scribbling. The next half hour witnessed uttermost hard work, because of passion, good graces of the official, and a promise of a chicken biryani treat promised by Mr. Gaurav to Mr. Ankesh.

Exactly half an hour later, the the two engineers, then turned into business honchos, stepped in and handed over the Press Release.

(Hearts silently beating in the background)

The official picked up the GREEN PEN and DID NOT STOP even once, and then said "This is how a Press Release is written."

AND THAT MARKED THE BEGINNING OF PRAG'S HISTORY!

## PRAG and Abris come together to push the boundaries of Artificial Intelligence!



PRAG, a dynamic force in the realm of digital marketing and public relations, has done a groundbreaking collaboration with Abris, a prominent US-based company headquartered in Washington DC. This partnership marks a pivotal moment in the intersection of technology, finance, and creative innovation.

One of the standout achievements of this col-

laboration is PRAG's organizing of the world's first political fundraising event on a Web3 platform for Abris. This event has redefined the landscape of political fundraising, setting a new standard for accessibility and transparency.

In addition to this groundbreaking feat, PRAG has spearheaded Abris's worldwide social media marketing efforts, amplifying

their brand presence and engaging audiences on a global scale. From crafting compelling branding materials to managing public relations, PRAG has played a crucial role in elevating Abris's visibility and impact in the digital sphere.

Furthermore, PRAG has facilitated discussions between Abris's founders and key stakeholders, paving the way for expansion op-

portunities in Southeast Asia in this vibrant and rapidly growing market.

Another innovative initiative spearheaded by Abris, in collaboration with PRAG, is the introduction of NFTs (non-fungible tokens) for artists and public figures. This allows creators to copyright their intellectual property virtually, revolutionizing the way we perceive and protect digital assets.

In essence, the association between PRAG and Abris represents a convergence of visionary thinking, technological prowess, and strategic partnership. Together, they are shaping the future of digital innovation and paving the way for transformative change in industries ranging from politics to art and beyond.

## PRAG's Epic 'Pyar ka Paudha' Feat Nabs Mr. Gaurav Gautam the 40 Under 40 Awards at India Regional PR Awards

In a plot twist straight out of a Gen Z romantic saga, PRAG, led by the maestro Gaurav Gautam, is now basking in the glory of bagging the India Regional PR Award for their stellar 'Pyar ka Paudha' campaign. It's not just any award; it's the 40 Under 40 crown, recognizing Gaurav's applaudable leadership and PRAG's epic service to a government PSU.

Picture this: Instead of clichéd bouquets, "Pyar ka Paudha" urged the cool kids of Bihar to swap flowers for eco-friendly plants on Valentine's Day. And guess what? The campaign hit the sweet spot, turning love into a green affair. No won-

der the India Regional PR Awards couldn't resist honoring this game-changing initiative.

Mr. Gaurav Gautam, CEO of PRAG India, the brains behind the operation, not only made environmental consciousness cool but also scooped up the prestigious award, proving that PR with a purpose is the Gen Z way forward. PRAG's slick execution, fueled by Gaurav's visionary mojo, blended social media wizardry and media hype to give Bihar a Valentine's Day to remember.

So, when the coaching institutes throw shade, asking who's

the mastermind behind "Pyar ka Paudha," PRAG stands tall, raising the victory plant high. Gaurav Gautam's vibes and PRAG's dedication to making waves in meaningful projects have officially leveled up the game of pub-

lic relations. Because, in the universe of cool campaigns, 'Pyar ka Paudha' is the love story we all needed, proving that purpose-driven projects not only win hearts but also grab the spotlight on the national stage.



# China to PM’s Mann Ki Baat - The Yogi who sold his Ferrari

Yoga & PRAG made Sohan Singh, the Yogi on the go!’

Unveiling the magnificent destiny and a not-so-common story of an IT individual, Sohan Singh!

Well, he left India in the year 2000. No, he did not make it to the US, instead he landed up in China, doing odd-jobs and teaching Yoga, out of an amalgamation of need for money and sheer love, which then rewarded him with an opportunity for a lifetime.

Imagine an IT professor teaching Yoga and that too in the land of the dragons! As an ardent practitioner of Yoga, Sohan Singh founded the Sohan Yoga Institute in China in the year 2014, enlightening thousands of individuals in China with India’s ancient science of the mind, body and soul. His Yoga practices spread across China like a wild virus ( pardon the pun here) and saw the opening of 10 different Sohan Yoga Institutes across the country. With such a huge following of Sohan Singh which commenced to garner in China, the Indian Embassy took note of this young, rising Yogi and invited him to conduct Yoga sessions for the diplomats. The Indian Yogi became a sensation in China and a glorious chapter was written into the history of China when 21st June - International Day of Yoga was celebrated in China through his efforts.



Sohan Singh’s love for motherland drew him back to India. He began helping people to enjoy a healthy lifestyle through Sohan Yoga. Within no time, he gained a huge following in India, especially in the NCR and Delhi region.

The dream story doesn’t end here.

Before we pull up the curtains on the dream story, let us introduce some new characters in the play called ‘The Yogi who sold his Ferrari’. Meet the young energetic team of Public Relations and Advocacy Group - PRAG who somehow had the magic wand which did miracles for Sohan Singh!

Undoubtedly, he was blessed with incredible talent but the cherry on the cake does no harm! And there it was, PRAG added its Midas touch to Sohan Singh’s

Yoga. The young team collaborated with Sohan Singh for his personal branding and marketing. Just like ‘Anulom Vilom’ pranayam, Dhanurasan and other yogic practices which have multiple benefits on our mind, body and soul, PRAG’s magic mantras fuelled new vigour and energy into Sohan Singh’s personal branding. Their marketing expertise and use of right mix of strategies started to show long lasting results - just like Yoga does for our health.

The print and the electronic media found a new, young, energetic and enterprising face for Yoga. Public recognition started to follow. What followed next is no less than living a king-size dream. The magic mantras of public relations, right and rigor-

ous marketing, appropriate branding brought many invitations for Sohan the Yogi.

After conducting regular Yoga sessions for the journalists and the staff members of the Parliament of India, Sohan Singh struck gold - came a knock on the door with an invitation to feature as an Yoga expert on Pradhan Mantri’s Mann Ki Baat on 31st May 2020.

Having an endorsement from the Prime Minister himself, Sohan Singh’s expertise and teaching methodology for Yoga needed no further validation.

When asked about his incredible journey, he smiles with a sparkle in his eye and attributes his success to his upbringing which instilled discipline and innovation in him. Not missing any beat, he mentions that he found the same discipline and innovation in his PR agency - PRAG and accredits PRAG to bring a paradigm shift in his career.

Answering a question put forth, he remarked, “Information Technology was my Ferrari. But to take up Yoga, I let it go.”

If money made the mare go, it wouldn’t be an exaggeration to say - ‘Yoga & PRAG made Sohan Singh, the Yogi on the go!’



# India’s Solo National Editors Meet organised by CEO, PRAG

When Impossible catapults into reality.

When small steps, big dreams and determination to make the unprecedented happen, come together, the impossible catapults into historical moments.

Organising India’s Solo National Editors Meet is one of many such moments which glitters like a golden badge on the proud shoulders of PRAG, while being the only agency to have successfully organised Worship to WASH (Water, Sanitation and hygiene) Summit of leaders, at Parmarth Niketan Rishikesh, Banks of Ganga, supported by UNICEF.

The grandeur of the movement was all set to bloom and become magnanimous given that all the leaders of all faiths came from across India, US, England, Europe, Australia and Africa including leaders of Social organizations, NGOs, political

leaders, celebrities to be a part of the summit to connect with the masses on the cause. Additionally, the event was inaugurated by Hon’ble CM of Uttarakhand, Mr. Harish Rawat.

Deeply heartfelt by Mr. Gaurav Gautam, CEO, PRAG, he gave in his cent percent efforts towards organising this meet. What made this grand event a victory, was Mr. Gaurav’s ardent belief in the cause!

It was stated by the honorable CM himself that the launch of the WASH revolution was a fortunate start and had the power to transform India into a clean, green and healthy nation.

Furthermore, he stressed on the vitality of the Clean India campaign called Nirmal Bharat or Swachh Bharat and that he had requested the Prime Minister

to accept the importance of Uttarakhand in the issues related to water in the country, requesting for Rs. 10,000 crore in phases.

