

Gaurav Gautam



Gaurav Gautam, the dynamic Founder and CEO of Public Relation & Advocacy Group LLP (PRAG India), is a leader whose journey from an IT engineer to a public relations trailblazer exemplifies innovation, resilience, and strategic acumen. At just 32, Gaurav has carved a niche in the global communications industry, leading PRAG India to become a trusted partner for some of the most prestigious organizations in the world.

FROM MODEST BEGINNINGS TO GLOBAL IMPACT

Gaurav's story is one of ambition and determination. Hailing from Champaran, Bihar, and with an academic background in IT engineering, Gaurav moved to Gurgaon to pursue his professional aspirations. It was during his college years that he discovered a passion for public relations, sparked by his involvement in organizing events. This passion soon transformed into a career, culminating in the founding of PRAG India in 2018. What began in a modest 1 BHK flat has since grown into a globally recognized agency with an impressive clientele.

A DECADE OF DIVERSE EXPERIENCE

Gaurav's career spans over a decade, during which he has worn many hats—each adding a unique facet to his expertise. His experience is vast, ranging from managing political campaigns and advocacy efforts to handling government relations, individual branding, crisis management, and large-scale event representation. He has also been instrumental in policy formulation and press conferences, demonstrating a keen understanding of the multifaceted nature of communication.

ON THE JOURNEY TO CREATE A GLOBAL COMMUNICATION BOUTIQUE

Under Gaurav's leadership, PRAG India has emerged as a powerhouse in the communications sector. The agency boasts a diverse and prestigious client list, including the Government of India, Ministry of Ayush, Ministry of Textiles, Ministry of Human Resource Development, Ministry of Electronics and Information Technology, Ministry of Women and Child Development, Ministry of Education, Indian Railways, Digital India, National Skill Development Corporation, and international organizations such as UNESCO, UNIDO, USAID, UNICEF, and UN Women.

Gaurav also plays a pivotal role in handling communication for the global think tank organization HORASIS, which is led by the former Director of the World Economic Forum. His work with HORASIS includes organizing high-profile press conferences in cities like London, Washington, and New York, as well as coordinating speaking sessions for prominent individuals at some of the world's most prestigious universities.

Before founding PRAG, Gaurav honed his skills with the Ministry of Railways, Government of India, where he was part of the dynamic communication team. His work with the Ministry and other governmental bodies has been pivotal in shaping his approach to public relations, particularly in the areas of government relations and policy advocacy.

INNOVATIVE INITIATIVES AND SOCIAL IMPACT

Gaurav is not just a leader but also a pioneer in introducing progressive workplace policies. One of his most notable initiatives is the implementation of menstrual leave for female employees at PRAG, advocated through his global initiative #RIGHT2REST. PRAG became the first company in northern India to offer paid menstrual leave from its inception, setting a precedent for corporate social responsibility.

A TRUSTED CONSULTANT AND ADVOCATE

Gaurav's expertise has not gone unnoticed on the global stage. He holds the distinction of being the youngest consultant from India to work with UN Women, where he played a key role in propagating the Generation Equality campaign across the country. Additionally, he is the only PR professional from India to have organized the Annual National Editors Meet, a platform that brings together legislators and journalists to mobilize support for UNICEF and its programs.

BUILDING A LEGACY

Gaurav's influence extends beyond PRAG. He has managed accounts for various legislative office bearers and served as the head of the Bihar and Jharkhand chapter of the Rashtriya Swasthya Bima Yojna (RSBY). He has also been deeply involved with social organizations like the Nirbhaya Trust and has worked closely with the Ministry of Railways, Labour, and Social Welfare.

As an expert in Interactive Voice Response Systems (IVRS), Gaurav has trained numerous officials from the Bihar Administrative Service (BAS) and educators across Bihar. His organizational prowess was showcased in the largest-ever BSDM skill development event in Patna, attended by the Governor and Chief Minister. He also collaborated with the Rashtriya Lok Samta Party (RLSP) to organize groundbreaking discussions on gender and caste representation in the judiciary, featuring key figures such as Supreme Court judges and constitutional experts.

A VISION FOR THE FUTURE

Gaurav Gautam may not be a household name, but he is undoubtedly the driving force behind many of the faces you see on screens and the messages you encounter in the public domain. Resourceful, tactful, and visionary, he continues to lead PRAG India with a commitment to excellence, innovation, and social responsibility. His journey is a testament to what can be achieved with passion, dedication, and a clear vision for the future.