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---- A Global Communication Boutique -----

SATURDAY, FEBRUARY 15, 2025, GURUGRAM, 12 PAGES

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PM Modi gives a global call to embrace Ayurveda; PRAG ensures the message reaches millions



World Ayurveda Day Event, organized by the Ministry of AYUSH and graced by Hon'ble Prime Minister Narendra Modi, was a resounding success that captured nationwide attention. Celebrating the ancient science of Ayurveda, the event highlighted India's growing prominence in traditional medicine and holistic health. A key contributor to its impact was PRAG, which executed an ment and real-time upexemplary strategy to am-

plify the event's reach.

The event brought together global experts, practitioners, and enthusiasts of Ayurveda, achieving remarkable visibility across electronic, print, and digital platforms. PRAG India was entrusted with managing the event's social media PR and influencer marketing, a task they fulfilled with exceptional flair.

PRAG India's multi-layered approach to social media ensured sustained engagedates. We could create an energetic pre-event buzz,

mobilizing influencers, health advocates, and social media personalities to promote Ayurveda's global relevance. Our campaigns, which included live tweeting, creative hashtags, and engaging short videos, brought the event's essence to life across Twitter, Instagram, and YouTube.

hashtag #WorldAyurveda2024 trended for hours on the day of the event, reflecting widespread public participation and enthusiasm. Exclusive behind-the-scenes glimpses, PM Modi's inspiring address, and highlights of the key discussions were shared with precision, ensuring the event's messages reached far and wide.

PRAG India's strategic use of health, wellness, and lifestyle influencers expanded the event's reach even further. Influencers actively engaged with their followers, sharing testimonials on Ayurveda's transformative benefits and celebrating India's medical heritage. This influencer-driven strategy played a vital role in generating awareness and inter-

Additionally, PRAG India facilitated the publication of an authored article by the Hon'ble Minister of AYUSH in a leading national daily on the day of the event. The op-ed, which emphasized India's leadership in Ayurveda and the government's commitment to integrating traditional medicine into the healthcare system, resonated with policymakers, healthcare professionals, and the general public, enhancing the event's im-

PRAG India's meticulous planning also ensured extensive coverage across electronic media, print publications, and regional press. From in-depth reports to exclusive interviews, the event dominated the news cycle, reflecting PRAG's ability to reach every corner of the country.

The World Ayurveda Day Event not only celebrated India's rich heritage but also reignited global interest in traditional medicine, with Prime Minister Narendra Modi's presence adding unmatched significance. PRAG India's strategic communication efforts not only amplified the event globally but also ensured to ignite a strong interest in Ayurveda and traditional medicine

From UNSG to Pope Francis, PRAG's Exemplary **Communication Bridges Global Voices**



⊥ imor-Leste recently celebrated two significant milestones: the visit of United Nations Secretary-General António Guterres and the Apostolic Visit of Pope Francis. Behind the scenes, PRAG India, in collaboration with UN Women Timor-Leste, crafted narratives that inspired

Honoring Women in the Resistance

millions and amplified

the nation's journey of

independence and faith.

António Guterres' visit to the Timorese Resistance Archive and Museum highlighted the critical role of women in the independence struggle. A dedicated exhibit celebrated their resilience, and PRAG ensured these

stories resonated globally. Through impactful social media storytelling, PRAG showcased women, earning praise





for their compelling con-

In a groundbreaking effort, PRAG facilitated collaboration between Timor-Leste's President, Prime Minister, and the University of

from Guterres himself A Spiritual Milestone

> Pope Francis' Apostolic Visit united the nation in faith, with over half the population gathering to welcome him. PRAG orchestrated a

communication paign for UN Women Timor-Leste, ensuring the Pope's message of compassion and unity reached every corner of the country. Through real-time updates and heartfelt visuals, PRAG reinforced Timor-Leste's spiritual identity and cultural pride on a global scale.

Building Bridges

PRAG's efforts during these historic events bridged local communities with global leaders, uniting all stakeholders through impactful storytelling.

By fostering collaboration and delivering emotionally resonant narratives, PRAG left an indelible mark on Timor-Leste's communication landscape.

President Trump's Close Confidant Ken Paxton Honored at an Exclusive Event Curated by PRAG



Public Relations and Advocacy Group (PRAG India) showcased its expertise by successfully organizing a closed-door discussion and dinner in honor of Mr. Ken Paxton, Attorney General of Texas, USA, and a close confidant of U.S. President Donald Trump.

The prestigious event, held

on Monday, December 16th, was hosted by the Confederation of Indian Bar to facilitate an exchange of perspectives on international legal standards and evolving

Also gracing the event was Mr. John B. Scott, former Secretary of State of Texas and the First Provisional Attorney General of Texas,

policy developments.

bureaucrats, and other dispersonalities, tinguished marking a significant moment in fostering global di-

PRAG India's advocacy wing meticulously planned and executed the event, reinforcing its reputation as a rising global communication boutique. From managing the logistics to curating the agenda, PRAG ensured a seamless experience, solidifying its role as a trusted partner for high-stakes ad-

This exclusive event not only provided a platform for meaningful discussions between Indian and American

USA, alongside a high-rank- dignitaries but also emphaing delegation. The gath- sized the growing converering brought together Ingence of international legal dia's top legal minds from systems. The participation ne Supreme Court, senior of such eminent personalities underscored the diplomatic and legal significance of the occasion.

> PRAG India's success in orchestrating this high-profile event exemplifies its dedication to advancing cross-border dialogue and fostering influential partnerships between countries at bilateral and multilateral forums in the dynamic global landscape.

> By hosting such impactful initiatives, PRAG continues to expand its footprint in the global advocacy landscape, setting new benchmarks for excellence in public relations and strategic communications.

The Global Ripple Effect of Adani's Address at SRCC, Orchestrated by PRAG

 P_{RAG} India has once again proven its mettle in corporate public relations, showcasing exceptional expertise in driving global visibility for one of India's leading industrialists, Mr. Gautam Adani, Chairman of the Adani Group.

The milestone event was the Shri Ram College of Commerce (SRCC) Business Conclave, the Annual Management Festival, where PRAG served as the official media and event partner. The event was nothing short of monumental.

With over 5,000 students in attendance, Mr. Adani delivered a powerful keynote address that resonated across bor-

ders. PRAG's impeccable PR strategy ensured that the event received extensive coverage in both national and international media. Notably, Australian media highlighted the story, further amplifying Mr. Adani's global stature as a business leader.

The success of this endeavor underscores PRAG's ability to position corporate leaders inforcing his influence at the forefront of global conversations. From pre-event buzz to postevent coverage, PRAG's team demonstrated its prowess in executing a comprehensive media outreach plan. Their efforts secured Mr. Adani's address as a headline-grabbing event, re-



beyond Indian borders.

Mr. Adani himself acknowledged PRAG's outstanding media outreach work, appreciating the seamless coordination and the strategic amplification of his address. The overwhelming response from the audience and the media is

a testament to PRAG's ability to bridge corporate messages with impactful storytelling.

This achievement reflects PRAG's dedication to excellence in corporate PR, enhancing the visibility of India's leading figures and institutions on the global stage.

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 successfully in the

bittersweet politics and the anecdote to create something bigger than 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 together under one roof that currently serves with pride as the headquarters of the or-

next few years, until the ganisation. That feeling when you see a place and it automatically occupies a space in your the ordinary kicked in 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. That's what creates a perfect synergy to bring out the best and deliver

it on the ground!

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.

Gaurav and Both 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!

CHINA TO PM'S MANN KI BAAT

THE YOGI WHO REACHED NEW HEIGHTS WITH PRAG

Yoga and PRAG made Sohan Singh, the Yogi on the go: Unveiling the remarkable journey of Sohan Singh, an IT professional-turned-global Yoga ambassador!



Leaving India in 2000, Sohan Singh found him self in China, doing odd jobs while teaching Yoga. What began as a necessity turned into a passion that transformed his destiny. In 2014, he founded the Sohan Yoga Institute, spreading India's ancient science of mind, body, and soul across China. With 10 institutes and thousands of followers, Sohan Singh's Yoga movement became a sensation, catching the attention of the Indian Embassy, which invited him to conduct Yoga sessions for dip-

lomats. His efforts led to the grand celebration of International Yoga Day in China, cementing his reputation as a global Yoga icon.

Sohan's love for India drew him back home, where he continued promoting a healthy lifestyle through Sohan Yoga, gaining popularity in Delhi and NCR. But his story truly ascended new heights when the dynamic team at Public Relations and Advocacy Group (PRAG) entered the scene.

PRAG's branding and communication strat-

egies amplified Sohan Singh's presence, blending his exceptional talent with their marketing expertise. Their campaigns positioned him as a fresh, enterprising face of Yoga. PRAG's efforts made headlines in print and electronic media, garnering public recognition for Sohan.