PRAG crucially emphasised on the fact that the government can make bills, interfaith leaders can change dills (hearts). Undoubtedly, with WASH, everybody honoured the fact that the time had come to not only worship the Creator but also its creation, and the role of interfaith leaders in coming forward for chartering innovative ways of spirituality.

The ‘Worship to WASH’ revolution was a powerful symbol of a collective and innovative approach for purifying not only the outer environment but the inner environment too.

To sum it up, everything is possible, the mastery of a trait that is embedded

deep in the DNA of PRAG, the same DNA that pumps with ethics, vision, spirit and impartial devotion to its clients and work.

As a start-up, the goals have always been in the best interest of the client, which ultimately speaks volumes about the quality of work, innovation, freshness in ideologies and principles.

Serving as a reminder to strive for growth and not perfection,

to always being a work in progress rather than giving up, to making it count with each project bringing a visible and honest difference in the world rather than faking it, to rise by raising others rather than dragging the competition down fostering unnecessary negativity!

# An ATULYA ACHIEVEMENT: When Atulya Ganga’s tableau made its way to Republic Day 2023

“The world is your stage and it is all yours!”

Moments when embarked in history, create the honour of pride and triumph, and one such atulya moment was earmarked when Atulya Ganga made its way to Republic Day celebrations 2023.

Atulya Ganga and PRAG, tied with a mighty thread of dedication and victory, go way back in the history, to the genesis of Atulya Ganga. This dates back to the point in time when the group of valorous army veterans, the lionhearted Sena medalists, decided to amplify their noble cause of purifying the sacred river Ganga.

‘Indestructible will power’, the similarity between Atulya Ganga and PRAG, turned out to be the reason behind their resolute thread of association. When the foundation is so everlasting, and words like ‘We cannot do it’, do not exist, the destination does not seem too far. All that it takes is the right vision &



the right direction!

With Atulya Ganga’s vision of purifying Bharat’s holy river and PRAG’s direction of using the right amalgamation of PR tactics and techniques, success wasn’t afar.

And, PRAG immediately got onto what it excels at- PR & Communication!

In a blink of an eye, the world commenced rec-

ognising this group of lion-hearts who fiercely served the nation and then decided to raise awareness about Ganges. In no time, media channels commenced covering this incredible cause with public showcasing nation-wide support. And just then, PRAG encapsulated another golden opportunity, where the team of Atulya Ganga took over Rajya Sabha TV for 60 minutes

and demonstrated their mission of rejuvenating the holy river.

With passion and dedication, PRAG told the team of Atulya Ganga, “The world is your stage and it is all yours!” Undoubtedly, Atulya Ganga took over the stage during the grand celebrations of Republic Day 2023, which has been carved in the glories of Indian history.

# MASCRADE by FICCI CASCADE: A consistently dominant win on Social Media from 2018-2023



For the last 5 years, PRAG has organised MASCRADE (Movement Against Smuggled and Counterfeit Trade) unrivaled and unparalleled. As much as it takes the most trivial level of attention to detail to ace

the game, it comes with the most majestic feeling of pride, when the game has been aced!

And that is what we have been dedicatedly doing during the last 5 editions of the grandest platform

of dialogue and deliberations, shared by governments, private players, global leaders, national & international enforcement agencies, for combating Illicit Trade.

Aman at PRAG says “What a heart-throbbing moment when Hon’ble Union Minister of Sports, Mr. Anurag Thakur arrived at MASCRADE 2023, and I had to pen down his verbatim! Can’t ever express the rush of emotions!”

## 2018-2023

The game seems familiar, the plot seems set, BUT, year on year, the expectations rise, with the client hoping us to go the extra mile; and especially when grand names like World Customs Organisation, In-

terpol, RAW, CBIC, among others, are involved.

AND, that is exactly what PRAG stands for! It never ceases to grow, innovate, and elevate the game. This anecdote isn’t just a milestone of pride but majestically shows how PRAG challenges its inner hustle year after year and strives to become better and GO THE EXTRA MILE.

For PRAG, the previous year’s MASCRADE becomes a story of going up a notch higher and BASICALLY, never saying no to surpassing expectations.

There is a saying “Change is the only constant”, and there’s no denying that this synchronizes in the most impeccable way with the foundation of PRAG.



## A GOOD PR STORY IS INFINITELY MORE EFFECTIVE THAN A FRONT PAGE AD

This is just an Advt. (Ads are not recommended by PRAG)

# Seed of Social Media sowed by PRAG in the fertile soil of Department of Environment Forest and Climate Change, Govt. of Bihar

The seed of Social Media, sowed by PRAG, in the fertile soil of Department of Environment Forest and Climate Change, Govt. of Bihar, came to fruition big time. The green story went all out with lush greenery in the most innovative, impactful and romantic of ways. It all began with the love making of innovation to the purity of plants, under the #PYARKAPAUDHA campaign that reached out to millions of youth around valentines week. In fact, the story was indeed a headline maker and published in regional and national dailies.

This is not a story of valor, crime, mystery or fame, it is just a simple story of nature nurtured by the innovative and modern con-

ditioning of youth via the brahmastra of social media; That led to the making of the biggest social media campaign of the time. The following campaigns, namely, #GreenHaiBihar and #PaudheWaliSelfie, got an equal or even more reach than expected.

Furthermore, these social movements had a large scale impact in the physical world, especially on youth that led to embracing nature with loving and caring intent. What’s more magical is that without any major spending the movement not only raised awareness, but also brought the society together for nature in an inseparable way.

We often second guess en-

gaging on social media and whether it can make a difference or any impact at all in the real world? Here’s a classic case that disproves such myths withholding us from supporting a cause worth standing for.

In fact, in the current day and age, it’s the quickest and smartest way of amplifying vital issues that need attention and support for the betterment of the society, communities, countries and the entire world. At PRAG, these values lie at core to make a difference effectively with agility and a vibe that fills the heart of the people, connected to us, with the possibility that anything is possible, achievable and scalable.





# From #Right2rest to Having Inclusivity in Corporate, PRAG Made it Possible!!

India, as a diverse country with the largest population in the world, is grappling with numerous issues in the current times. The problems faced by women, in particular, play a significant role in shaping the sociopolitical environment in India. One major issue that has garnered attention is menstruation, and the struggles women face in relation to it.

In an attempt to address this issue, an MP from Arunachal Pradesh introduced a menstrual bill in the Lok Sabha, the lower house of the Indian parliament. However, the plea was met with staunch criticism

and ultimately rejected. Detractors argued that such legislation would grant women special privileges they should not receive.

In the midst of these challenging times, when equality is widely believed to be a fundamental right, an organization called PRAG, (Public Relations Advocacy Group) emerged with a mission to promote inclusivity and equity. PRAG firmly believed that the rights of women are essential and that treating unequal individuals as equals is not sufficient. They advocated for the provision of privileges to women to ensure true

equity in office spaces. Motivated by their vision, PRAG filled a petition in court, offering support to the MP who introduced the menstrual bill. Simultaneously, they launched a social campaign called #Right2rest, aimed at breaking the stigma surrounding menstruation. Through various workshops held in corporate settings, PRAG sought to educate people about the importance of menstruation leave in working spaces and empower women to grow as individuals.

PRAG's dedication to social change is reflected in their past work ex-

periences, which highlight their commitment to serving their clients to the best of their abilities. Their tagline, "We are the painters. The artists that give colors to your brand, the hues that make them stand out in the crowd," signifies their role in adding vibrancy and distinction to the brands they collaborate with.

Recognizing that gender equality and inclusivity are crucial for a thriving society, PRAG's efforts resonate with a growing movement in India to address the challenges faced by women. Their campaign, #Right2rest, aims to bring about a shift in societal atti-

tudes and norms, fostering an environment where women are supported and empowered.

PRAG's workshops in corporate settings serve as a platform for open discussions, dispelling myths and misconceptions surrounding menstruation. These sessions not only raise awareness but also foster empathy and understanding among colleagues. By normalizing conversations about menstruation, PRAG aims to eliminate the stigma associated with it, creating a more accepting society.

## #Right2Rest PRAG Becomes World's 1st Communication Firm to Implement Paid Menstrual Leaves

Hilariously, talking about periods is still a matter of shame and embarrassment for women. At least PRAG says it with conviction and has a "PRAG-matic" system in place to break all eggshells of stereotypes.

