

• panel discussion

• **SPEAKERS**

- Kavita, Charu

- 00:00

- So it's the time that we invite our jury for the panel discussion round. And this round is focused, because the future of regional PR in our country, maybe please request our moderator, Machado Raizada to join us here.

- **Charu 00:22**

- Thank you, Raksha. Hello, everyone. Congratulations to all the winners, the rising stars of the regional PR industry. I know all of you must be super excited to get your awards. And just as we the jury members want to know more about, you know, some of the great work happening out of the regional geographies. So before we move to the awards, we thought of picking back on the discussions which was started last year at the first IRP REO event, the future of regional VR in India. So, just to jump back a bit of our memories, and for the benefit of those joining us for the first time, we talked about how communication and campaigns in tier two and tier three cities were different from what we do in metros cultural connect, emotional connect and timing are very important for any campaign to be successful in six specific regions. And unless there is an expert who understands these three critical yet subtle points, it's difficult to get the desired visibility. We also agreed that it was important to shed the stringer mindset and work closely as partners else we will never be able to do justice to our programs. So clearly people sitting in the regional markets have the pulse on the consumer. Let's take these discussions one step ahead and understand from our esteemed panelists how we could collectively elevate regional PR. So today, when most of the smaller cities are gradually transforming with economic growth, improved infrastructure, enhanced connectivity and contributing to the state and national GDP. How can PR professionals in these regional markets take on the new opportunities? Some of you may I invite you to kick start the discussions and share your observations?

- 02:29

- Thank you, Charu. And sorry for my hoarse voice. I think I'm a little under the weather. But thank you and like Charles said congratulations to all the winners the future of PR industry. Future what you probably mentioned is public relation idly till 2020 in regional media was specifically focused on regional media, making sure that the clippings the old age way of doing PR was kind of considered and today like you rightly pointed out that the way the influence has changed the rise of multiple platforms of course, this this platform is no longer available in India, but Tik Tok has allowed local influencers or what we call it as micro influencers to emerge and create what is called a creators economy, which can some of them can be journalists, some of them and many of them are non-journalist as well. So how a PR professional in the regional media can primarily figure out is how does how do you influence you know, the new form of stakeholders using these medium. This is one of the biggest things that all PR professional

needs to learn, they need to move away from purely writing a press release. As you can see, the amount of reading on the press release has gone down, they need to embrace new form of mediums they need to embrace of course, audiovisual also figuring out how these new platform works. And making sure that the outreach to all these platforms is something that they know on their own they don't rely on anyone else you know, so, therefore, the no longer a PR professional can only be one day that I only know media relations or I only know how to write a press release is what we call it as a T shaped professional. That means the depth and the breadth of entire aspect of communication is something that you should be aware of. It is true for metros it is also true is going to be true for regional media. So that's my opening comment on this job.

- **Charu 04:38**

- No absolutely Samia and I was also coming in from a Roma Mom, I'm goanna come to you from the aspect that now the smaller cities are becoming independent metros and smaller cities and their own self like the many countries within a country we have so many countries and each with you know who who's contributing back in a big way to the you know, to the national GDP and their state GDP? How do they need to look at things in a different way? How can they look at the way PR is done in their markets?

- **05:12**

- Is that question for me? Yes. Let me just step back a little bit and take you through the fact that you're just recovering from the pandemic. And if you see what we experienced during the pandemic, is a lesson learned. I think what I saw when we were trying to communicate the barriers of communication, which we have all had to face was indeed surprising, because you can't meet people you can't communicate with them. And that's where I saw the region's coming forward. I saw the way regional PR, extended its local presence and the way they communicated. I think we went through all the throws and, and the agony of mental health. But I must commend that when I was with Vedanta, and we were communicating through our local, you know, we had to reach out to new local PR agencies and work with them. It was just amazing the way they stood by us, they, they were able to communicate both traditionally and on the digital medium, and leverage all the tools of communication. So that was one lesson learned. And we shouldn't forget that, because this can happen anytime. So online becomes a very important factor. Digitization becomes the tool that everybody has to use. And remember, there were people staying abroad, from the Indian context, they were up the diasporas about 30 million abroad. And they were so worried what was happening in India, maybe they were also facing certain things over there. But what I realized that that's when the vernacular came into play. That's when you could see that all the languages that they could connect with their roots that came in the forefront. So, we must understand that there is a Connect, it's a cultural Connect. It's an emotional connect, like you rightly said, but there's also the fact that they are at a distance. And how do you how do you bridge that, that road that they have to travel as well. So, I think what we are seeing today is a complete shift. It's a complete shift that you don't look, as you rightly said, that stringers, stringers now have become part of PR agencies. I've just come back from Agra and I've been working with, with a regional PR agency, I can't tell you how well they have performed with what our requirement was the strategy that they sat through with