The team's Midas touch propelled Sohan's career into uncharted territories. In a groundbreaking feat, he became the first person in the world to conduct a Yoga session at the Everest Base Camp,

showcasing Yoga's limitless potential. Recognizing his influence and PRAG's impactful communication strategy, Baidyanath Group, India's leading Ayurvedic brand, appointed Sohan Singh as their brand ambassador, elevating his profile even further.

The ultimate milestone came when Sohan was featured on Pradhan Mantri's Mann Ki Baat on May 31, 2020. With the Prime Minister's endorsement, Sohan Singh's methodology and expertise reached millions, solidifying his position as a Yoga icon.

Reflecting on his journey, Sohan attributes his success to PRAG. "PRAG's innovative approach created a paradigm shift in my career. Their strategies fueled my vision, much like Yoga fuels the soul," he shared.





Championing Climate Storytelling with Planet India Premiere, Inspired by David Attenborough



The prestigious Bikaner House witnessed an inspiring celebration of India's climate innovation with the gala screening of Planet India, an initiative orchestrated by PRAG India. Inspired by Sir David Attenborough's legacy, the campaign aims to reshape climate action storytelling through the lens of India's environmental leadership.

Graced by the Hon'ble Minister of Information and Broadcasting Shri Anurag Thakur, Actress and UN Ambassador Dia Mirza, and legendary actor & envi-

ronmentalist Jackie Shroff, the premiere highlighted the urgency of sustainability. Their thought-provoking messages set the stage for a powerful narrative on climate action, brought to life through PRAG India's unparalleled communication expertise.

PRAG India left no stone unturned in creating a buzz for Planet India. A robust social media strategy, anchored by #PlanetIndia, captured nationwide attention, making the hashtag a trending topic. From pre-event digital campaigns to exclusive

behind-the-scenes content and influencer collaborations, PRAG India ensured that the campaign became a digital sensation, reaching millions.

At the heart of the premiere was an exclusive preview of the Planet India film series, produced in partnership with Studio Silverback, known for their work with Sir David Attenborough, and Pluc.

TV, India's leading creator platform. The series show-cased untold stories of India's climate champions, including initiatives like snow leopard conservation in Himachal Pradesh, lake restoration projects, and rural clean energy solu-

A groundbreaking feature of Planet India is its commitment to accessibility and collaboration. The campaign's footage will be freely available on Open Planet, an open-source platform enabling global content creators to craft

their own climate stories. Coupled with JioCinema's extensive reach, Planet India aims to inspire and empower communities to take action against the climate crisis.

PRAG India's seamless integration of traditional PR and cutting-edge digital strategies garnered widespread acclaim. Their meticulous planning ensured extensive media coverage across leading publications, while their innovative digital approach amplified the campaign's visibility, driving engagement and sparking meaningful conversations on sustainability.

Planet India, blending the

timeless storytelling vision of Sir David Attenborough with India's climate leadership, reaffirms PRAG India's position as a pioneer in impactful communication. By spotlighting unsung climate heroes and fostering a global dialogue, PRAG India has set a new benchmark for campaigns that inspire collective action and drive transformative change.

MAKING WAVES

THE COMMUNICATION MASTERSTROKE BEHIND NADI UTSAV 2024



Nadi Utsav, the annual celebration of rivers and riverine cultures organized by the Indira Gandhi National Centre for the Arts (IGNCA), recently concluded its 5th edition in a spectacular fashion. At the heart of its success was a flawlessly executed communication campaign that brought the festival's essence to life and captivated audiences nationwide.

From the outset, a meticulously curated guest list set the tone for an inclusive and dynamic event. Dignitaries, artists, environmentalists, and

cultural enthusiasts came together to honor India's rivers, thanks to a personalized invitation strategy that ensured enthusiastic participation. The diverse gathering enriched the festival's dialogue, creating a tapestry of experiences that celebrated riverine heritage.

The PR team expertly shaped Nadi Utsav's narrative, ensuring impactful coverage in national and regional media. Compelling press releases and features spotlighted the cultural, ecological, and historical significance of rivers, making the festival a trending topic across

traditional and digital music, dance, and drama platforms. to create a spectacle that

The festival's social media campaign was a visual and emotional treat. Engaging reels, vibrant visuals, and inspiring stories highlighted India's relationship with rivers. Thought-provoking hashtags turned into rallying cries for river conservation, while live sessions and behindthe-scenes glimpses gave followers a front-row seat to the event, driving millions of interactions on-

One of the most striking



highlights was the series of flash mobs organized across major cities. These lively performances brought the stories of rivers to life, combining

to create a spectacle that mesmerized audiences and encouraged them to explore the festival further.

Prominent influencers were brought on board to share their personal experiences with rivers and riverine cultures. Their authentic storytelling created an emotional connection with their audiences, significantly expanding the festival's reach and relevance.

The cohesive execution of these diverse elements reflected impeccable planning and dedication. Every detail, from pre-event buzz to postevent amplification, was handled seamlessly, ensuring Nadi Utsav 2024 made waves far beyond its physical venues.

This masterfully executed communication campaign ensured that its message flowed freely, inspiring countless individuals to reconnect with and cherish these lifelines of civilization.

FROM WORSHIP TO WASH

PRAG INDIA'S 1ST NATIONAL EDITORS MEET ORGANISED WITH UNICEF



hen determination, big dreams, and unwavering effort unite, the impossible transforms into historic milestones. Organizing India's Solo National Editors Meet is one such shining accomplishment by PRAG, led by its visionary CEO, Gaurav Gautam. This event joins the illustrious ranks of PRAG's achievements, including the landmark "Worship to WASH" Summit at Parmarth Niketan, Rishikesh, supported by UNICEF.

The summit gathered an extraordinary confluence of leaders from across faiths, regions, and pro-

US, England, Europe, Australia, and Africa, spiritual leaders, NGOs, social organizations, political figures, and celebrities came together for a unified cause: to revolutionize Water, Sanitation, and Hygiene (WASH) practices in India.

The summit's grand inauguration was graced by Uttarakhand's Hon'ble Chief Minister Mr. Harish Rawat, who hailed the initiative as a transformative step towards a clean, green, and healthy India.

Mr. Rawat underscored the importance of the Swachh Bharat Mission and highlighted Uttarakhand's crit-

ical role in addressing the water challenges, advolutional cating for phased financial support of Rs. 10,000 crore.

PRAG emphasized that while governments can legislate, interfaith leaders hold the power to inspire hearts and spark meaningful change.

The "Worship to WASH" revolution became a symbol of purifying not only the outer environment but also the inner self.

Leaders championed innovative approaches to foster harmony between humanity and nature, reinforcing the need to cherish the Creator and its creation

A HISTORIC FIRST

ATULYA GANGA BECOMES THE FIRST NON-GOVERNMENT ENTITY TO SHOWCASE A TABLEAU AT REPUBLIC DAY

"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 no-

ble 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 recog-

nising 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



Atulya Ganga is an organization formed by Army Veterans, who have taken upon themselves to clean Ganga and keeping Ganga clean, as we can witness day by day Ganga is degrading and after numerous efforts from different origination the problem still continues.

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.

The movement is also a recipient of Green Globe Award from Hon'ble Minister for Road Trans-

port and Highways ,Govt of India on the World Environment Day, 05 June 2023: The award was presented by Shri Nitin Gadkari, at the Green Urja Conclave conducted at IIT Delhi, for outstanding work carried out by AGP. for rejuvenation of the rivers of Ganga basin.

PRAG Drives Media Success for UAE-India Partnership Summit 2024

PRAG India, a leading name in public relations and advocacy, played a pivotal role in amplifying the global impact of the Second UAE-India Partnership Summit 2024, organized by the Dubai International Chamber. The summit, held at the Taj Hotel, Business Bay, Dubai, brought together prominent leaders from India and the UAE, further strengthening the bilateral partnership between the two nations.

PRAG's comprehensive communication strategy ensured the event's extensive coverage in leading publications across the Middle East and India, including Khaleej Times, Gulf Times, Gulf Today, and UAE Today. By crafting impactful narratives and strategic messaging, PRAG suc- their appreciation for PRAG's role in cessfully spotlighted the summit's key objectives-fostering economic growth, innovation, and bilateral collaboration.

The summit featured an impressive lineup of dignitaries, including Shri Piyush Goyal, Hon'ble Minister of Commerce & Industry, India; H.E. Thani Al Zeyoudi, UAE Minister of State for Foreign Affairs; and H.E. Sunjay Sudhir, Ambassador of India to the UAE. PRAG's efforts ensured that the discussions and announcements by these leaders reached a global audience, reinforcing the significance of this high-profile event.

garnered praise from both government representatives, who expressed

The overwhelming media coverage

elevating the summit's visibility and impact. PRAG's success in delivering seamless communication has once again demonstrated its expertise in handling high-stakes international events, solidifying its position as a trusted partner for global organiza-

By bridging communication between India and the UAE, PRAG has reaffirmed its commitment to excellence in promoting partnerships that drive innovation and growth on the global stage. PRAG's comprehensive communication strategy ensured the event's widespread success. PRAG once again proved its specialisation in providing cutting-edge communication solutions to global entities.