The story of #Right2Rest at PRAG connects with the real-life instance of a female employee who was once on her periods, said it out loud, wanted to avail a leave to rest, and posed a question if she would be paid for the leave. This question was the onset of introspections, research, surveys, discussions and even a round table conference in the Parliament, which triggered the wave across the entire country. Who knew that one question could be the commencement of a cause which affects women population not just across India but the entire globe.

We knew our first big LEAP: Menstruation Benefits Bills 2017 to be tabled in Parliament. We commenced providing technical support for the Menstrual Benefits Bill 2017, a member bill by Ninong Erring, MP, Arunachal East. On March 22, 2018, just three months into existence, PRAG was busy preparing for the maiden round table conference at Constitution Club in New Delhi, which witnessed intense comments from HR associations, politicians, members of parliament, social activists and general public.

But we just did not want to PREACH, and not PRACTISE! So, we ensured to IMPLEMENT our VISION. As once Mahatma

Gandhi said, "Be the change you want to See in the world." So, we became the change, and commenced giving Paid Menstrual Leaves to each menstruator at PRAG.

All that PRAG wanted was to make the workplace a go-to destination for working women, and change the way how the business industry ignores the basic physiological differences between men and women.

We often talk about making it right and equal for women in workspaces. But how do we plan on doing that? Do we even follow through? Do women employees feel that a psychological shift is taking place in the corporate world? Do you see many spaces that speak or even mention terms like menstruation cycle, cramps, sanitary pads, stains etc without creating smoke of "Shhh-it's-what-shall-not-be-named?"

Well, it may sound surprising because at PRAG it is quite common and not just women but men too, speak of and advocate for PERIODS loudly.

We must realize as a society that fear of a name increases the fear of the thing itself. Which is precisely why the silence must be broken, left right and centre, regardless of the thought, "what will people say!" It has got to start from somewhere, someplace,

sometime, why not say right here, right now, and with us? Perspective changing, is it?

The more we focus on increasing the participation of half of humanity in the workforce with the intention to establish equality, the faster we will accelerate towards growth and sustainability. Although it is sad and hypocritical at the same time how we in-

fringe on fundamental rights of half the population in the hoax of cultural and societal norms and simultaneously undervalue the role and importance of fundamental duties.

We at PRAG are fighting the fight every month, every week, and every day, by practising what we preach and preaching what we practise. The fight will take a

lot more from entire humanity, but in the hopes of what started as a small en-

vironment without any bias. Doing this alone will put uncountable gender-based issues on death beds, that too without any major social, psychological, physical, or financial slaughtering.

I n

There should be a world for real that we seek to handover to our future generations. As not complying with gender-equal norms has inhumane and economy draining consequences. Consequences that we are already bearing which will only worsen with time if we do not stand up against injustice today.

W e

We must realize as a society that fear of a name increases the fear of the thing itself. Which is precisely why the silence must be broken left right and centre, regardless of the thought, "what will people say!" It has got to start from somewhere, someplace, sometime, why not say right here, right now, and with us? Perspective changing, is it?

t i c e  
t o d a y .

"I'm on my periods" at PRAG are words that make the lives of all female employees absolutely stress free rather than suffer silently in pain. We DON'T "WHISPER," we say out loud "I'm on periods" and take menstrual leave during PERIODS! And that is the PRAG-way of loudly advocating for women's Right2Rest and gender equality. We often talk about making it right and equal for women in

workspaces. But how do we plan on doing that? Do we even follow through? Do women employees feel that a psychological shift is taking place in the corporate world? Do you see many spaces that speak or even mention terms like menstruation cycle, cramps, sanitary pads, stains etc without creating smoke of "Shhh-it's-what-shall-not-be-named?"

Well, it may sound surprising because at PRAG it is quite common and not just women but men too, speak of and advocate for PERIODS loudly.

We must realize as a society that fear of a name increases the fear of the thing itself. Which is precisely why the silence must be broken left right and centre, regardless of the thought, "what will people say!" It has got to start from somewhere, someplace, sometime, why not say right here, right now, and with us? Perspective changing, is it?

t i c e  
t o d a y .

The more we focus on increasing the participation of half of humanity in the workforce with the intention to establish equality, the faster we will accelerate towards growth and sustainability. Although it is sad and hypocritical at the same time how we infringe on fundamental rights of half the population in the hoax of cultural and societal norms and simultaneously undervalue the role and importance of fundamental duties.

We at PRAG are fighting the fight every month,

every week, and every day, by practising what we preach and preaching what we practise. The fight will take a lot more from entire humanity, but in the hopes of what started as a small endeavour, to flourish in a mass national or global movement, the first step from our small but fierce family serves like a melodious jam catering to the soul.

In conclusion, it is high time that we embrace all into the workforce in a favourable work environment without any bias. Doing this alone will put uncountable gender-based issues on death beds, that too without any major social, psychological, physical, or financial slaughtering.

There should be a world for real that we seek to handover to our future generations. As not complying with gender-equal norms has inhumane and economy draining consequences. Consequences that we are already bearing which will only worsen with time if we do not stand up against injustice today.

"I'm on my periods" at PRAG are words that make lives of all employees absolutely stress free rather than suffer silently in pain. We DON'T "WHISPER," we say out loud "I'm on periods" & take menstrual leave during PERIODS! And that is the PRAG-way of loudly advocating for women's Right2Rest & gender equality.

Let us all gather in the spirit of making Whisper campaign reach globally and advocate for people who bleed.

# #Right2Rest



# Corporate Honcho to Party National Spokesperson - Making of a Politician

The world believes what it sees. And when you see Madhaw Anand, the seasoned politician from Bihar, little do you realize that the metamorphosis of Mr. Anand from a Corporate Honcho to Party National Spokesperson is a tale of intention, dedication, right strategy and immense hard work.

What looks like the journey of an individual from role A to role B is more of a surmont. Not only of an individual but also of an organization which was not even a registered entity but a joint attempt of two like minded people who knew they had it in them - what it takes to make a story Big, Impactful and Game-changing.

If only BTS - Behind The Scenes could be as exciting for Print Media as they are for Instagram or Facebook reels, this writeup would



have done justice to the knowledge, strategy and dedication of Gaurav Gautam and Ankesh Chaurasia - the Founder and Co-Founder of PRAG - Public Relations and Advo-

cacy Group. Madhaw Anand, back in 2018 was a busy Corporate man spearheading Public Relations with Essar Group. He and his friend Union Minister of State

Upendra Kushwaha, apart from sharing the love for their motherland Bihar, had other things in common too - political ideologies, members of same party - Rashtriya Lok Samta Party (RLSP) and the urge to serve the people of Bihar with right Political motivation. The only thing that Mr. Madhaw Anand was missing, was an ideal way to boost his political journey.

On a cold Thursday morning of 2018 in Gurgaon, a phone call was about to change many things - for Gaurav Gautam and Ankesh Chaurasia, the PR Duo, but more importantly also for Mr. Madhaw Anand. Without any prior information or intimation, the call was about the possible meeting between Madhaw Anand and the PR Duo to gauge if these two could handle Public Relations for a newbie politician.

Armed with the conviction of leveraging every possible media available to showcase Madhaw Anand as the new face of RLSP in the politics of Bihar, an intense 45 minute presentation was made. 'Better to fail than to regret' says the world and true to it, the PR Duo gave their best shot - a presentation that changed their lives forever.

Madhaw Anand became the first Big Ticket client and on that day, was registered a new firm in the world of PR, Branding and Advertising - Public Relations and Advocacy Group PRAG.

Without any prior information or intimation, the call was about the possible meeting between Madhaw Anand and the PR Duo to gauge if these two could

handle Public Relations for a newbie politician.

Armed with the conviction of leveraging every possible media available to showcase Madhaw Anand as the new face of RLSP in the politics of Bihar, an intense 45 minute presentation was made. 'Better to fail than to regret' says the world and true to it, the PR Duo gave their best shot - a presentation that changed their lives forever.

Madhaw Anand became the first Big Ticket client and on that day, was registered a new firm in the world of PR, Branding and Advertising - Public Relations and Advocacy Group PRAG.

Since then, there was no looking back for Madhaw Anand or for PRAG. Setting up their office in a small basement, the duo was slowly joined by team-

mates who all shared the same passion for PR, Personal Branding and were driven by crazy marketing ideas.

