

COMMUNICATION FOR SOCIAL CHANGE
Interactive Session with Mr. Ojaswwee Sharma
School of Communication Studies, Panjab University Chandigarh.

Chandigarh, June 10: The Young Communicators Club (YCC) of School of Communication Studies (SCS), Panjab University, and the Public Relations Council of India (PRCI) organised an interactive session "Communication for Social Change". The event was organised in the memory of Mr. Aneesh Bhanot, ex- Chairman of PRCI, Chandigarh Chapter. He had an advertising agency called Aneeshiative, published many coffee table books and initiated several campaigns for social change.

The event was commenced by a welcome note by Dr. Sumedha Singh, Chairperson, SCS. After the welcome address, Ms. Renuka Salwan (North Regional Head of PRCI) spoke about the importance of the event and also cherished some fond memories of Late. Mr. Aneesh Bhanot. The guest of honour, Mrs. Shanti Bhanot, wife of Late. Mr. Aneesh Bhanot addressed the audience where she spoke about his life journey and his beliefs. Mr Vivek Atray (Chairman of Chandigarh chapter PRCI) gave an inspirational address.

Mr. Ojaswwee Sharma was the key-note speaker for the event. He began by speaking about the manner in which Mr Aneesh Bhanot approached communication. He made the session interactive by showing a power-point presentation in which each slide had a story to tell. His talk was centred around Mr Bhanot's achievements and the campaigns he organised.

The event concluded with a vote of thanks by the Chairperson, SCS.



Chairperson
School of Communication Studies
Panjab University, Chandigarh