FOOD, FESTIVALS, AND FORGOTTEN ART FORMS:

TRANSFORMATION STORY OF BIHAR TOURISM



Ln 2019, Bihar Tourism's social media presence was modest, with just 700 Twitter followers and 5,000 Facebook likes. The content focused mainly on well-known destinations of religious and cultural significance, like Bodh Gaya and Nalanda. While these sites held undeniable appeal, the narrative lacked depth and emotional connection. That's when PRAG India took charge and revolutionized the way Bihar was presented to the world.

PRAG recognized that tourism isn't just about famous places; it's about the stories, flavors, and traditions that breathe life into

a region. They shifted the focus to something more personal and engaging, Bihar's regional food, colorful festivals, and fading art forms. They tapped into the emotions of people, unearthing the treasures of Bihar's identity that had long been overshadowed.

Suddenly, social media

posts were filled with the aroma of delicious Bihari cuisines, dishes that embodies the soul of Bihar. Captivating visuals of Chhath Puja, a festival that unites millions in devotion, and stories about forgotten art forms like Tikuli, Madhubani, Manjusha, intricate crafts rooted in ancient tradition, began to flood the feeds. PRAG

didn't just post content; they told stories. Each post connected locals to their heritage and inviting travelers to experience the authentic spirit of Bihar.

This wasn't just a campaign; it was a cultural movement. Festivals like Sonepur Mela and local cuisines became central to the narrative, turning Bihar into a vibrant tapestry of experiences waiting to be explored.

PRAG India proved that promoting tourism is not just about showcasing destinations—it's about creating connections and memories, thereby transforming Bihar Tourism into a story worth savoring, one post at a time.

NIRBHAYA

A MOVEMENT FUELED BY COMMUNICATION FOR JUSTICE

n December 16, 2012, India was shaken by one of the most heinous crimes in its history: the brutal gang rape and murder of a young woman in Delhi, later named "Nirbhaya" (fearless). The incident ignited a nationwide movement demanding justice, stricter laws, and accountability for crimes against women. Among the many voices advocating for change, a robust media and communication strategy amplified the call for justice, turning outrage into action.

The "Justice for Nirbhaya" campaign brought together individuals and organizations, united by a shared goal of ensuring justice. Partnering closely with Nirbhaya's mother, Smt. Asha Devi, the campaign harnessed the power of both traditional and social media. Through compelling storytelling, targeted messaging, and relentless outreach, the campaign became a rallying cry that resonated across the nation and beyond.

As the movement gained momentum, protests erupted in every corner of the country, with people from all walks of life participating in candlelight vigils, marches, and social media drives. National and international media



amplified these voices, shining sparking discussions on women's a spotlight on the systemic failures that enabled such atrocities. The widespread coverage turned



safety and justice reforms. The impact of the movement

was profound. Under immense public pressure, the government formed a judicial committee in December 2012 to recommend changes to laws for quicker investigation and prosecution of sex offenders. The committee, after receiving over 80,000 suggestions, highlighted governance and policing failures as the root causes of crimes against

In 2013, the Criminal Law (Amendment) Act was passed, introducing stricter laws against sexual violence. The changes included harsher punishments and the establishment of six fasttrack courts to expedite rape cases. These reforms marked a critical step toward addressing violence against women and ensuring justice.

The Nirbhaya movement showcased the transformative power of communication for good. By effectively mobilizing public opinion, leveraging media platforms, and uniting people across the globe, the campaign turned pain into purpose. It underscored that strategic communication can create lasting societal change.

Through strategic use of social media, protests, and media coverage, the campaign brought global attention to the issue of sexual violence, creating an unprecedented dialogue about women's safety, and justice. This led to significant legal reforms, including the Nirbhaya Act, and catalyzed societal shifts in attitudes toward gender-based violence.

The movement highlighted how effective communication—when channeled with passion and clarity—can transform tragedy into a powerful force for positive, lasting societal change.



Joy and resilience captured in The heart of Konso....

PRAG India Founder, Gaurav Gautam with a group of children from the Konso community.

The Konso people are an ethnic group native to the southern part of Ethiopia. The Konso Cultural Landscape in Ethiopia is a UNESCO World Heritage Site that showcases the cultural traditions of the Konso people. It constitutes a spectacular example of a living cultural tradition stretching back 21 generations (more than 400 years) adapted to its dry hostile environment. The landscape demonstrates the shared values, social cohesion and engineering knowledge of its communities. Gaurav's visit provided a glimpse into the vibrant spirit of Konso's children, embracing their rich heritage and boundless hope.

JUSTICE FOR DANISH SIDDIQUI: ADVOCACY CAMPAIGN AMPLIFIES GLOBAL CALL FOR ACCOUNTABILITY

Danish Siddiqui, the late Pulitzer Prize-winning photojournalist, was posthumously awarded his second Pulitzer for Feature Photography at a ceremony in New York, honoring his remarkable documentation of India's COVID crisis. The award, one of journalism's highest accolades, came as his parents, Prof. Akhtar Siddiqui and Mrs. Shahida Akhtar, intensified their fight for justice by submitting additional evidence to the International Criminal Court (ICC) Prosecutor.

Their ICC complaint, originally filed on March 22, 2022, seeks an investigation into Siddiqui's brutal killing and alleged torture at the hands of the Taliban in Afghanistan. The evidence presented points to high-level Taliban leaders and commanders as being responsible, with a plea for swift accountability.

Advocacy efforts to support this cause were spearheaded by PRAG India, through a robust campaign, PRAG India called on global institutions and individuals with evidence or firsthand knowledge to step forward, urging the ICC to expedite its investigation. The campaign resonated internationally, garnering widespread support from journalists, human rights organizations, and the general

As part of this effort, a powerful documentary, Killed by the Taliban: The Long Road to Justice, was released, shedding light on the harrowing details of Siddiqui's killing and the desecration of his body post-mortem. The film serves as both a tribute to Siddiqui's legacy and a chilling reminder of the risks journalists face while reporting in

PRAG India's "Communication for Justice" initiative underscores the urgent need to uphold press freedom and ensure accountability for crimes against journalists.

conflict zones.

The ICC's decision on whether to formally open an investigation remains pending, but the advocacy campaign has amplified global attention on the case. Siddiqui's parents, supported by the campaign, remain determined to seek justice for their son and ensure that those responsible are brought to trial.

As the world celebrated Siddiqui's unmatched contributions to photojournalism, the fight for justice serves as a somber reminder of the price he paid for his fearless storytelling.

Danish Siddiqui was an acclaimed Indian photojournalist known for his impactful coverage of global news stories. He was born on October 19, 1983, and worked as a photographer for Reuters, where he became particularly well-known for his compelling visual storytelling from conflict zones, protests, and crises. Siddiqui's work earned him numerous awards, including the prestigious World Press

PRAG Shapes the Narrative of an Artist Who Shaped

INDIA'S NEW PARLIAMEN



The new Parliament building is not just an architectural marvel but a monumental testament to India's democracy and rich cultural heritage. At its heart lies the magnificent "Samudra Manthan" sculpture, a masterpiece created by Naresh Kumawat, whose extraordinary talent has breathed life into India's democratic and cultural identity. Beyond this, Kumawat's iconic round statues of Dr. B.R. Ambedkar and Sardar Patel stand as enduring symbols of justice and unity.

While Kumawat's artistry speaks

form to gain national prominence. This is where PRAG (Public Relations and Advocacy Group) stepped in, deploying a strategic branding and communication plan to amplify his talent and legacy. PRAG ensured Kumawat's contributions became synonymous with the new Parliament's historic and cultural significance.

Through meticulous media outreach, PRAG secured widespread coverage of Kumawat's journey and creations in leading newspapers, television channels, and digital platforms. The narrative crafted by PRAG positioned his sculptures as integral to India's democratic and cultural pride. Behind-the-scenes videos, timelapse footage of his sculptures, and testimonials from influential personalities populated his

ence. This not only showcased Kumawat's intricate artistry but also connected him with broader audiences, making him a digital sensation.

Thanks to PRAG's branding expertise, Naresh Kumawat is now celebrated as a cultural icon. His art, once confined to studios, now inspires millions, symbolizing the confluence of art and democracy. The new Parliament stands tall as a beacon of India's future, while Kumawat's masterpieces within it immortalize the nation's past.

narrative crafted by PRAG positioned his sculptures as integral to India's democratic and cultural pride.

Global Summit



Y ogesh Mehta, the CEO of Petrochem, recently made waves at the Vibrant Gujarat Global Summit, and the credit for this media sensation goes to PRAG. This dynamic PR agency didn't just make noise in the UK; they orchestrated a symphony of coverage in renowned media outlets across India and the Middle East.