The teamwork started to show results. Like a bar graph rising upwards and recording stellar growth, social media platforms like Facebook, Instagram started to gain traction for Madhaw Anand. With 2.2 million followers now on Facebook and 1 million followers on Instagram, Madhaw Anand's political journey took off on a record-breaking note. The new face of RLSP was now the most sought after personality for TV debates. Be it local issues of Bihar or state Assembly elections of Karnataka, the only politician who was in limelight was Shri Madhaw Anand. The small team of PRAG was slowly proving that it is not always the team size

that matters, it is the right and intensive strategy that works wonders.

It is not a normal feat that Mr. Madhaw Anand as political representative of a regional party - Rashtriya Lok Samta Party, was invited to be guest panelists on all TV channels, during State Assembly elections - not of Bihar, but of Karnataka. This was a clear cut proof - that Mr. Madhaw Anand's credibility as a politician had conquered peaks of popularity and his political nuances were appreciated not only in the state of Bihar, but in Karnataka too.

Working on every medium be it magazines, newspapers, social media, advocacy, the Corporate Honcho of 2018 was now a seasoned Politician, the National Spokesperson of Rashtriya Lok Samta Party - Mr. Madhaw Anand.

## HALLA BOL DARWAZA KHOL CAMPAIGN: PRAG makes the IMPOSSIBLE, POSSIBLE



Indubitably, miracles are embedded in every step of the way!

PRAG grew while stirring the brew! The big question being how do you make the impossible possible? Complex yet simple, being just a single word- WINNING! This is what defines us and delineates our voyage! For us, winning is the ultimate goal, because, no matter what happens during the journey; if you lose, YOU LOSE & if you win, YOU WIN. There's just no in between!

This is a story of how despite the odds, the two game changers made the impossible POSSIBLE!

LIGHTS. CAMERA. ACTION. Fasten your seat belts as we take you down the memory lane!

This commenced when we determinedly invited the honourable judge of the Supreme Court to be a part of the conference

which challenged and raised eyebrows upon the collegium system of India, with several questions being raised by nation-wide senior journalists, MoS Bihar, and political leaders from Rashtriya Lok Samta Party. The first stride was huge, for no judge had ever, in history, shared the same panel with national-level leaders, let alone regional level politicians. The eureka moment for PRAG was when the judge agreed to be a part of the deliberation, for, in the most peculiar scenarios also, no judge would agree to express opinions on the collegium system.

One night before the big day, the judge refused to arrive at the conference, and we knew that this was nothing less than a disaster. But, were we ready to give up and express mere REMORSE? Were we ready to say 'No' to a crowd of 200 politicians and jour-



nalists? The answer was 'NO'!

A man of commitment never stops chasing the impossible after committing! Isn't it? And this time chasing for real did the magic trick! It was the night before the event where everyone was expecting SC judge at the event, and he had denied to come. Not taking no for an answer, the magician and CEO of PRAG, did not exactly know what to do, but knew that 'HE HAD TO DO SOMETHING'.

The miracle was the 'morning walk'. That morning, the SC judge was not the only one to be jogging amidst the green lush, but was accompanied by our CEO, who saw this 'jog' as the only opportunity to make the unexpected HAPPEN. AND HE DID IT. The guest of honour did not just agree to come but to everyone's surprise, made it to the event on

time. The blood and sweat pays off if only one has the attitude to wake up everyday and face the challenges with a positive and doer's mind set. In the industry where a man's word or commitment has so much stake resting on its compliance or fulfilment, failing to do so might result in free fall down the hill.

In conclusion, we tend to over-interpret other people's triumphs while unfortunately ignoring the blood, sweat, and tears that went into them. And more frequently in the current era, we see self-described organisations and professionals with a long list of accolades and awards but fall short in terms of commitment, integrity, and "never giving up" mentality, to which PRAG discreetly, and with pride responds with action, solution, and persistence.

## One Year of Building New India - PRAG's work now a part of Prime Minister's Office

Indubitably, miracles are embedded in every step of the way!

PRAG grew while stirring the brew! The big question being how do you make the impossible possible? Complex yet simple, being just a single word- WINNING! This is what defines us and delineates our voyage! For us, winning is the ultimate goal, because, no matter what happens during the journey; if you lose, YOU LOSE & if you win, YOU WIN. There's just no in between!

This is a story of how despite the odds, the two game changers made the impossible POSSIBLE!

LIGHTS. CAMERA. ACTION. Fasten your seat belts as we take you down the memory lane!

This commenced when we determinedly invited the honourable judge of the Supreme Court to be a part of the conference which challenged and raised eyebrows upon the collegium system of India, with several questions being raised by nation-wide senior journalists, MoS Bihar, and political leaders from Rashtriya Lok Samta Party. The first stride was huge, for no judge had ever, in history, shared the same panel with nation-



al-level leaders, let alone regional level politicians. The eureka moment for PRAG was when the judge agreed to be a part of the deliberation, for, in the most peculiar scenarios also, no judge would agree to express opinions on the collegium system.

One night before the big day, the judge refused to arrive at the conference, and we knew that this was nothing less than a disaster. But, were we ready to give up and express mere REMORSE? Were we ready to say 'No' to a crowd of 200 politicians and jour-

nalists? The answer was 'NO'!

A man of commitment never stops chasing the impossible after committing! Isn't it? And this time chasing for real did the magic trick! It was the night before the event where everyone was expecting SC judge at the event, and he had denied to come. Not taking no for an answer, the magician and CEO of PRAG, did not exactly know what to do, but knew that 'HE HAD TO DO SOMETHING'.

The miracle was the 'morning walk'. That morning,

the SC judge was not the only one to be jogging amidst the green lush, but was accompanied by our CEO, who saw this 'jog' as the only opportunity to make the unexpected HAPPEN. AND HE DID IT. The guest of honour did not just agree to come but to everyone's surprise, made it to the event on time.

The blood and sweat pays off if only one has the attitude to wake up everyday and face the challenges with a positive and doer's mind set. In the industry where a man's word or commitment has so much stake resting on its compliance or fulfilment, failing to do so might result in free fall down the hill.

In conclusion, we tend to over-interpret other people's triumphs while unfortunately ignoring the blood, sweat, and tears that went into them. And more frequently in the current era, we see self-described organisations and professionals with a long list of accolades and awards but fall short in terms of commitment, integrity, and "never giving up" mentality, to which PRAG discreetly, and with pride responds with action, solution, and persistence.

## PRAG successfully lands National Dairy Development Board out of a doomsday

Ticking bomb turned reliable asset.

What to do when corporate doomsday or, in PR terms, crisis awaits only a few hours ahead with a constant timer ticking like a time bomb? Well, the best way out is leaving it to PRAG!

Secrets and discrepancies always knit a web of lies that makes for sizzling exposés to be consumed by the general public every morning with a nice cup of hot tea.

Exposés, an amalgamation of major reputation damage along a long slide down in the market! One such bad turn was almost on the brink of happening for the National Dairy Development Board (NDDB).

But the cup wasn't full to the brim, PRAG was there to empty the cup!

The story stirred steam-

ing hot when a leading national daily senior

residence, who was in the sister concern of the



journalist had already released the first article of his investigation and the second continuation was in the pipeline for the next day. The same day as the Vice President's visit to the organisation.

It sounds like only a miracle can only save the client, and miracles happen very often here at PRAG! Just like it happened then! The two powerhouses of PR and communication, Gaurav and Ankesh, went to the head office of the national daily while it was pouring heavily that day, they waited for a while but then went to another known senior journalist's

same national daily. surprisingly helped in holding back on the story with good will. And the story never saw the light of day on PRAG's watch. The miraculous stunt did not only gain a grand win but friendship and another strong media connection.

The key to winning over any such battle is never to go ask out for favours only when you need them. PRAG has been there for the media and the media never took a step back for them. The PRAG-way has long stood for strengthening the brand name and market positioning of the client, alongside standing tall in

support of the vision of the client navigating, to the goals set through the moral compass and expertise with innovation.

The story might have had unachievable expectations. Just like when you're at an elevation of 28,000 feet on Mount Everest, trudging the final thousand feet to the top, and something goes south: a whiteout disorients you, some crucial equipment fails, or a colleague collapses. Nearby, climbers leap into action, with only seconds to respond in the low-oxygen environment.

The lesson for leaders? Preparation for that scenario would have occurred weeks earlier, down in oxygen-rich air, when the head of the expedition would have guided climbers through possible situations and trained them accordingly.