us, they understood the strategy, they realize that what the cultural context is how much they advised us, I think these are these are the road ahead for regional PR. At the same time, they understand the national context. So, they collaborate with their national agencies, either they have their own setup, or they collaborate with larger agencies. I think this kind of creating a democracy in the PR world is required. And I could see it happening. Those are my opening comments.

- **Charu 08:10**

- That's fabulous. It's really sad place. And I would really want to keep this a conversational style and white. Anybody else would like to comment on that? This particular question? Or else I'll just

- **08:23**

- try like to say something here. This is action on the book. So good evening, everyone. And it's my total and utter pleasure to be here today. You know, to add to what both Samir and Roma said, to PR agencies in regional language that work in regional languages, have begun to understand the importance that the kinds of roles that they play, because of the kind of country we have the demographic that consumes media largely in languages that appeal to our hearts rather than to our heads. As Indians, we tend to think in our mother tongues, rather than in English, it's a very small percentage of Indians that actually thinks in English. As an outcome of that, you know, people like me, for example, who traditionally worked in English media, have found that that was the only world we knew that was a very small world. It's only more recently that I've understood that each region of India comes with its own set of thought processes of nuances of cultural, you know, frameworks, which we must address as people who are, you know, creating strategy for him communications and therefore supporting a business, we must understand that the read the nuance in the region will make all the difference to the strategy we roll out. And without that understanding, there's absolutely no question of communicating. You know, it's almost like in the old days, when an American company would say to us, here's a press release. Now you take it and send it out in India, and we push back and say, you know what, this won't work in India. But they say no, no, no, this is our press release. You do it. It's what To the English speaking PR world in India has done to the regional media and regional locations for a long time. I think it's time that stopped. I think it's time we all woke up and realized the kind of importance that each region has. And not just state wise regions, but also, you know, little pockets in the state that makes such a difference. Yeah. So that's really what I wanted to say, Charles.

- **Charu 10:26**

- No, absolutely. Within each state itself, there is so much of cultural diversity. And we talk about diversity, you know, in different ways at workplaces, but here in our country, it's, there's so much of diversity, how each of it can, you know, just really ladder back to what we do. And every little, you know, aspect makes a difference. Kavita, let me ask you that, you know, we've clearly you know, what we've heard from Simeon. What from Roma mom from Hashanah that, you know, the whole regional PR agency space is emerging as more of an integrated communication form,

as opposed to just offering press relations. What are the changes you've observed? And how, where do you see the gaps?