PRAG's strategic touch secured Yogesh Mehta feature spots in UK Forbes, Khaleej Times, Gulf News, and major Indian publications like PTI, ANI, Ahmedabad Mirror, and Times of India. The result? A ripple effect of news that echoed from London to Ahmedabad, capturing the atNow, why is this such a big deal? Well, PRAG didn't just highlight Petrochem's presence; they crafted a narrative that transformed Yogesh Mehta's visit into a media sensation. The Vibrant Gujarat Global Summit became the stage for showcasing Petrochem's global impact and Yogesh Mehta's business insights.

So, when you come across headlines about Petrochem's CEO making waves at the Vibrant Gujarat Global Summit, remember, it's not just about the event; it's about PRAG's strategic brilliance, painting a compelling story that resonates worldwide.

Now, that's the kind of PR magic that leaves a lasting impression!

tention of global audiences. **PRAG SHINES AT FICCI FRAMES 2024** WITH CREATIVE EXCELLENCE

PRAG's groundbreaking designs not only garnered widespread admiration but also captured the spotlight across social media platforms



At the FICCI Frame Inter tional Convention 2024, one of India's most prestigious gatherings for the film and media industry, PRAG stood out as a beacon of creativity. Organized by the Federation of Indian Chambers of Commerce & Industry (FICCI), this iconic event brought together industry leaders, filmmakers, and creative professionals to celebrate the best in Indian cinema. PRAG's contributions set a new standard for design, making a lasting impact on the event.

BIG FM, one of the country's leading radio networks, reposted one of PRAG's designs. The team's work resonated with a wide audience, showcasing their ability to craft impactful designs that speak to diverse communi-

Reflecting on this recognition, the PRAG team shared their excitement: "It's truly humbling to see our work appreciated by such influential platforms and personalities. These milestones inspire us to continue pushing the boundaries of creativity and



PRAG's innovative designs didn't just win praise from the event organizers—they also gained massive attention on social media. Taran Adarsh, India's renowned film critic with over 4 million followers on X, shared a video crafted by PRAG's team of designers. The post went viral, earning significant traction and amplifying PRAG's reputation as a creative powerhouse.

The accolades didn't stop there.

deliver even more exceptional

From designing the entire visual identity for FICCI Frames to receiving praise from industry icons, PRAG's contribution to the event was a defining moment in their journey. This recognition not only celebrates the brilliance of their creative vision but also opens the doors to a future brimming with even grander and bigger endeavors.

PRAG Shines as Petrochem A Century-Old Industry Body Embarks on a CEO Visits Vibrant Gujarat Transformative Level Body **Transformative Journey with PRAG**

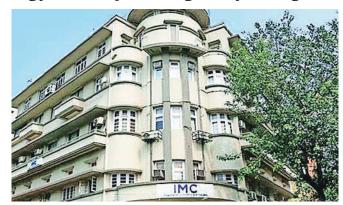
PRAG's digital strategy and captivating storytelling elevated IMC's global presence

When PRAG and IMC Chamber of Commerce and Industry, joined hands in February 2024, the objective was clear-elevate IMC's global profile, amplify its voice, and ensure its influence extended beyond the business community to resonate with international audiences.

From the outset, we crafted a strategy focused on building a robust digital presence. The goal wasn't just to promote IMC's events, but to tell compelling stories that would engage both local and international stakeholders.

Over the course of the year, this approach became the foundation of our success, elevating IMC's voice to new

The year kicked off with



the 4th edition of the IMC-YLF Youth Conclave-Yuva Kshamta 2024. With the theme "Partnering for Sustainable Growth" and "Voice of Youth," this event featured a signed message from the Honorable Prime Minister Narendra Modi and a special address by Union Minister Anurag Thakur. This was the

perfect platform to amplify

IMC's mission, and our approach was precision storytelling.

We created dynamic visuals, live-tweeted insights from thought leaders, and shared real-time updates across Instagram, X, and LinkedIn. The impact was phenomenal, with IMC trending as a hub for youth-driven change and a staggering 2.3K% spike in social media engagement.

In March, we turned the spotlight on the IMC Awards for Mumbai Police Personnel-a powerful tribute to the bravery and dedication of Mumbai's police force. By promoting the awards through engaging digital campaigns, we ensured these inspiring stories of heroism reached both local communities and a national audience, cementing IMC's role as a catalyst for meaningful change.

The Ramkrishna Bajaj National Quality Awards in April provided another prime opportunity to celebrate excellence across industries. Our digital storytelling efforts highlighted the incredible achievements of awardees, positioning IMC as a leader in promoting business excellence and quality.

In August, PRAG supported the "Making Mumbai Future Ready" seminar, addressing critical issues like rainwater harvesting, urban forestry, and disaster management.

Our storytelling efforts amplified these conversations, ensuring IMC's commitment to sustainable urban development reached both policymakers and the public.

The momentum continued with IMC's 116th Annual General Meeting (AGM), and 118th Foundation Day celebrations, further reinforced IMC's position as a thought leader in commerce and inno-

Throughout the year, PRAG India infused IMC's diverse initiatives with creativity and strategic insight, driving impactful results.

PRAG Transforms Routes2Roots'

Journey into a National Conversation

Through creative digital storytelling and strategic engagement, PRAG amplified their mission to make Indian art and culture accessible and sustainable, reaching audiences across the globe



In the ever-evolving world of munication, PRAG has consistently demonstrated its expertise in crafting compelling narratives and fostering meaningful connections. One of our most rewarding partnerships was with Routes2Roots, a Delhi-based cultural NGO on a bold mission to achieve what no other cultural NGO in India had done before-securing a listing on the National Stock Exchange's (NSE) Social Stock Exchange platform. Routes2Roots' vision was audacious: to not only make Indian art and culture accessible but also sustainable in the modern world. But even the

most inspiring missions need a voice that resonates, and that's where PRAG

The challenge before us was monumental: elevate the profile of an NGO while preparing for a landmark Initial Public Offering (IPO) and capturing both national and international attention. Our goal was clear-amplify Routes2Roots' presence, captivate diverse audiences, and transform their extraordinary journey into a national conversation.

Our strategy was simple, yet powerful: make culture cool, relatable, and impossible to ignore.

We transformed their social media presence into a dynamic storytelling platform, mixing engaging content, real-time updates, and behind-thescenes glimpses to forge a deep connection with audiences. From bustling classrooms in remote Indian villages to vibrant international dance sessions spanning 57 countries, each post reflected a fusion of culture and innovation.

In just three months, the results were nothing short of extraordinary. Starting with a modest 1,180 Instagram followers, PRAG's efforts led to a surge in interest, taking the follower count to 16,000—an entirely organic growth, with no paid promotions. Engagement skyrocketed as impressions soared from 5 lakh in the first month to 43 lakh in the second, and reached an impressive 67 lakh by the third month. The total cumulative reach across platforms? An astonishing 1.5 crore, an accomplishment that both impressed and inspired.

But the real impact was not just in the numbers; it was in the waves we created. Major publications like The Times of India, The Hindu, The Indian Express, and Mint picked up and shared Routes2Roots' story-entirely through organic outreach, without spending a dime on paid ads.

PRAG also ensured that Routes-2Roots' initiatives resonated with the right audiences. Highlights of the campaign included International Live Dance Classes, which connected learners from 57 countries—from Brazil to Finland, South Africa to Japanwith the depth and beauty of Indian classical dance forms such as Kathak, Bharatnatyam, and Odissi. Additionally, winter workshops introduced classical dance to students across India, from the snow-capped hills of Uttarakhand to the tribal heartlands of Chhattisgarh.

The culmination of this effort was the grand IPO launch event at the NSE headquarters in Mumbai, where culture seamlessly blended with finance. The event was graced by notable figures such as Juhi Chawla. maestro Rakesh Chaurasia, Ashish Kumar Chauhan, MD & CEO of NSE, and Ehsaan Noorani, among others. It became a national spectacle, and PRAG ensured it received widespread media coverage, marking a significant cultural and financial milestone for Routes2Roots.

The three-month campaign was more than just a digital push—it was a testament to PRAG's core philosophy: blending creativity with strategy to produce extraordinary, game-changing results.

A Tale of Impact

#IndianCustomsAtWork Campaign Goes Global

lacksquaren the vibrant realm of the digital world, where hashtags ignite movements and narratives shape realities, a simple yet powerful initiative was born. It began as an idea to honour the relentless efforts of Indian Customs in combating smuggling, counterfeiting, and illegal trade.

Behind this campaign was a quiet powerhouse-PRAG, the driving force that turned FICCI CASCADE's #IndianCustomsAtWork into a global social media triumph. From the outset, PRAG knew this wasn't just about raising awareness. It was about giving Indian Customs their long-overdue moment in the spotlight. Recognising that traditional strategies wouldn't suffice, PRAG set out to build a movement grounded in collaboration. Key partnerships with global heavyweights like the World Customs Organization (WCO), UNODC, and CBIC became the campaign's cornerstone.