*That's how PRAG makes it all attainable!*

## PRAG creates a path-breaking record with 181 Media coverages for Azadi Ka Digital Mahotsav, MeitY



Azadi Ka Digital Mahotsav, organised by the Ministry of Electronics & Information Technology, as a part of India's 75 glorious years of Independence, made headlines not just in the country, but also reached the international forum, with an intensely effective PR strategy by PRAG.

Azadi Ka Digital Mahotsav aimed at show-

casing the world, the technological revolutions during 75 years of Independence, which has placed India as the pioneer in the domain of tech. Well, to make a massive buzz about the country becoming the pioneer, the event was fortified by the pioneers of PRAG, who majestically used the tool of PR, and ensured to showcase India's

prowess to the world.

The event touched milestones and it



was evident with the path-breaking record of 181 media houses and publications making a buzz out of the

event. Well, with PRAG, there's always more to it even when the story seems to come to an end. Yes, there's more to it. With PRAG's right direction, vision & PR tactics, the event witnessed the presence of eminent journalists who took the entire nation to storm while delineating the technological revolutions.

Undoubtedly, Hon'ble PM's dream of 'Digital India' was in the limelight, and behind the curtains were the smiling faces of PRAG, who knew that they had attained what they had envisioned.

And, that is exactly how the pioneers of PR, spotlighted Azadi Ka Digital Mahotsav which benchmarked India as the tech pioneer.

# Editorial Editorial Editorial

## Navigating the AI Dominance: The Indispensable Role of HR in the Human Touch Era

Kajal Verma

In the era of Artificial Intelligence (AI), all industries are witnessing a transformation, with AI technologies reshaping traditional practices. The Human Resources (HR) field, too, is not immune to this influence. This editorial explores the influence of AI in various industries, particularly in HR, and highlights the importance of the human touch in organizational success.

AI's Penetration into HR: AI's impact on HR is undeniable, with automation streamlining processes such as recruitment, data analysis, and employee management. Chatbots handle initial candidate interactions, screens out resumes, and predictive analytics shape talent acquisition strategies. While these advancements bring efficiency and objectivity, and should be adopted or taken help of, but they also underscore the need for HR professionals, if we completely replace them with technology.

Efficiency v/s Human Connection: AI excels in identifying repetitive tasks and data analysis, contributing to operational efficiency. However, HR is not merely about processes, it's more about PEOPLE. The ability to understand emotions, build relationships, and personal interaction remains a distinctly human skill. HR professionals play a vital role in interpreting complex human experiences, resolving conflicts, and fostering a workplace culture that values individual well-being — aspects that AI, with its lack of emotional intelligence, empathy and personal touch.

Strategic Decision-Making: While AI can provide valuable insights through data analytics, HR's strategic decision-making involves an understanding of organizational culture and goals. Human intuition, empathy, and a deep comprehension of the human element are important in crafting policies that align with both individual and

company objectives. HR leaders, with their ability to foresee potential challenges and guide cultural transformations, creates an influence that goes beyond the capabilities of AI algorithms.

Creativity and Innovation: The creative and innovative aspects of HR, such as designing engagement initiatives, fostering diversity and inclusion, and promoting a positive work environment, requires a human touch. While AI can analyze patterns and trends, it cannot replace the imaginative thinking needed to draft novel solutions to complex human challenges.

Employee Well-Being and Culture: The intangible aspects of HR, like promoting employee well-being and shaping organizational culture, are where the human touch is irreplaceable. HR professionals serve as advocates for employees, ensuring their voices are heard and their needs are addressed and aligning

them with organization's goals. This role extends beyond the capabilities of AI, which lacks the ability to empathize, understand individual motivations, and build the interpersonal relationships essential for a thriving workplace.

While AI continues to reshape industries, the importance of HR lies in its ability to balance efficiency with empathy, and data-driven decision-making with human intuition. The human touch in HR is indispensable for understanding the diverse needs of employees, fostering a positive workplace culture, and driving strategic initiatives that go beyond the capabilities of AI. As industries navigate the AI-dominated landscape, HR professionals remain the architects of a workplace that values people, ultimately steering the course of organizational success. The human touch in HR is not just a differentiator, it's the heart of sustainable and impactful organizational growth.

## Consistency and Follow-ups are the success in the Corporate World

Aman Jawa

Consistency and Follow-ups are the success in the Corporate World. As someone who values consistency and follow-ups, I've witnessed firsthand their power in the corporate landscape. They're not mere words; they're the base upon which success is built, brick by brick. Two things I deeply believe in: Unwavering consistency and relentless follow-through. These are the tools that have forged my own journey in these 2 years of my corporate time, helping me navigate its ever-changing tides.

Consistency: It's the difference between okay and awesome showing up regularly, delivering dependable results, and maintaining quality over quantity

– these are the hallmarks of a reliable professional. Doing your best every day, learning more, and always working hard – that's what makes people trust and respect you. It's like having a strong anchor in a fast-moving river, keeping you grounded even when everything around you is changing. Follow-ups: Plans are great, but follow-through is what actually makes them matter. Keeping your promises, paying attention to details, and going the extra mile are what turn ideas into achievements. This potent combination of consistency and follow-ups isn't just about individual success; it's the fuel that propels teams and organizations forward. When everyone operates with unwavering consistency and follows

through on commitments, collaboration thrives, trust flourishes, and results soar.

It's a beautiful synergy where individual dedication becomes a collective force, propelling everyone towards shared goals. Plans are useless without action. That's where follow-through shines. It's chasing leads, anticipating needs, and making sure things get done right – the extra mile that turns ideas into achievements. Imagine having a great recipe for success, but never actually cooking it. Plans and ideas are amazing, but it's doing things that make them matter. That's where follow-through comes in, like the finishing touches on a dish. Follow-through is making sure you do what

you say you'll do. It's chasing up leads, being extra careful with details, and seeing things through until they're done right. It's the extra effort, like adding that secret ingredient that makes your cake delicious. So, remember, plans are great, but it's the doing that makes the difference. Follow through, work hard, and watch your success recipe come to life! So, whether you're climbing the corporate ladder or carving your path, remember this: consistency and follow-ups are not mere traits; they're a winning formula. Embrace them, practice them, and witness the difference they make in your journey. After all, it's the consistent drip that carves the stone, and the steady follow-through that turns dreams into reality.

## A Graphic Designer's Reflection on PRAG's 6th Anniversary

Nidhi Kumari

As we come together to celebrate the 6th anniversary of PRAG, I find myself reflecting on the journey we've undertaken and the role of design in shaping our collective identity. Let's delve into the dynamic world of graphic design and its impact on our community, exploring the intersections between creativity, communication, and collaboration.

Graphic design is more than just a visual medium – it's a language that speaks across boundaries, conveying ideas, emotions, and stories. Within the realm of PRAG, where diverse talents converge, design plays a pivotal role in creating a visual narrative that reflects our multifaceted identity. From event posters to digital assets, every design choice con-

tributes to the visual tapestry that defines PRAG.

As a graphic designer within our community, my journey has been one of exploration and innovation. Each project has been an opportunity to blend artistic expression with the essence of PRAG's mission. Through color palettes, typography, and layout, the aim is to capture the spirit of events and initiatives, creating a visual language that resonates with each member of the organisation.

In the ever-evolving landscape of design, staying relevant means embracing new technologies and trends. The fusion of traditional design principles with modern tools allows us to push the boundaries of creativity. Infographics,

animations, and interactive elements have become integral to conveying complex information in engaging ways, ensuring that our message reaches a broader audience.

Collaboration lies at the heart of PRAG's success, and the same holds true for the design process. Engaging with fellow members, understanding their visions, and incorporating diverse perspectives enriches the final product. The collaborative spirit within PRAG fosters an environment where every design becomes a collective effort, a visual manifestation of our shared goals.

Beyond aesthetics, graphic design serves as a powerful tool for advocacy and awareness. Design has the ability to communicate

messages that resonate on a deeper level, whether it's promoting sustainability, diversity, or innovation. As we navigate the challenges of the future, design can be a driving force in conveying our commitment to positive change.

The 6th anniversary of PRAG is not just a milestone; it's a canvas on which we paint the next chapter of our story. This article hopes to inspire fellow graphic designers to see their work as more than visuals – as a catalyst for connection, understanding, and inspiration.