- **Kavita 11:07**
- Thanks, Charu, and hello to you. And hi to all my jury members, duly panelist, members. wonderful being here today. Also, thank you very much to the organizers, because it's such an important and relevant topic to talk about. You know, one of the things that I've truly believed as a PR person all through my career is that this differentiation between, you know, regional PR experts or regional PR specialists, and metro or English media specialists is, is created by us, you know, it is created by the PR practitioners, it never was, I mean, it was something that existed in our minds, and we kind of perpetuated it. And what's happened in the last couple of years, and I would say, literally, five, 710 years maximum is that the digital medium has almost played the role of a catalyst, it's been an, it's been a platform where ideas where, you know, there's been a voice for the regional media to come and put put forth there, their views on a certain brand, to really get forth and, you know, connect with the customer. And I think that's been a brilliant thing. Roma talked a lot about, you know, the last two years where we started seeing a lot more of digital integration, especially by the regional language specialists. And I think that's a wonderful trend. We saw a lot more apps which we're seeing participation from regional media creators, you know, and it's not necessarily journalists who are creators. Today, anyone is a traitor. Archana was with Google, right. And we saw such a strong participation from the regional markets. And today, we all know that, you know, within the top 10 papers, and I'm never going to take away from the importance of traditional media, I'm never going to actually say traditional media is less important than you know, digital media is more important, I think both are equally important. So, in my mind, today, traditional media has a role to play. And today, we see in the top 10 papers, we bought nine out of them, which are language papers, you know, so for me, that's a telling statement. And Indian household today has both a language paper and an English paper. And hence, both are very important. regional media experts are really integrating better and better with the agencies which are sitting in the metros and in, in some cases, also driving the strategy for their market and maybe beyond their market within their state. So, I think that's a very healthy trend. We saw some of the work really showcased on this platform. So, I could see glimpses of, you know, good work there. I would just encourage the participants to keep on that track.
- **Charu 14:08**
- Thank you. So, you know, just thinking back to what Sammy talked about. Tick tock and influencers. You know, a decade ago, influencer marketing was really limited to television stars actors, few dedicated bloggers. Now with the whole social media, we see it now expanding to almost all the platforms, be it YouTube, Instagram, and local tick tock loans like Java module, Josh, so this is still an under explored territory in tier two and three cities. aren't any suggestions around navigating this area for our professionals.
- 14:43
- Thanks Tarrou began that I feel blessed and lucky to share screen with so many senior people. Roma, ma'am, Kavita, ma'am, you know, Sammy, Oscar and Charu. You have been a mentor

to me all my life, you know that we have worked on so many so many for so many years. Thank you so much for making me part of this. Thank you to the organizers. And of course, you know, congratulation to entrepreneurs. I work primarily with startups and newest businesses like I work lens cart, both these are my primary clients. And data is a very, very integral part of our decision making. And when we go back and look at GA, the Google Analytics, we see a lot of traffic coming from tier two tier three cities. Now that being said, by we see tier two tier three cities having a higher you know, in terms of traffic and conversions, because there is 5g, is there Internet penetration? Is there people trendier than actually the metros, I would say let me put it that way they have because of the lack of brands out there, they see ecommerce and marketplaces a great channel for them to get brands on board. And then their insights back through, you know, March who tick tock George all these are, you know, localized platform, they see them to represent themselves as a true personality, which they were not able to do it in the earlier times. That being said, I think so, these platforms will further amplify and will further graduate into becoming frontiers in shaping our strategy when we're looking at you know, all these cities, native language will go as number one, because we have seen that whenever we have done campaigns in these cities, in native language, there is a huge spike that we see in the GA and that kind of reflects into our you know, the revenues and henceforth our you know, customer experience. That being said, again, you know, I've never because I've worked as a person who has totally worked and sat with these associates of us, they have grown tremendously some of them you know, Perkins team, some of the winners actually have worked together like you know, at the onset, you know, Cooney, jabber etcetera, I love to interact with them because I get to know that how they kind of cultivated themselves they have grown tremendously and I see them as the new frontiers and yeah, that's my take Charu

- **Charu 17:15**
- basket I can see you're hiding somewhere put on your camera what is your views here? That's currently there. Yeah, I can see you in
- 17:28
- the audience to the
- **Charu 17:31**
- CSM. What is your experience been working on some of these New Age platforms with the youngsters and or you know, what advice would you give them
- 17:44
- take your time with so much and congratulations for everybody. I've been you know, that the public relations has evolved and right from the very beginning as a management function as a as a tool to reach out to the target audience. The regional or the target audience has always been lucky it is because ultimately, whatever results we are looking at it is through the people and maintaining that relationship with the people living in different cultural milieu are living in different environments. The first step has always been to understand those people and I believe that the spiritual media or the local channels on the digital platform, which have come up and especially after COVID, it has sensitized most of the PR people also and as well as the client