These alliances transformed #Indian-CustomsAtWork into more than a national conversation—it became an 🤺 international dialogue, sparking curiosity and admiration across continents. Every successful campaign has its breakthrough moment, and for #Indian-CustomsAtWork, it was

a single video. Crafted with precision and purpose, the video encapsulated Indian Customs' unwavering commitment to national security and economic stability.

Its impact was immediate and astounding, garnering 2.5 million views, with shares, comments, and

discussions flooding in from across the internet. This wasn't just luckit was PRAG's meticulous planning and sharp digital acumen. Content was tailored to resonate deeply, with captivating visuals, impactful messaging, and hashtags designed

to amplify reach. Customs officials from across India joined the conversation, sharing stories and tagging FICCI CASCADE to highlight their work.

What started as recog-

nition grew into collective pride. CBIC—the Central Board of Indirect Taxes and Customs—officially acknowledged FICCI CASCADE's contributions, proving the campaign's success in fostering collaboration among government, industry, and the public.



PRAG successfully lands National Dairy Development Board out of a doomsday

Ticking bomb turned reliable asset

hat 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.

tation 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 steaming hot when a leading national daily senior journalist had already released the first article of his investigation and the second continuation

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

Exposés, an amalgamation of major repu- was in the pipeline for the next day. The head office of the national daily while it never to go ask out for favours only when was pouring heavily that day, they waited for a while but then went to another known senior journalist's residence, who was in the sister concern of the 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

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.

POLITICS & GOVERNMENT

A Global Communication Boutique FEBRUARY 15, 2025

PRAG SHINES A SPOTLIGHT ON CCRH WITH PRESIDENT OF INDIA



thy Day event, organized by the Central Council for Research in Homoeopathy (CCRH), marked a milestone in showcasing the impact of strategic com-

munication. Graced by the Hon'ble President of India, Droupadi Murmu, the event became a nationwide sensation, thanks to the exemplary efforts of the Public Relations and Advocacy Group (PRAG).

hashtag #WorldHomoeopathyDay trended at the creating a ripple effect that highlighted the growing significance of homoeopathy in healthcare. With

On the event day, the PRAG's meticulous planning, the CCRH's social media accounts reached top of Twitter in India, an impressive milestone of over 1 million organic impressions, underscoring the power of digital ampliA standout achievement the event but also posi-

of the campaign was the active involvement of prominent health influencers, who for the first time, shared tweets and posts about the event. This marked a major shift in the visibility of CCRH's initiatives, as influencers brought the message of homoeopathy to a broader, more diverse audience. The social media buzz complemented by extensive media coverage that amplified the event's reach across the country.

beyond the digital space, ensuring the event was covered by regional newspapers across more than 10 states, in addition to leading national dailies and television channels. This broad media attention not only celebrated

PRAG's PR efforts went far

tioned CCRH as a pioneer in promoting homoeopathy on a national stage.

The World Homoeopathy Day event, organized by the Central Council for Research in

Homoeopathy (CCRH), marked a milestone in showcasing the impact of strategic communication

Adding to the success, a leading English daily featured an editorial written by the Director of CCRH on the very day of the event. The editorial, which discussed the scientific advancements and future potential of homoeopathy, aligned perfectly with the event's theme. This strategic placement, facilitated by PRAG, demonstrated their ability to craft narratives that resonate deeply with key audiences and stakeholders.

The World Homoeopathy Day event was not only a celebration of homoeopathy's contributions to healthcare but also a platform to discuss its future

potential. The Hon'ble President's presence elevated the event's prestige, while PRAG's unwavering dedication ensured its success across all communication channels.

From traditional media to digital platforms, PRAG's cohesive and impactful strategy left a lasting impression. As CCRH continues its mission to promote the science of homoeopathy, PRAG's contribution to this milestone event will undoubtedly remain a shining example of how expert communication can transform an occasion into a nationwide celebra-



Redefining Political Campaigns

with Strategy and Innovation

In an election where narrative and personal connect mattered most, PRAG's innovative campaign strategy secured a landslide victory for Member of Parliament, Vijay Vasanth



When Congress MP from Kanniyakumari, Vijay Vasanth sought the expertise of PRAG, his mission was clear: transform his image, broaden his reach, and build a deeper connection with the people of Kanniyakumari. What followed was a campaign that combined digital innovation, community engagement, and meticulous ground execution, culminating in a resounding victory with a margin of over 1.7 lakh votes.

At the campaign's inception, Vasanth's social media presence was modest, with just 52,000

followers. PRAG recognized the untapped potential of his online platform and transformed it into a dynamic tool for voter engagement and outreach. A key element of the strategy was tapping into Vasanth's past as an actor. By sharing nostalgic clips and videos from his film career, PRAG reignited public interest and drew a direct connection between his entertainment legacy and his current political aspirations. This not only captivated his audience but also helped humanize him as a candidate.

Another pivotal move was the

launch of the #NammaKumari campaign, a digital initiative that celebrated the beauty and culture of Kanniyakumari by spotlighting local creators. The campaign amplified Vasanth's digital presence and positioned him as a leader who valued and supported his community. This strengthened his relationship with his constituency long before the ground campaign kicked off.

The digital efforts were complemented by a strong ground campaign designed to capitalize on the momentum generated online. Engaging reels and videos highlighted Vasanth's past and ongoing contributions to the region, showcasing his developmental work and his vision for the future of Kanniyakumari.

To further deepen his connection with voters, PRAG facilitated direct dialogues between Vasanth and his constituents. Collaborating with local influencers and organizing interactive sessions, PRAG made sure Vasanth wasn't just another politician, but someone voters felt personally connected to and heard by.

The seamless integration of online and offline strategies became the cornerstone of the campaign's success. Social media played a crucial role in engaging younger audiences, while ground efforts ensured his messages of progress and development were shared widely. By showcasing his work through videos and interactive content, PRAG created a campaign that was both compelling and cred-

The results were staggering: Vasanth's follower count soared from 52,000 to 150,000 within the campaign period, and his victory margin of over 1.7 lakh votes was a clear testament to the effectiveness of PRAG's strategy

Managing Vasanth's campaign was not without its challenges. Adapting to Kanniyakumari's unique cultural and regional landscape required creating strategies that resonated with diverse voter groups. However, these challenges only fueled PRAG's commitment to delivering excellence and ensuring the campaign's success.

The victory is a testament to the power of creativity, strategy, and persistence. PRAG not only redefined Vijay Vasanth's political narrative but also set new standards for modern political campaigns.

The campaign wasn't just about winning an election—it was about building trust, fostering genuine connections, and shaping a vision for Kanniyakumari's brighter future.

A path-breaking record with 181 Media coverages for

Azadi Ka Digital Mahotsav



Azadi Ka Digital Mahotsav,o ganised 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 showcasing 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.

Strengthening Government Connect, PRAG Leads Communication for

India's Top Union Ministers



Public Relations and Advocacy Group (PRAG India), a leading global communications boutique, is redefining how governance communicates with citizens by managing the public relations strategies for four key Union Cabinet Ministers. Focused on creating a strong government connect, PRAG has seamlessly delivered impactful communication, driving engagement across media and social platforms.

The ministers under PRAG's ambit include the Union Minister of State (Independent Charge) for the Ministry of Ayush and Minister of State for the Ministry of Health & Family Welfare, the Union Minister of State for Coal and Mines, the Union Minister of State for Railways and Food Processing Industries, and the Minister of State for Social Justice and Empowerment. Through PRAG's strategic approach, these leaders have been able to effectively communicate their initiatives, ensuring greater awareness and outreach.

PRAG has significantly enhanced the ministers' social media presence, achieving exceptional growth in follower engagement and reach. National and regional media coverage has further amplified their efforts, highlighting key achievements in health, coal, railways, food

processing, and social justice. This

comprehensive communication strategy has not only elevated the visibility of government initiatives but also fostered a stronger connection between governance and the public.

By bridging the gap between government policies and public understanding, PRAG

continues to set the benchmark for effective communication in governance. With flawless execution

and impactful results, it is empowering leaders to establish a deeper connect with the people they serve.