Let us celebrate not only the passage of time but the evolution of our community's visual language. As a graphic designer.



## The Art and Impact of Content Creation in the Modern Era

Sarthak Bhagat

In today's digital era, content creation is significantly changing the world dynamics in terms of trends, playing a crucial role in every individual's life. We have learned to share ideas, information, or expressions in a creative format that aligns with Gen Z's preferences. Although we've always been taught that "Content is King," in this new age, it requires a set of strategies led by its king, and that is Social Media. Content creation is like a mother teaching us creativity in the form of visual content, motion graphics, or writing, enhancing and improvising our creative skills.

The fundamental rules for a Content Creator include planning, content formation, and execution, contributing to the mindset of a creator to form compelling art for the audience. However, the creation process is not different from working on a movie set; the crucial element we often forget is feedback and two-way communication with the audience. Everyone wants to be heard and feel validated, especially us, the Gen Zs. Serving them content they like, with a touch of sarcasm, can make it go viral, just like Orry and his iPhone covers!

In this digital age, content creation is a dynamic process of producing and sharing information, ideas, and creative expressions across various mediums. In my opinion, content creation is a new way to increase creativity, involving writing articles, crafting visual art, and producing videos. There are several ways to show creativity in content creation, involving planning, creation, and interacting with the audience, which improves communication skills.

Podcasting is a digital media format for creating, distributing, and consuming audio content, often in episodic series covering various topics. Podcasts are accessible through famous social media platforms, offering interviews and storytelling. In podcasting, I experiment with storytelling by crafting questions that encourage thoughtful responses, making the podcast unique and innovative. Podcasting interviews showcase my ability for in-depth discussions, insights, and diverse perspectives, allowing me to demonstrate creativity in content creation.

I am actively involved in uploading informative videos and pictures on social media. When I upload pictures on platforms like Instagram or Twitter, attaching insightful captions escalates my thinking capability, the way I write, and even my vocabulary skills. Traveling inspires me to create videos documenting my experiences, and I draw ideas from observing individuals and current events in my country. Addressing and showcasing societal events provides valuable insights, contributing to my dedication to staying informed about current affairs.

Interesting comments on my content help me resolve issues and provide new ideas for future posts. Understanding the psychology of my audience and what content they prefer enhances my psychological understanding. Content creation is versatile and accessible to everyone, including the gaming community. Whether streaming gameplay, creating tutorials, sharing reviews, or producing entertaining content, gaming content creation showcases skills, storytelling, humor, and community engagement.

Content creation is for everyone who wants to express themselves, share information, entertain, or engage with an audience. It's not limited to a specific group or profession. Creativity in painting, for example, can lead to a channel where thoughts about color contrast, the next art piece, and uniqueness are explored.

Becoming a famous content creator opens doors to exciting opportunities with brands, providing not only monetary support but also validation for creativity and talent. As these partnerships flourish, creators are motivated to showcase more of their work, fostering a cycle of creativity and innovation benefiting both artist and brand. Lastly, content creation is dynamic, constantly evolving to adapt to changing trends, audience preferences, and technological advancements. Staying attuned to this dynamism allows creators to remain relevant and innovative in their approach.

Continuing from where we left off:

In the dynamic world of content creation, becoming a renowned artist on social media often opens doors to exciting opportunities with brands. These collaborations not only provide financial support but also serve as validation for the creator's creativity and talent. As these partnerships flourish, creators are motivated to showcase more of their work, fostering a cycle of creativity and innovation that benefits both the artist and the brand involved.

However, the journey doesn't end there. Content creation is a constantly evolving process, adapting to changing trends,

audience preferences, and technological advancements. Staying attuned to this dynamism is crucial, allowing creators to remain relevant and innovative in their approach.

Moreover, the impact of content creation extends beyond personal fulfillment and brand collaborations. It has become a powerful tool for social change and awareness. Content creators often use their platforms to shed light on important issues, raise awareness, and contribute to positive societal transformations. This aspect of content creation adds a meaningful dimension to the entire process, turning it into a force for good.

As content creators, we wield the power to influence, inspire, and connect with audiences globally. The responsibility lies not just in the creation of content but also in using this influence responsibly. Whether it's through thought-provoking articles, visually captivating artwork, or engaging videos, the content we produce has the potential to shape perspectives and drive positive change.

In conclusion, content creation in today's digital age is a multifaceted journey that goes beyond personal expression and brand partnerships. It's a dynamic process that requires adaptability, creativity, and a deep understanding of the audience. As content creators, we are not just storytellers; we are architects of the digital landscape, shaping the narrative and influencing the world one piece of content at a time. So, let's continue to create, innovate, and make a positive impact in this ever-evolving realm of content creation. The journey is ongoing, and the possibilities are limitless!

# Questioning Stereotypical Justice

Lovenish Kumar

The ongoing debate regarding patriarchy and feminism has gained traction across the global South, particularly in legal contexts involving the proper addressing of women in court. In a recent publication by the Supreme Court of India on Combating Gender Stereotypes indicate potential for societal transformation. As we delve into an Era where women in the court are having only 15% of representation, the call to transform the biased language into more intersectional language has gained a lot of traction from the feminist around the globe.

Existing beliefs often shape the interpretation of legal provisions. Changes made at the doctrinal level can falter if those applying the new laws revert to interpretations that perpetuate old outcomes. Lawsuits have consistently reflected dominant ideologies, problematic for women. The concept of fairness and justice, viewed through the lens of a male-dominated society, has resulted in biased equality and pseudo-justice for women. In a new handbook, several terms are redefined. The derogatory term “adulteress” has been replaced with “a woman who has engaged

in sexual relations outside of marriage.” The terms “chaste women,” “easy virtue woman,” “harlot,” “Indian or western woman,” “seductress,” “slut,” and “whore” are now uniformly addressed as “women.” Even a seemingly minor word attacking a woman’s morality can trigger profound impact within courtrooms, emphasizing the significance of intersectional language.

Authors contend that women are often denied justice due to the patriarchal mindset of legislators and those administering justice. Simone de Beau-

voir’s words, “One is not born, but rather becomes a woman,” underscore the socio-cultural environment relegating women to subjugation. As we see that biases in courts range from disbelief in women’s accounts to allegations of law misuse. These biases, rooted in gender stereotypes, particularly impact cases of domestic violence that we have been seeing from our entire life.

Another form of case that the book has adopted was a pivotal case involved a 24-year-old woman whose parents initiated habeas corpus proceedings after

she married and moved away. The Supreme Court’s decision underlined that gender-specific roles influence perspectives. Gender as a social construct is evident even when women pursue professional careers they had to match the expectations of permissive roles that are assigned to a woman. The Societal biases seep into language, with judges often reflecting stereotypes that women are more nurturing or better suited for household chores.

Furthermore, the handbook notably delves into matters concerning sex

workers, placing a laudable emphasis on the critical significance of consent during sex work. In a country where mental health is unfortunately not given due consideration as an essential aspect of women’s lives, Justice Chandra Chud astutely highlighted the pivotal role mental well-being plays. It’s crucial to note that mental health, which can often be impacted following traumatic experiences, doesn’t necessarily dictate an immediate requirement for filing complaints. The handbook corrects assumptions that Indian women react differently to sexual assault than

Western counterparts; reactions are subjective and unrelated to behavior.

The decisive measures undertaken by the Supreme Court of India stand as a resounding protest against deeply entrenched patriarchal norms. These norms, which have cast shadows over not only women but also other gender minorities in India, are being firmly challenged. The ramifications of this landmark judgment extend as a source of relief to countless women who have endured unwarranted scrutiny for actions that have always remained well within the

bounds of legality.

While uncertainty hovers over the impending implementation of these transformative language reforms within courtrooms, one thing remains unequivocally clear: the initiative itself carries the power to dismantle the prevailing biases entrenched within our judicial system. The very system that has long upheld a paradigm of stereotypical justice is now confronted with a clarion call for change.