that in order to get results for any of their campaigns, it is wise to listen to the regional experts and people who live there. So that they can better understand and educate about the cultural nuances as other jury members are very tacky pointed out, but only thing is can maybe you know, one has to understand especially some other agencies who have the additional PR agencies, it is very essential that we give them a free hand to a certain extent to or especially get their feedback on the English releases, which are sent out to them for distribution. Because then you can you know, validate the content, but then their understanding of the local culture, how this will be taken up, that should always be you know, well taken and understood instead of staying rigid over whatever has been written in English press leads. And at the same time, so whatever our advice or suggestion to the organizers that next time maybe we can look at some of the regional campaigns, not the national campaigns which have gone regional, but the regional campaigns where the situation had been something to do with the local audience. And they are finding it difficult to solve it. PRs primarily, you know, a solution oriented or solution focused activity. And because of the regional level, there are a number of issues which the society faces, and we need to create not only the quantitative method of measuring, measuring, because it's not the output, which matters, especially many of the clients, unfortunately, who need to be educated also by the PR people is that they look at the number of clips which have been generated. And many of them not even read through it, whether it was a positive coverage, whether it was a neutral, it was just a press release, which was reproduced, or is there a differing opinion of somebody? Yeah, you know, so that analysis of the qualitative aspect needs to be taken in as a measurement tool. Now, whether we are going digital wherever you're going on the print media, or the wind or the television or the radio, let's analyze the tone and the presentations and what has been reported by some independent journalists to see whether it has impacted that campaign. And whether it has brought in the desired results which are expected at the beginning of a campaign, whether it has changed the mindset. Yeah, but I believe that additional PR has gained importance, definitely after the pandemic, many of the English papers have gone digital, because the print media is not you know, escalating in terms of their circulation, their readership is going down. But it is the regional media at every in every state, you can see that their circulation has doubled up that has gone up, even under digital platforms. Dramatic is primarily you know, let's look at the additional media or the regional PR practitioners need to educate their clients also. That is not the quantity that matters it is the quality of the coverage which will determine the success of a campaign

- **Charu 23:06**
- a lot of progress is being made but yes and that's where platforms like these recognizing these young minds will help them you know, motivate them for a simple case saying was a news editor, aka tabla was supposed to be joining us for the panel and I don't think he's been able to join. But you know, last time last year, okay, sir, had mentioned that regional PR is quite event oriented. So today, when more and more mass marketers are focusing on Pan India, options for PR and media plans are now literally being built bottom up? How should PR professionals plan their marketing and media outreach for some of the brands and clients they work with? Anybody from Obama, would you want to share, you know, really looking at from the lens of how we as practitioners and people in the regional media, can look at our approach, which is more bottom

up more grassroots up, as opposed to you know, how technically we've been doing it from having a mass having a larger national strategy and then going

- 24:11
- top down? Ma'am, I think you're on mute. So I think everything that you mentioned really boils down to native language, native advertising, native brand building, and the brands which actually exist in the cities, which are tier two and tier three, there are very strong brands which are emerging from there. And if we don't look at that closely and how to strategize that, that's where you will start with your bottom-up approach because they are the ones who will actually give you that strategy which can be, you know, also used nationally. This is something I noticed in many, many brands which are now merge emerging. A lot of startup brands are now coming out from certain places that you'd never imagine where they're located, and how they want to keep that connect with the cultural milieu around them, how have they developed that brand, that brand itself is representing that culture of that original origin that they come from? If you look at that, then that's the answer for you that you have to really collaborate if you do not collaborate in that sense, and and the entire digital influencer market has now had many more language influencers rather than English influencers. Look at the kind of, you know, and and they're going, as I said, international, your you want to connect with your roots. So every time you have a language influencer, talking to you about a brand, you may have stayed in that state or your origin is from that state, you go back in time. And that's how you connect on that emotional connect comms. So I think that kind of collaboration with the national media, national PR agencies, national media, we have to understand that. And if you're able to do that, and leverage that, or bridge that gap, and use digital medium, I think then we are progressing in the right direction.
- **Charu** 26:16
- Right. Gotcha. In thoughts.
- 26:22
- That answers
- **Charu** 26:23
- your question. Yes, absolutely. Absolutely.
- 26:26
- I'm sorry, you're on mute. I think I can't hear you. No,
- **Charu** 26:30
- I'm not on mute. Can you hear me? Can you? Okay, great. Ashton, you want to add?
- 26:39
- Yes. I'm always seem to want to add something Charu? Yeah, so the thought process really is, you know, the approach has to change, the approach has to be more focused on what is