POWER CORRIDORS

> What truly sets PRAG apart is its unparalleled crisis management expertise. From addressing po-

The Powerhouse Behind India's Top 7

Chief Ministers' Success Stories

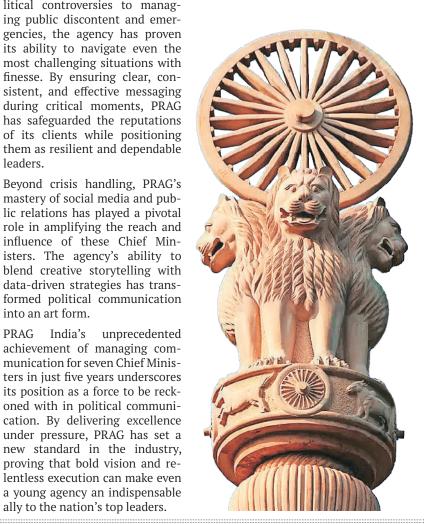
📘 n just six years, PRAG Indiahas redefined political communication, becoming the trusted partner of seven Chief Ministers across India. From Rajasthan and Chhattisgarh to Bihar, Assam, Telangana, Jharkhand, and Maharashtra, PRAG has managed highstakes social media campaigns, public relations strategies, and crisis communication for some of the nation's most prominent

This remarkable feat is a testament to PRAG's innovative approach and strategic precision. Handling the diverse challenges and narratives of seven Chief Ministers required a deep understanding of regional dynamics and tailored solutions to connect with their constituencies. PRAG has successfully delivered impactful

results, strengthening the public profiles of these leaders while maintaining their political relevance.

under pressure, PRAG has set a new standard in the industry, proving that bold vision and relentless execution can make even a young agency an indispensable ally to the nation's top leaders.

into an art form.





YOU SAY IT BEST, WHEN YOU SAY **NOTHING AT ALL**

Gaurav Gautam

Enterprising Crisis Management

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 mixup, 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 do so:

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.

Maha Kumbh

Lessons from Spirituality to Communication

The Maha Kumbh offers profound insights that can bridge spirituality and effective communication

The Maha Kumbh 2025, is a colossal event that brings together millions of devotees and pilgrims from across the world. Beyond its religious significance, Maha Kumbh offers valuable insights into the evolving role of communication in managing large-scale events, public safety, and cultural exchange. With its complex logistics and massive participation, it is providing lessons that are relevant not only to future religious gatherings but to any major event that involves large crowds, diverse stakeholders, and a need for effective information dissemination.

Effective Messaging: Tailoring Communication to Diverse Audiences

One of the most striking lessons from the Maha Kumbh is the need for strategic audience segmentation. The event attracts a diverse range of participantsdevotees seeking spiritual fulfillment, tourists eager to witness the spectacle, government officials, volunteers, and emergency responders. Each of these groups has distinct needs, and communication efforts must address those variances.

For example, spiritual messages resonate with devotees, focusing on faith, purity, and religious practices. In contrast, logistical information such as transport schedules, crowd management plans, and health guidelines are critical for tourists and general attendees. To effectively engage these groups, Maha Kumbh organizers have segmented their messaging and communication channels, using everything from posters and brochures to digital platforms, ensuring that each audience receives the right information at the right time. The takeaway here is clear: successful communication requires an understanding of who the audience is and what they need.

Harnessing Technology and Real-time Communi-

In today's digital age, the Maha Kumbh 2025 demonstrates the power of technology and social media in organizing and managing large-scale events. Real-time updates about crowd flow, weather changes, and emergencies are being shared through mobile apps, social media platforms, and websites. This has helped organizers provide crucial information instantly, whether it's guiding pilgrims to safe bathing areas or notifying them of sudden changes in schedules.

Additionally, virtual platforms are enabling millions of people across the globe to witness the event through live streams and interactive content. Hashtags and geotagging on social media allow participants to share their experiences, turning the Maha Kumbh into a globally connected event. The key lesson here is that technology can transform an in-person event into a global experience, ensuring wider engagement and participation while streamlining communication.

Crisis Communication and Safety Protocols

With millions of people in one location, the Maha Kumbh is a potential flashpoint for crises, whether they are health-related, natural disasters, or security incidents. It has further underscored the importance of having a robust crisis communication system in place. Organizers have adopted a multi-channel approach to deliver emergency alerts, public health advisories, and safety guidelines.

In situations where crowd management becomes critical or unforeseen events occur, the ability to communicate quickly and clearly is paramount. This lesson in crisis communication can be applied not only in religious gatherings but in any large-scale event or public safety scenario. Being prepared with contingency communication plans ensures the safety and well-being of all involved.

Cultural Sensitivity and Inclusivity

The Maha Kumbh is a deeply religious and cultural event that celebrates India's diversity. The communication surrounding it must balance respect for tradition with inclusivity, ensuring that the messages resonate with people from different walks of life and cultural backgrounds. Whether it's addressing pilgrims in their local languages or ensuring that accessibility is prioritized for differently-abled individuals, the Maha Kumbh teaches the importance of being culturally sensitive and inclusive in communication

The Maha Kumbh demonstrates how effective communication can bridge gaps and foster a sense of unity among diverse groups. It reminds us that effective communication is not just about transmitting information but doing so in a way that is relevant, timely, and empathetic to the needs of all participants.

AI Has the Brains, We Bring the Heart

AI is just another tool in the box to elevate the impact of the work we do at PRAG, it doesn't replace us!

Rahul Pratap Singh

 $H_{\hbox{ave you ever felt a lit-}}$ tle uneasy when someone brings up AI? If so, you're not alone. AI is everywhere nowadays, and the hype around it is so intense that it's hard not to wonder: Is this the beginning of the end for human involvement in many jobs? Is AI going to take over the world, leaving us on the sidelines, or is it a tool that could make our lives better? Let's take a step back and explore this wild ride together. Grab a cup of coffee, because this is going to be an interesting journey.

When I first started working with PRAG, the tools I relied on were straightforward: brainstorming sessions, manual research, and lots of editing & writing. Fast forward to today it has changed dramatically. AI has entered the scene, promising to revolutionize how we work. I'll admit, I had my doubts at first. Would AI replace creativity? Could it really understand human emotions? But as someone who thrives on creativity and innovation, I decided to explore what AI could bring to the table. And let me tell you, AI is a tool. Powerful tool, yes, but tool nonetheless. And here's the thing: Tools don't do the work for you. They need a human hand to wield them

effectively. Imagine you're building a house. You can have the best tools, but they don't build the house for you. That's what AI is: a tool that helps you work smarter, not harder.

At PRAG, where our mission is to craft meaningful communication strategies, AI helps us dig deeper and think bigger. It assists us in ways that make our work more impactful but never replaces the creativity and thought we bring to the ta-

One of my favorite examples of AI's value is when we start a new campaign. Picture this: a client comes to us wanting a fresh, creative approach to their social media presence. We begin with research, tons of it. AI steps in here, analyzing trends, audience behavior, and data at lightning speed. It's like having a super-organized assistant who never gets tired. But while AI tells us what's happening, it's our job to figure out why it matters and how to turn that insight into a story that res-

Here's another scenario. Have you ever stared at a blank page with a pen in your hand, wondering how

to start? AI can help spark ideas, suggesting headlines or even drafting basic outlines. It's a great starting point, but the heart of the story? That's all us. AI doesn't know the client's voice or the emotion we want to evoke. It's like having a brainstorming buddy who throws ideas at you, leaving the final masterpiece in your hands.

AI might be smart, but it

doesn't have a heart. It can analyze tones and patterns, but it doesn't understand cultural or emotional depth. For example, when we create content for a campaign, it's not just about the right words. It's about understanding the mood, the audience's feelings, and the impact we want to create. One day, I was working on the #Right2Rest campaign. AI helped me to identify the best platform and time to post, but it couldn't tell me how to make the message feel authentic. That came from on-ground conversations, empathy, and years of experience working with an amazing team.

The real magic happens when AI and human creativity come together. At PRAG, we've found a sweet spot where AI handles the repetitive tasks, analyzing data, scheduling posts, and monitoring trends, while we focus on the strategy,

storytelling, and human connection. For instance, when we plan a social media campaign, AI might suggest optimal posting times or analyze hashtags. But the story we tell, the visuals we create, and the way we engage with the audience, that's where we step in. AI supports the process, but it's our creativity that brings it to life.

As AI continues to evolve, it's natural to wonder what the future holds. Will AI get even smarter? Probably. Will it replace us? Definitely not. The key is to embrace AI as a partner, not a rival. At PRAG, we see AI as a way to elevate what we already do best: create meaningful communication that drives change. It's a reminder that technology might make our work easier, but it's the human touch that makes it impactful.

So, if you're wondering about AI's place in your work, think of it this way: It's not here to take over. It's here to take you further. Use it to save time, explore new ideas, and dig deeper into data. But remember, the connection you create, the story you tell, is something only you can deliver. AI might be a high-tech tool, but the soul of what we do at PRAG lies in our understanding, creativity, and passion.

Embracing Africa!

Exploring, understanding, and appreciating Africa's cultural heritage through cinema, food and arts is crucial in fostering stronger diplomatic relations

Rao Narender Yadav

Prime Minister Nare dra Modi's recent visit to Nigeria, first by an Indian Prime Minister to the West African country in 17 years, marked a momentous milestone in the burgeoning India-Africa relations. He is the fourth Indian Prime Minister to visit Nigeria after Jawahar Lal Nehru (1962), Atal Bihari Vajpayee (2003), Dr Manmohan Singh (2007) and the first one to receive Nigeria's second-highest award Grand Commander of the Order of Niger. Significantly, Modi became the second foreign dignitary to receive the distinction after Oueen Elizabeth, who was conferred the award in 1969.