# YOU SAY IT BEST WHEN YOU SAY NOTHING AT ALL

Gaurav Gautam

Enterprising Crisis Management

While Ronan Keating crooned to these mellifluous lyrics enchanted by the expressions of his more’ my intention is to zone in on the benefits of calculated silence. Sometimes speech is just noise delivering questions like jet streams overburdening the empty ship of answers. Biology programmed us to hear more and speak less. The aerodynamics of our anatomical machinery flows from our ears placed above the mouth where the air converges to produce sound. It’s guttural, refined, and filtered. The domain of communication is often misunderstood to constitute only words, actions, and myriad expressions every step of the way, whereas careful observation will calibrate your perception adding value to important information while discarding the useless. Boardrooms consisting of stalwarts running multi-national enterprises rummage through data and presentations not via dull lectures, but through carefully worded discussions most of which is acquired through examining the need and time to use speech as an expression. Silence is not Ignorance. It is not a Weakness. It is a tool. In the universe of, Public Relations where one has to rely on media tactics, strategic formations, new improved ideas to reach out to a mildly intellectual public, the noise

generated during brainstorming sessions must be interspaced with guided silence to introspect.

A crisis is a universal phenomenon. What leads to crisis, how to tackle or contain the fallout, and recover while re-strengthening the structure of the company is what sets an example. Media is a tool working both ways. It creates an opinion hierarchy while also acting as the source. The gradual expansion over a broad network covering forums, news channels, blogs, independent news generators, makes an opinion a tradable commodity cashed in on, via contrary views. In any given social space, the confluence of ideas cannot be controlled, which means the time, content, and source of spreading is beyond one’s comprehension. This uncontrolled flow over a network leads to unprecedented accumulation of information which can be good or bad, leading to a grand mix-up, beyond which people are suddenly faced with the task to distinguish true and false information! This information surplus leads to public suspicion over authenticity, thereby requiring the hard work of Crisis Management. There are many ways to go about this, and this is a step-by-step method elaborating upon the means to so do:

1. Understand the source and forms of spreading information. This must

require dedicated time and effort to isolate areas generating maximum responses to any or every event.

2. The information is spread via certified/independent Network news forums that compress massive data to present information in its entirety.

3. These network news channels have their own community of followers that forward the news to different social sites and due to the comments, sections also have an interactive edge with the viewers or participants.

4. Thereon, come emails, personal messages, search engines who optimize results based on the online chatter related to the particular event.

The theory of ‘SPIRAL OF SILENCE’ is based on observational assumption wherein the behavioral pattern of some people withholding their views for fear of backlash or isolation from a dominant led them to be silent observers. It is only effective when a social issue threatens cohesion activating the spiral after people start to speak out confidently, triggered by a strong moral component. In garnering positive support for an enterprise the internal structure must be strengthened to allow the employees to speak up at the right time and not contribute to a cacophony of ideas that go to the bin, more often than not. When one believes

his/her opinion to be closer to public opinion, they are more open to expressing it, whether it be positive or negative.

1. In this respect, an enterprise must work to strengthen their own ‘Advantageous’ Opinion

The silence of one party starts to indicate the heavier weight of a differing opinion, i.e. Advantageous, making the latter more powerful and silencing more opposite-opinion holders. A foolproof strategy must include efforts to build favorable consensus towards one’s opinion, while at the same time extensively diminishing the opposite opinion. It works on the formula that public memory is short and can be manipulated.

2.Create a Sanctimonious Atmosphere of your own ‘Opinions’

Simply put, it is news making and amplifying the effect over a large spectrum of opinion holders. Having a versatile social presence, increasing SEO is not ruled by a ‘discussion environment’ but by an overwhelming ‘opinion environment’ which encourages people to drift towards the more popular opinion which is not a rational decision. Once this starts to gain momentum, it automatically subdues the opposition voice. One can also start parallel conversations having positive undertones, making the opinion favorably convoluted to suit one’s purpose.

This, however, has to be eased into gradually for every new opinion that can lead to new backlash or further troubles.

3. Stakeholder’s Collaborative Efforts

Even though some of them are not directly associated with the enterprise, they are intertwined with the rise and fall of the company. Their positive addition to the cause of reinforcing good opinion by including them in the workings and benefits of the company revitalizes their interest. This can be utilized to consequently drive out ‘minority’ or disadvantageous opinion holders or make them conform to the majority opinion.

Conclusion: Business communication thus can be a minefield of hits and misses. While the necessary restraint of holding your tongue is as important as wagging it, the time and situation is a key factor. A wrong word at the wrong time to the wrong person can send tidal waves of exponentially increasing crises, whereas modulating the same through swift, sharp strategies can effectively turn it into an opportunity. It is said that all publicity is good. Wrong. Sowing seeds of doubt can mar one’s reputation and erode its good faith over time. Solutions should weight the ship down to its moorings and anchor it in its right place, rather than just keeping it afloat for the time being.

# Coming out of the closet: Menstrual Leave is now ‘Guilt Free’

Namrata Shah

No more hiding the truths of life using dark paper bags. It is time, you come out of the closet and embrace it instead of still talking about it in ‘Whisper’ and ‘Stay Free’ of any guilt. While most of us have already understood the subject of our talk and pretend to not know about it, here is a recall - former Member of Parliament Mr. Ninong Ering introduced the Menstruation Benefits Bill in the year 2017 which entitles a woman, two days of menstrual rest leave each month, irrespective of working for private or public sector.

Zomato may have hit the headlines for many right and wrong reasons, but it has surely struck a chord with its female and transgender employees when it announced a menstrual leave policy for its employees. And while we go gaga over Zomato, it is time we applaud and thank our own organization PRAG which has in place, menstrual leave policy since it was a 3-month-old nascent start-up.

What does your organization offering you menstrual leave got to do with us? Cross your heart and say this thought did not pop up in your head. Yes, we agree this has got nothing to do with you, if and only if, you do not constitute the society; the society which still considers menstruation as ‘those days’ and refuses to acknowledge the discomfort, pain, physical and emotional distress a female goes through because of her biological makeup.

Every organization or every business in one or another way reflects the way the societal norms exist and function. And it takes great courage for an organization to stand up for a cause and stick to it with all its heart, no matter what comes its way.

A very common argument is often started - does menstrual leave actually help? Does it take away the pain, the cramps, the mood swings, the fatigue and other discomforts? Well,

try working with a running nose, heavy fever, or upset stomach without offering a grumpy face and you’ve answered it yourself!

Right2Rest is what PRAG has always stood for, a positive approach towards its female employees. By offering paid menstrual leave, PRAG has tried to break the taboo around the Not-to-be-announced-in-public and offered a conducive and approachable working environment. The optional leave has allowed us, female employees, to actually be in our skin, to not put up a brave face, and to say that I am unwell, and my work productivity might be affected. It has made the office culture more acceptable, more humane, and more livable than a pretentious corporate culture.

If one asked how an organization practices gender equality does, we would definitely hail PRAG for giving its female employees the ‘Right 2 Rest’.

# Role of New Age Media in Shaping Election Triumphs

Ankesh Chaurasia

In the realm of modern politics, strategic communication plays an important role in shaping public perception and influencing electoral outcomes. Effective communication helps create and maintain a positive image for candidates and political parties. By shaping public perception, communication efforts can enhance credibility, trust, and likeability, which are crucial factors in voters’ decision-making process. In any election, swing voters who remain undecided until the last moment play a significant role. Strategic communication efforts focus on appealing to these swing voters by highlight-

ing key policy positions, addressing their concerns, and presenting a compelling vision for the future.

Starting from Bharat Jodo Yatra, Rahul Gandhi recognized the importance of engaging with new age media platforms to connect with new age voters that shaped the vision of party. Through a series of strategic interviews, RG effectively conveyed his vision, connected with the electorate, and ultimately contributed to the party’s victory in the state.

New age media platforms, such as podcasts, YouTube channels, and social media networks, have become

powerful tools for politicians to directly reach a broader audience. Rahul Gandhi’s decision to utilize these platforms allowed him to engage with voters beyond traditional media channels. By participating in interviews with influential podcast hosts and engaging with popular social media personalities, Gandhi’s message resonated with a wider demographic, including tech-savvy youth and urban voters who actively consume content on these platforms.

One of the essential aspects of political campaigning is establishing a

personal connection with voters. Through new age media interviews, Rahul Gandhi showcased his authenticity and relatability, allowing voters to perceive him as approachable and empathetic. These interviews provided an opportunity for Gandhi to share personal anecdotes, discuss local issues, and highlight his commitment to addressing the concerns of the people of Karnataka. By presenting himself as a genuine and accessible leader, Gandhi garnered the trust and support of many voters.