happening on the ground, rather than what we believe is happening on the ground, and get insights and input from people who understand what's going on there, based on which you build. So collaboration is extremely important. There's also a view that I have that as communications people, we tend to hold on to our messages. While key messages are extremely important for the larger conversation. When it comes to various locations to various states, in our country to various languages, it's very important to understand how that message gets tweaked, to make the most sense there. And I think that is something, we've got to be able to trust the person who's on ground, to actually be able to translate that message into something that makes the most sense for them. In that moment, in that framework. To that end, I believe that people who, who, like us have been in the business for extended periods of time, the onus probably rests on us to sit down with them and say, This is how we have done it. This is what has worked in the markets that we've looked at what works in your market, and how can we make it effective. There's a certain level of, you know, trust and transparency that's required to be developed, we can't see them as US urban and then non-urban, we've got to see us all as one cohesive community that does communications. And I think that will be critical for the development of PR, and communications overall. in the country, also, you know, to say, often we'd say, you know, what, I can't put you in front of the client, because you don't know the strategy, right? How do we change that? Because at the end of the day, they may not be using jargon, you know, highfalutin language, but they probably know exactly what's going on. It is in our best interest. And I'm saying our is, you know, people who, those of us who think we've arrived in our lives because we communicate in English, I think it's up to us to say this is the level of interaction we expect, can we meet halfway? can we bridge a gap in some fashion? So, you know, whether it's conversations or training or, you know, whatever it is the way we train our own teams, can we also train agencies we work with on the ground to say, here's how we work, how do you work, let's learn something from each other. I think that sense of collaboration has to come into play. And that will make a huge difference to how VR is viewed even in non-urban centers, where it's extremely important. You know, so yeah, so that's something I think collaboration is going to be exceedingly important. Going forward. Yeah.

- 29:42
- You know, this word over mentioned about these startups and US businesses, and you know, so I just thought of, you know, submitting one point here, so primarily startups are the newer businesses work on a 3d model, content, community commerce, right. And these are the plans With three pillars that all principle all brands function around, and this is jumps out, and then the PR strategist jumps out. And hence you will see a huge spike in content creators coming from this tier two tier three cities. And that further, you know, aggravates and elevates the PR strategy into multi fold, and then it gets converted to your GE and why I'm saying GA because it's a very, very important tool to draw decision making at startups at least, because they have to see every ROI that comes into. So PR is taking center stage, let me put it that way, is taking center stage. By far, I've never seen so much peer intervention in any traditional brand like we're seeing in startups and your business today.
- **Kavita** 30:45