During the last one decade, India and African countries have been strengthening their diplomatic and economic ties, with India establishing itself as a key partner in Africa's development, amidst the growing influence of China in the region. India's relations with African countries hinge on various sectors, including trade, education, technology, and agriculture. As bilateral relations between India and various African countries continue to expand, there is an increasing need to further deepen the bond through greater cultural

exchange and understanding between the two regions. Soft diplomacy and dian and African youth. people-to-people connect could result in creating long-term relationships based on shared values and goals, making India and Africa stronger allies in the global arena.

Cultural understanding is key to enhance diplomatic proximity, as it fosters more effective communication and collaboration. In case of India and Africa, it should also lead to better appreciation and understanding of Africa and its diversity here in India. Especially, when more than 25,000 young Africans are studying in various universities in India and several thousand Africans are visiting India to avail the benefits of India's medical services.

By learning about African culture, India can build deeper, more meaningful relationships with African nations. African students in India have faced challenges in terms of racism, marginalization, and stereotypes. Misunderstandings and lack of awareness about African cultures often fuel these issues, making it crucial to address the gaps in knowledge and perception. Youth groups like the Association of African Students in India (AASI) can play an important role in building meaningful cul- ic powerhouses of Nigeria tural relations between In-

Even though India and Africa have enjoyed robust diplomatic and economic relations over the years, cultural engagement is still an often-overlooked aspect of strengthening these ties. Appreciating and embracing the diversity of Africa, will make our people less inclined to harbour prejudices. African culture has con-

tributed to India's artistic, culinary, and musical traditions in ways that are often unnoticed. In the realm of music, Indian classical music and African rhythms share common roots in their use of melodious rhythms and drum sequences. Indian dance forms such as Bharatanatyam and Odissi, with their intricate footwork and expressive movements, bear similarities to various African dance styles. In the culinary sphere, the influence of African traders along the Indian Ocean is evident, especially in coastal areas, where spices and cooking techniques have fused over the centuries.

Nollywood and Bollywood are two of the most influential and prominent film industries in the world, representing the cinematand India, respectively. However, India's cinema lovers remain devoid of any regular opportunities watch Nollywood films or any African film in general. It was in 2015 that a special screening of Nollywood films was organised at Siri Fort Auditorium in New Delhi as part of Woodpecker International Film Festival (WIFF). With several Nollywood filmmakers and actors present in person, it remained the sole effort to bring African Cinema and filmmakers closer to India audience. Since then, African films have not been 'visible' in any prominent film festivals in India.

Organising African film and food festivals as well as theatre and art shows in different parts of India, could provide a transformative platform for cultural exchange, offering Indians a valuable opportunity to engage with and experience the richness of African cultures and people.

As India and Africa continue to grow their partnerships on the global stage, mutual cultural understanding will play an essential role in fostering peace, development, and shared prosperity.

Author is Director of New Delhi based African Centre of India (ACoI)

#Right2Rest Campaign: Breaking the Stigma

Implementing menstrual leave is a step towards creating inclusive, empathetic workplaces

In an era that prioritizes equality and employee well-being, the issue of menstrual leave in the workplace is becoming increasingly relevant. The #Right2Rest campaign, by PRAG, advocates for the implementation of menstrual leave as a necessary policy to ensure that women can manage their menstrual health without compromising their professional responsibilities. This is not just a matter of workplace fairness, but a step towards greater gender sensitivity and employee wellness.

For many women, menstruation brings debilitating symptoms such as severe cramps, fatigue, headaches, and mood swings, which can make it challenging to perform at their best in a professional environment. Unfortunately, societal stigma often leads women to endure these discomforts in silence, fearing judgment or the loss of productivity. Yet, this silence comes at a cost—both in terms of health and workplace efficiency. Studies suggest that when women are forced to work through menstrual pain, their productivity and focus are significantly impacted,

which can lead to burnout and long-term health issues. Countries like Japan, South Korea, and Indonesia have already recognized the need for menstrual leave, providing women with the opportunity to take time off without penalty. In India, however, such policies are still in their infancy, with only a few progressive companies introducing menstrual leave on a caseby-case basis. The #Right2Rest campaign is crucial in changing this narrative, ensuring that menstrual leave is recognized as an essential part of health and wellness at work.

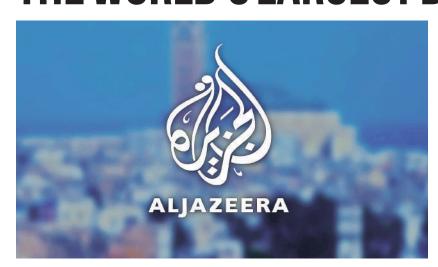
Implementing menstrual leave is a step towards creating inclusive, empathetic workplaces. It is not about special treatment but about offering equal support for all employees. Just as companies offer sick leave or parental leave, menstrual leave is a basic right that should be afforded to women to maintain their health and dignity. The #Right2Rest campaign is, therefore, not just timely but essential for building a more supportive, gender-sensitive workplace culture.

GLOBAL VOICES

A Global Communication Boutique FEBRUARY 15, 2025

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PRAG ON ALJAZEERA, REDEFINING ELECTION MANAGEMENT IN THE WORLD'S LARGEST DEMOCRACY



PRAG India, a pioneering global communication boutique, has made waves by being the only Indian organization featured on Aljazeera for its exceptional work in election management. Known for its innovative approach to political consulting, PRAG has played a pivotal role in multiple Lok Sabha elections, providing endto-end solutions from booth-level operations to national strategy formulation.

The Aljazeera feature delved into the complexity of Indian elections and the organizations that collaborate with political parties to navigate the world's largest democratic exercise.

PRAG stood out for its ability to craft distinctive narratives tailored to each client, helping them secure decisive victories.

PRAG's expertise lies in combining grassroots insights with advanced data analytics to create impactful campaigns. Its work spans voter behavior analysis, communication strat-

egy, and on-ground mobilization, ensuring every element of the election machinery is fine-tuned for success.

Aljazeera's recognition of PRAG highlights its unique role in shaping the political landscape and bringing the vibrancy of Indian elections to a global audience. This milestone underscores PRAG's status as a trusted partner for political campaigns and a leader in crafting narratives that resonate with diverse electorates.

As a global communication boutique, PRAG continues to redefine election management with creativity, precision, and a commitment to empowering democracy through strategic storytelling.



PRAG LEADS COMMUNICATION FOR ABRIS IN WORLD'S

FIRST VIRTUAL POLITICAL FUNDRAISING ON WEB3

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 collaboration 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 opportunities in Southeast Asia in this vibrant and rapidly growing market. Another innovative initiative

spearheaded by Abris, in collabo-

ration 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.

THE NEW YORK TIMES SHOWCASES PRAG'S **POIGNANT VIDEO CAMPAIGN**



noignant video campaign conceived by PRAG, a leading public relations firm, recently garnered global attention, featuring prominently in The New York Times. The campaign centered around Vijay Vasanth, a Congress candidate for the Lok Sabha

PRAG, recognizing the emotional resonance of the late Congress leader H. Vasanthakumar within the constituency, masterfully orchestrated a campaign that leveraged his enduring legacy. A heartfelt video featuring the

seat from Kanyakumari, Tamil Nadu.

elder Vasanthakumar, speaking in Tamil, was strategically disseminated across social media platforms. In the video, the late leader expressed unwavering confidence in his son, Vijay, proclaiming him the rightful "heir" of the constituency and emphasizing his commitment to the betterment of the people of Kanyakumari.

Vasanthakumar poignantly acknowledged his physical absence, having passed away in 2020 due to COVID-19. while emphasizing his continued presence in "spirit." He underscored his unfinished agenda of development for Kanyakumari, a responsibility he now entrusted to his son.

The campaign's success extended beyond just emotional appeal. It sparked a wider conversation on the importance of legacy, leadership, and continuity in political campaigns. By blending the personal with the political, PRAG was able to create a narrative that connected with voters on a deeply human level, reinforcing the idea that leadership is not just about promises, but about carrying forward the dreams and values of those who came before. This approach not only distinguished Vijay Vasanth as a candidate but also set a new benchmark for how political campaigns can engage with voters in a more authentic and meaningful way.

This emotionally charged video resonated deeply with the electorate, highlighting Vijay Vasanth's familial connection to the region and his commitment to fulfilling his father's unfulfilled dreams. The campaign, a testament to PRAG's creative vision and strategic execution, not only garnered significant media attention but also effectively positioned Vijay Vasanth as a credible and compassionate candidate.

Comes with both PROS and COMMS.

PRAG: The Catalyst Behind

A Global Movement for Women's Inclusion



 $m{\Gamma}$ s the world advances towards gender equality, one organization shines as a beacon of unwavering commitment: PRAG India. Through groundbreaking campaigns, PRAG India has been instrumental in breaking barriers and driving transformative change, leaving an indelible mark on history.

