

Ishika Neogi, 6th Semester student at Asutosh College, a part of the 3-week Internship at Public Relations Society of India, Kolkata Chapter and emerged as the 1st Runner Up

The National Public Relations Day 2022 was celebrated by Public Relations Society of India, Kolkata Chapter on April 21st at iLEAD- Institute of Leadership, Entrepreneurship and Development, Kolkata. The theme for National Public Relations Day 2022 was, "Building Trust: Shaping up the New World with Public Relations". The event was graced by the presence of many eminent personalities. Prof Dr Saikat Maitra, Vice-Chancellor MAKAUT, West Bengal was the Chief Guest of the evening. Pradip Chopra, Chairman, iLEAD was the Keynote speaker and Brarati Bhattacharyya, Secretary-General, Shikshayatan Foundation was the Guest of Honor. Five distinguished personalities were awarded for their outstanding contribution to the field of PR: Avelo Roy, MD, Kolkata Ventures, Dr Arnab Gupta, Director, Saroj Gupta Cancer Centre and Research Institute, Sumit Agarwal LinkedIn Top Voice, Diversity & Inclusion Activist, Covid Care Network, Shruti Mohta, Founder, Live Kingsize and Die Kingsize Foundation.



*Ishika Neogi receiving the internship certificate from Soumyajit Mahapatra, Chairman, Public Relations Society of India, Kolkata Chapter & Yasmin Khatoon, Treasurer, Public Relations Society of India, Kolkata Chapter.*

Ishika Neogi, 6th-semester student of Journalism and Mass Communication Department, Asutosh College, Kolkata was a part of the 3-week internship with Public Relations Society of India, Kolkata Chapter. There were a total of 24 interns from different institutions working under the guidance of Mr Soumyajit Mahapatra, Chairman, Public Relations Society of India, Kolkata Chapter. The internship revolved around the National Public Relations Day held on April 21st at iLEAD- Institute of Leadership, Entrepreneurship and Development, Kolkata.

Among many other creative competitions like the Slogan Writing, Digital Poster Making, Public Relations Society of India,

Kolkata Chapter also organised a Spot Quiz Competition on the day of the event. Anyone present on the spot could log in with a code on the Kahoot platform. Ishika participated in that competition and emerged as the 1st Runner Up. She received her certificate and memento from Chitralkha Banerjee, Secretary, PRSI, Kolkata Chapter.



Out of 24 interns, only two interns were graded A+, with a percentage of (80-100)% and 'Outstanding' remarks, Ishika being one of them. According to Ishika, her experience was short but the learning was endless. She is honored to be given this opportunity by her college and grateful to Public Relations Society of India, Kolkata Chapter for such an enriching and professional experience.

Certificate awarded to Ishika Neogi for securing the 1st Runner up position in the Spot Quiz Competition.