Political leaders often face misconceptions and crit-

icisms, and it is crucial to address them effectively. New age media interviews offer a more nuanced platform to clarify misunderstandings and respond to criticisms directly. Rahul Gandhi utilized these opportunities to debunk myths, challenge misinformation, and provide his perspective on contentious issues. By participating in these interviews, Gandhi demonstrated transparency and a willingness to engage in open dialogue, which helped dispel doubts and build confidence among voters.

Political interviews on new age media platforms pro-

vided Rahul Gandhi with a platform to propagate his party’s policies and vision for Karnataka. By articulating the Congress party’s stance on crucial matters such as governance, development, social welfare, and economic reforms, Gandhi effectively conveyed his party’s commitment to the people. These interviews acted as a channel to communicate the Congress party’s alternative solutions and present a compelling narrative that resonated with the electorate.

New age media interviews played a vital role in mobilizing grassroots support

for Rahul Gandhi and the Congress party in Karnataka. By engaging with local influencers, journalists, and social media activists, Gandhi effectively tapped into existing networks and amplified his campaign’s reach. The interviews acted as a catalyst to energize party workers, volunteers, and supporters, fostering a sense of enthusiasm and mobilizing them for on-the-ground activities. This grassroots support proved instrumental in the success of the Congress party’s election campaign.

In an era dominated by new age media, Rahul Gandhi’s strategic utiliza-

tion of interviews played a crucial role in securing victory for the Congress party in the Karnataka legislative elections. By broadening his reach, establishing a personal connection, addressing misconceptions, propagating party policies, and mobilizing grassroots support, Gandhi effectively harnessed the power of these platforms to engage with voters, shape public opinion, and secure their trust. The use of new age media interviews marked a significant shift in political campaigning and highlighted the growing importance of these platforms in shaping electoral outcomes.



# PRAG: Creating Memories worth a Lifetime

Well, PRAG has its own treasure which has stories of sheer joy. We at PRAG, have our own world where there is no limit to the eternal feeling of belongingness.

# Happy Faces at our PRAG





## Divyansha Dixit, PRAG's Social Ninja



## Namrata Shah, PRAG's Undisputed Content Queen

# POWER PUFF GIRLS OF PRAG

Well, PRAG has its own treasure which has stories of sheer joy. We at PRAG, have our own world where there is no limit to the eternal feeling of belongingness.



**As minds unite,  
teamwork transforms  
into a powerhouse of  
fresh ideas!**



# NOT A MATRIMONIAL PAGE



**Gaurav Gautam,  
CEO & Founder,  
PRAG**

I Truly Love To Do - and just like the Sequence, one by one, PRAG grew - in number as a Team and in achievements and milestones as an Organisation.

The beauty of this sequence is, these numbers keeping their own individual identity intact, become a part of sequence and help it reach to the next level. PRAG is Growing and will continue to grow beyond our imagination because Fibonacci Sequence is unending.

PRAG to me is Fibonacci Sequence, which starts from 'Zero' and 'One' and the next number is the

sum of the two preceding ones. PRAG was started from ZERO, with just 'ONE' vision - To Do What



**Ankesh Chaurasia,  
Co-Founder &  
CMO, PRAG**

qualities. It is my source of joy, my source of contentment, the reason to look forward to a new day.

PRAG to me is the place which gives me solace and the place which gives me sheer happiness and a reason to feel alive.

Team at PRAG is the heart which keeps me throbbing.

PRAG to me is ME- the honest reflection of myself, the reflection of my life's ethos and the

way I want to live life. If you can identify the qualities of PRAG, you've discovered me and my



**Ashutosh Vashishtha,  
Assistant Director - Political Affairs**

PRAG to me is a wonderful set of talents who assemble together to get the best out of each other. Am just remotely attached

physically. But jodo by heart. Far but near, Far but always close, PRAG, a place which is always near to my heart!



**Shivam Gupta, Manager- Accounts & Admin**

PRAG is a light to me... A light which always kept me going. A light which always make me feel important. A light which makes my mood go crazy but at the end it is all worth. "A light of hope; which radiates from my heart - mixed

with other hearts from various backgrounds. A light of going out on tours together and eating food together. PRAG- A De' Light' full experience.



**Aman Jawa Sr. Social Media Executive (AI Head)**

Forget cubicles, PRAG is my growth habitat. Mentors nurture, experiences empower, and laughter energizes. Here, responsibility becomes my superpower, voice finds its authority,

and every day unfolds like a treasure map. It's a family where learning and fun walk hand-in-hand, and freedom grants me wings to explore, discover, and truly be myself.



**Rahul Pratap Singh, Senior Executive- ORM**

This year; PRAG has been my guiding light, molding my thoughts and instilling a strong sense of self-belief. Trust from my founders & incredible team & the creative freedom here have played important roles in my journey. It's

been a rollercoaster ride & each day brought new challenges & exciting opportunities. The exposure I've gained has been limitless. This year, in particular, marked a significant period of personal growth for me at PRAG.



**Namrata Shah, Senior Content Writer, PRAG**

PRAG is my go-to place for catalysing my adrenaline rush and upholding my never-ending urge to always traverse the extra mile. PRAG to me is a place where I truly belong! Its a place which has a piece of my heart.

PRAG to me is a place which has encapsulated infinite memories and learnings during my walk of life. THIS IS PRAG TO ME. One appropriate word for my voyage @ PRAG could be 'Supercalifragilisticexpialidocious'!



**Adarsh Verma, Sr. Motion Graphic Designer**

I give e-MOTIONS to Pictures at PRAG. I can control the weather, change the speed of your car or

add subtitle in Your Life! Not a God or a Wizard but a warlock to rely upon!



**Shubhdeep Narang, Lead - Graphic Design**

Behold the Creative Wizard of PRAG. As a creative visionary, PRAG has always been an open canvas for me to explore new avenues. Innovation has always been on top priority for us. This is one

of the many reasons that helps me to grow. At PRAG I feel heard, seen and understood. All credit goes to the encouraging environment which I appreciate and value that PRAG has provided all of us.



**Nidhi Kumari, Graphic Designer**

As a graphic designer I believes that design can change the world. With 2 years of experience in the industry I have worked with different set of clients base and delivering the solutions that meets those needs effectively. I

am always inspired by the world around me. I am passionate about creating designs that are not only visually stunning but also communicate a message effectively. I am always a learning person which keeps me innovative.



**Aakanksha Bainsla,  
Graphic Designer**

I am someone, who's something but everything, everywhere & nowhere. Just beyond, infinite & just in this very moment! I'm not the body, mind nor the intellect. Then Who am I ?



**Sarthak Bhagat, Instagram Specialist**

I create awesome stuff for social media! I'm all about telling cool stories and making eye-catching posts. From planning to sharing, I bring fun and creativity to everything I do. I love staying on top of

what's trendy online and making content that really connects with people. Whether it's a laugh, inspiration, or just good vibes. I'm a political person, so I love making content for political affairs so much.



**Divyansha Dixit, Social Media Specialist**

The job of a social media handler always fascinated me and working in your aspiring career at PRAG has driven it to a completely different height of happiness, success and joy. With the great

moral and work support from my mentors, namely Gaurav and Ankesh sir, I am thriving more and exploring my potential to fullest, where there is continuous learning, growth and creativity.



**Kajal Verma, Senior HR Associate**

At PRAG, my role as an HR professional is not just a job, rather an immersion into a fun-loving, joyful, and engaging environment that enhances creativity and personal growth. PRAG is more than just a workplace, where a

passionate team collaborates, learns, and celebrates together. Our USP lies in our exceptionally friendly culture, creating a perfect blend of healthy competition and enjoyable activities in the happening atmosphere.



**Vishant Thakur, Intern - Social Media**

It is PRAG that provided me the opportunity to work with those who're running the Nation. It is PRAG that transformed my dreams into reality, fostering an environment where I could continually learn, grow, and challenge

myself to reach new heights. It is PRAG that allowed me to connect with like-minded individuals and contribute to the greater good. This experience instilled in me a newfound confidence and solidified my commitment to public service.



**Shivani Chaudhary, Intern - Social Media**

Sugar and Spice, Prag to me is: A bright morning with happy faces and a caffeinated sip of work. A noon with ever chirpy hustle. An evening of deadlines up on the sleeve with a lesson of sin-

cere commitment. A lunch that brings our corporate and political teams together. And most of all, the lens that inspires me to work every day despite all every spicy twists and turns on the way.