- Yeah. You were saying something? Yeah. So firstly, I want to tell Roma, we heard each word that you said very intently. I was going to take off that, you know, we need to begin by understanding the brand DNA and ensure that our local experts understand it as well. Trying to understand it, you know, and undoubtedly another, you know, part of this thing is really understanding who is our customer? How do they what is the best touch point for them? What is the medium that they want to be talked to, you know, or other they want to be communicated through? That's very important. So, you know, for example, the editor of tabla said that, you know, local events is the best way of communicating with our audience. So be it or, you know, the influencers, char who you talked about, you know, earlier, there used to be TV stars, who used to go into the markets and all, but now we have local people who are very authentic influencers. And I think that makes all the difference. There are content creators who are local who understand the, the culture of that particular town or that particular state, they possibly grown up using that brand. So the messaging that Archana was talking about, is that much more richer, it's coming out of a It's experiential messaging, if you know what I mean, you know, yeah. So that makes, that makes it very rich communication. And I think that's where that collaboration, or Archana was talking about, you know, Arun was talking about that data led approach really makes a lot of sense, you know, and, yeah, I mean, traditional media has a very, very strong role to play there, which Mr. Singh was talking about earlier on, you know, and the qualitative aspect of that the accuracy, all of that makes a lot of sense. But I think today's day and age is of combining and reaching out to your end customer, whatever the objective may be education, brand, promotion, whatever it may be, you know, reaching out to them in the way that they want to listen to what you have to say to them as a brand, you know, so we are meal if you know what I mean, though, we are just facilitators. And our role is to just understand, first of all, what is it that the brand stands for? And how is it that the end customer wants to be communicated to? And that's it, we take it on from there.
- **Charu 33:16**
- Thanks so much, Tom. I'm glad you talked about, you know, collaboration and talent. And that really couldn't be my last question, which I'm going to open to everybody and starting with you. So with digitization, when communication has become borderless, how fair is it to continue to look at regional PR in isolation, is it not time to deflect the conversation towards upskilling talent and provide them with a fair playing ground?
- **33:44**
- Charu, it's never been fair to, you know, treat regional PR the way we've treated it, or at least I'd like to say the way I've treated it. You know, I'm guilty as charged with treated regional PR is that place where, you know, just give me 15 clips, you know, we'll send it to the client, and then it'll all be fine, right? It's no longer that. And the responsibility lies on us, lies with us. People who understand the business and various mediums, media, like Arun said, you know, all businesses are looking for that bottom line PR is not a tool where you saying, I send out a press release and my job is done. How am I as a PR, and communications person facilitating your business? You know, that conversation about a seat at the table happens regularly? Why do I deserve a seat at the table? If I can't influence the business? If I see myself as a support function where I say, you tell me what to do, and I'll go out there and do it. No, absolutely not. If you say to me

today, my product sells in Lucknow, and in, you know, in Indore, and I say, yeah, we'll do a national press release. Let's go for it. And here's the press release. beautifully written. What's the soul How to start, how do I add any value to your business? If instead I went to my team in Lucknow and said, Hey, I have this situation, this is what I require, help me achieve it. Like Kavita said, it may not be a press release, it might be an influencer, it might be someone who's grown up with a brand. Of course, a lot of lines are even more blurred to the paid element. Right? How much value do I as a PR person brings? If my client has deep pockets, and I say give me X amount of money? I'll put it out there and get your message across? Where is my intelligence, my ability as a PR person goanna come to the fore? How am I going to manage that? How is PR going to show value in a time when literally anything can be bought? Yeah, we really have to rethink the place we're sitting at today to say how am I going to bring value how the future generates generations of PR and corporate communications, people going to bring value if the only way we can get coverage is by putting money out there? Right. So I think these are questions that probably don't have an answer at this point. But they are things that will impact the way our profession is going to pan out. Not even in the next 10 years, I would say in the next five years, you know, are we all going to become fossilized and disappear? Or are we going to reinvent ourselves and figure out a way we can actually claim that seat at the table. Right and not just talk about it. Right and therefore be able to support businesses. So I'm going to wrap it up tomorrow by saying that the responsibilities again upon us to sit, work closely with teams that are reward that we call regional teams no longer call them regional teams, because the teams in their own right that know their businesses very well. And I'm going to sorry, say one more thing. When I worked with CU, I had a 14 member team across the country. And I was terrified, because for the first time in my life, I had no control over a message. I couldn't even read the message. I couldn't read the press release in Punjabi, for example, right? So I just had to go with my gut that I trusted the person who managed my team in Punjab and say, okay, you know what, you know what you've written go with it, right. And if it's wrong, then we'll manage it. But I was so pleasantly surprised that the little that young lady, she knew her business, she said, I'll tell you how it's done. And this is how it's done. Some fantastic work comes out of the regions, if only we will allow it. And I think the time has come that you're allowed. Thank you.