At the heart of these efforts is the Right to Be a Mother

campaign, a movement that challenged discriminatory rules in some of the world's most prestigious beauty

Led by Veronika Didusenko, Miss Ukraine 2018, and Founder & CEO of Right To Be A Mother NGO, the campaign catalyzed a monumental change, shattering archaic norms that excluded mothers, pregnant women, and married women from participating.

When Veronika Didusenko courageously took a stand against this discrimination, her story sparked international outrage and ignited a movement.

But creating tangible change in such entrenched systems required more than just a bold vision, it needed a partner to amplify the cause. PRAG India became that partner, driving the campaign forward with strategic communication and relentless advocacy.

"At PRAG India, we believe advocacy isn't just about identifying issues—it's about driving solutions," Gaurav Gautam, Founder & CEO. The organization partnered with Right To Be A Mother NGO to build a global campaign that resonated across ge-

ographies and industries. After four years of relentless advocacy, the campaign achieved a groundbreaking victory. On August 5, 2022, the Miss Universe organization officially amended its rules, allowing mothers, pregnant women, married women, and divorcees to compete.

This historic decision shattered a 70-year precedent and opened the doors for greater inclusivity and diversity in one of the mostwatched global platforms.



PRAG Propels Clients to Global Stage With Harvard Keynote Speeches



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m P}_{
m RAG}$ India is making waves in the world of individual branding, consistently elevating its clients' global profiles through strategic exposure. A prime example of this is PRAG's recent initiative of sending two of its clients to deliver keynote speeches at the prestigious Harvard University.

This strategic move goes beyond mere client representation; it's a carefully crafted component of

PRAG's comprehensive individual profiling portfolio. By securing such high-profile platforms, PRAG not only amplifies its clients' voices on a global stage but



also significantly enhances their personal stature and credibility.

The exposure garnered from

strates PRAG's commitment to not only promoting its clients' businesses but also nurturing their individual brands as influential figures in their industries, thereby ensuring long-term brand value, goodwill and sus-

tainability.

speaking at Harvard provides

immense PR mileage, solidifying

the client's position as a thought

This strategic approach demon-

leader in their respective fields.



The Centre is poised to serve as a credible platform to enhance people-to-people connections, promote awareness of Africa's rich heritage and diverse cultures, and facilitate deeper engagement across a diverse range of sectors

he African Centre of India (ACoI) is a unique initiative that fosters cultural, educational, and diplomatic exchanges between India and Africa. The initiative, spearheaded PRAG, provides a creative space for the exploration of African culture, history, and contributions to the world, while simultaneously enhancing the dialogue between Indian and African societies.

The need for an African Centre of India

arises from the growing importance of fostering stronger, more dynamic relationships between India and Africa. Historically, both regions share deep ties through trade, culture, and diplomacy, yet there remains a gap in mutual understanding and collaboration. Africa is increasingly seen as a key player in the global economy, while India

continues to expand its influence on the international stage. An African Centre in India provides a dedicated space to bridge this gap, offering educational and cultural exchanges, research opportunities, and a platform for dialogue. It serves as a vital tool in enhancing people-to-people connections, promoting awareness of Africa's rich heritage and diverse cultures, and facilitating deeper cooperation across sectors such as trade, education, and technology between the two regions.

Given the significant historical, economic, and cultural ties between the two regions, the establishment of ACoI is a crucial step toward improving mutual understanding and collaboration. The center serves as an important resource for both Indian and African citizens, offering a deeper insight into the shared history and future potential of these two regions.

The Vision Behind the African Centre of

The African Centre of India serves as both a research and cultural hub designed to facilitate dialogue and interaction between African and Indian communities. Its primary objectives include fostering greater awareness about Africa's diverse cultures, history, and achievements, while also exploring the ways in which Africa and India can collaborate in fields like trade, education, technology, and social development.

The centre also aims to serve as a knowledge resource for those interested in learning more about Africa's complex societies, including its political systems, languages, traditions, and

> economies. hosting seminars, conferences, and exhibitions, ACI seeks to encourage dialogue that will enable a deeper understanding of Africa's role in the global community. Through these efforts, the center also promotes African art, literature, music, and food, highlighting the rich diversity and vibrancy of the continent.

Moreover, the African Centre of India plays a pivotal role in fostering business and academic partnerships between India and Africa. With India emerging as one of Africa's largest trading partners, there is an increasing demand for more integrated cooperation across multiple sectors. ACI serves as a catalyst for these partnerships by facilitating exchanges, collaborations, and cross-border networking opportunities.

Building Stronger African-Indian Rela-

India and Africa share a long history of diplomatic and trade relations, dating back centuries. From ancient trade routes to modern-day collaboration on international platforms like the United Nations, the two regions have nurtured deep connections. However, the potential for further strengthening these ties remains vast. The African Centre of India recognizes this potential and provides a space for a new generation of Indian and African leaders, scholars, and entrepreneurs to engage and collaborate.

As both India and Africa continue to rise as global economic powers, the center's work will be essential in fostering a deeper, more meaningful partnership between the two regions, contributing to shared prosperity and

FROM KENYA TO INDIA **A Cinematic Alliance**

▲ he collaboration between the African Centre of India (ACoI) and the Kenya Film Commission (KFC) marks an exciting new chapter in the promotion of African cinema and culture on a global stage. This partnership aims to foster stronger ties between India and Kenya, while also enhancing the visibility of African films within India and beyond.

Ms. Ilhaam A. Taisr, Director, Kenya Film Commission and Rao Narender Yadav, Director, African Centre of India, have emphasised that both countries having rich, diverse cultural histories, the collaboration offers an opportunity to explore and celebrate the vibrant storytelling traditions of Africa and create a platform for cross-cultural exchange.

One of the main objectives of this partnership is to provide Kenyan filmmakers with a unique opportunity to showcase their work in India. Through events such as film screenings, festivals, and workshops, ACoI and KFC hope to raise awareness of Kenyan cinema and introduce Indian audiences to the captivating stories emerging from Africa. This collaboration can also open new doors for African filmmakers to collaborate with Indian directors, actors, and producers, forging cinematic traditions of both regions.

In addition, this partnership focuses on providing Kenyan filmmakers with access to training, resources, and support to develop their skills. Workshops and masterclasses, led by renowned filmmakers and industry experts from both Kenya and India, will allow emerging talent to hone their craft and gain insights into global film production techniques. By empowering filmmakers with the knowledge and tools they need, the partnership will help boost the quality and reach of African cinema in international markets.

Furthermore, this collaboration presents an opportunity to establish a lasting network between film industries in both regions. By strengthening professional ties and fostering cooperation, the ACI and KFC can help open doors for the exchange of talent, technology, and ideas, which could pave the way for future collaborative projects. Ultimately, this initiative serves as a powerful testament t the unifying power of cinema and the poter tial for African and Indian filmmakers to cr ate compelling, culturally rich narratives that resonate with global audiences.



OUR INITIATIVES













PRAG forays into the WORLD OF CINEN

PRAG join forces with the Woodpecker International Film Festival (WIFF) to showcase a wide array of storytelling, cultural perspectives, and innovative filmmaking styles

PRAG has always been in the forefront of bringin out innovative ways to communicate effectively, and is now all set to dive deeply into the world of cinema. In a significant move to expand cultural exchange and enrich India's cinematic landscape, PRAG has partnered with the Woodpecker International Film Festival (WIFF) to bring the best of global and Indian cinema to the audiences, highlighting diverse stories, perspectives, and filmmaking techniques. The partnership with WIFF aligns perfectly with PRAG's mission of promoting global cooperation, cultural diversity, and mutual understanding.

Established in 2013, Woodpecker International Film Festival, an esteemed platform known for its commitment to showcasing thought-provoking and impactful films, has a rich history of bringing together filmmakers, actors, and film enthusiasts from around the world. The festival is renowned for screening films that often address social issues, celebrate unique storytelling styles, and offer fresh perspectives from different corners of the globe.

WIFF's carefully curated selection of films provides a diverse range of narratives, from art-house films to documentaries, and includes works from both established

filmmakers and emerging talent. By showcasing a wide variety of genres and styles, the festival introduces Indian audiences to stories that they may not have otherwise

This partnership, between PRAG and WIFF offers the opportunity to expose audiences to global cinematic trends, inspire local filmmakers, and spark conversations on the universal themes that connect us all. The exchange of stories, traditions, and perspectives through film will play an essential role in breaking down cultural barriers and building a more inclusive, interconnected global so-

For Indian filmmakers and audiences, this partnership offers invaluable exposure to global trends in storytelling and filmmaking. By attending screenings, panel discussions, and workshops hosted by WIFF, Indian filmmakers can gain insights into international film markets, distribution models, and innovative storytelling techniques.

Looking ahead, the PRAG-WIFF partnership is poised for long-term growth, with plans to expand the festival's reach across India and creating an even more vibrant film culture in India.







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