- **Charu 37:29**
- Thank you. Rama, we want to add on the how do we upskill talent and provide a little there, and then we'll just take some more thoughts and then wrap it up, I can see Russia back on the screen. So we have about three, four minutes.
- **37:42**
- Now I think the way we nurture talent, the way we nurture talent, and the national context is where I think is the gap with the regional young people, the young talent over there. What I'm seeing now is the hunger in that kind of talent base, which is wanting to spread their wings. And they are wanting to get an opportunity to learn how to collaborate with national PR or national communications. And that's where I see a very good cross breeding happening. And if that is facilitated, that talent is facilitated. And I must say that even corporates like us want to do that. Because we find that the kind of talent, the hunger that they have, is far greater than a lot of urban youngsters who seem to have seen it all done at all, and are not really that passionate

about what they're doing as compared to these youngsters. So I think there is this opportunity for them to be given that opportunity to come and see what is happening. And mind you there are people who I have sent internationally. And I'm surprised of what I have seen from them, as compared to what I would have probably seen an urban youngster who thinks that yes, I know it. I have been there in the system for this long. So I know everything about it. And yes, the onus is on us both as corporates, as agencies that we are not seen as support functions, which as you know, I've been one of the pioneers who brought the whole function on the high table, because that was a tough in those days, two decades back to do it. But I said you're not a support function. We're a strategic business function, and you got to position yourself that you will never get outdated. Remember, you will never get outdated. And if you're able to do that, and you're able to prove that then every communication tool that you learn, unlearn and relearn at any point of time is going to stay relevant, whether it's a brand in the region, whether it's a brand nationally or an international brand trying to find it's based in India. India is complex. India is a continent. So I think we have to recognize that I'll end with that.

- **Charu** 40:02
- Thank you. Last comments counter?

- 40:06
- And, you know, that's a very valid point Roma and Archana have pointed out, yes, upskilling is very, very essential, and I believe that the National PA, whenever there is a national campaign, and we reach out to specific regional pockets, I believe that training those regional agencies is one of the responsibilities that we ELP people have. And, you know, making them understand as to what exactly is the objective of our communication. And I believe as Rama has very rightly pointed out, that the people are keen to learn. Yes, I think that upscaling is very much possible. If all of us together in this for today, maybe you don't want other experts can come together and conduct these kinds of training workshops online or offline. For the Regional PR practitioners. Yeah, that could be something useful for everybody.

- **Kavita** 41:14
- I'm just going to end by saying I agree with all that's been said. And I think the more we have platforms like these that recognize good work in the pockets across India, the better it is for all of us as an industry, we are definitely not going to be fossilized, Archana no worries on that front. The good part is that the entire PR industry is shifting towards an integrated comms. I would say that's what we are working towards, we've not got there as yet. And within the integrative integrated calm space, you certainly have space for events, you certainly have space for working a lot more closely with the regional markets on the traditional side, or whether it's, you know, through your influencers, your local influencers. So all in all, I'm very positive about what's happening. I think it's the start of something beautiful. And I'm so glad India's a complex market. It keeps us all very excited and on our toes.

- **Charu** 42:16
- Great. Yes, absolutely. I don't think somebody is your I'm not sure about Haskell there. Aren't you want to end with a last comment?

- 42:25
- Just, you know, we need to progress in a culture of self-development for sure. Two parts, I would say one, yes, we need to upskill regional partners. Right. Second, we need to rescale ourselves sitting in fancy offices in metros in terms of behavioral change, that how do we partner communicate and engage with a family who's sitting in different cities? Once we do that, so it will be a sort of a, you know, Trickle Up effect, and trickle down both in terms of that, how the messaging can be integrated in a more holistic manner.
- **Charu** 43:05
- So lots of valuable insights to reflect on Thank you, everyone. And Blackshear back to you.
- 43:12
- Thank you so much for such an insightful conversation. It was and I also got to learn so many pointers here, and upskilling and rescaling is the key, which all the panelists spoke about. Thank you so much for being a part of this jewelry. And now let's move ahead with the session. And I want to share with all of you here that how the jewelry selected. What is the procedure of jury selection before that Charu, thanks a lot, once again for moderating it so well. My pleasure. Can I please have this slide here? So this is about the panel selection