

NEWSLETTER | FEBRUARY 2019

IMPACT

NEWSWIRE



IMPACT
Public Relations
Enhancing Brand Value

BUILDING THE FUTURE TOGETHER



CONTENT



From MD's Desk



In Focus



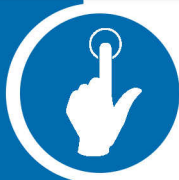
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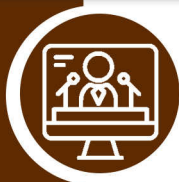
IMPACT'S Impact



Minds at Work



Impact of Kindness



Media movements / updates

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MESSAGE FROM FOUNDER & MD



Kulpreet Freddy Vesuna

Dear Reader,

We have been building brands over the years. Being associated with the biggest brands in India, with this issue, we embark on a journey for ourselves. We will be coming with a newsletter every quarter.

The last quarter of 2018 has been very progressive for us. Apart from the regular work from clients, we stepped up with ISO Certification, opened our office in Bengaluru, on-boarded new people. We also charted our 2019 goals and action plan. Every newsletter will focus on trending themes, catches up on media updates & movements, and highlights our achievements. This issue brings how social media transforms PR authored by B K Jha.

For the first issue, we requested Dr Samir Parikh, Director, Fortis National Mental Health Program, Fortis Healthcare, for his inputs on Work Life Balance, I am sure you are going to enjoy reading and also find a change if you implement what he shares. Being into existence for 18 years, we thought it was time to give back to the society. With this in mind, earlier in the year 2018, we launched one of the most meaningful campaigns “Impact of Kindness”, an endeavour to give back to the society through an act of kindness. Every month one of the team member picks up a cause close their heart and we as an organization whole-heartedly support the cause. This newsletter shares the act of kindness for the months of October, November and December.

We are extremely happy to share our growth with you that is not possible without a great team. I take this opportunity to thank the team who has worked hard towards bringing the first edition of our newsletter, Hitesh Sharma, B K Jha, Vijaydeep Shukla, Syed Ahtasham, Harmeet and Freddy. Lastly my EA, Archana Jawle, who brings everything together seamlessly.

IN FOCUS



PUBLIC RELATIONS

Back in the day when digitalization was not in the picture and internet used to be a luxury, public relations was a lot different than how it is today. Earlier, Public Relations professionals primarily engaged with the public after a major change. Basically, they acted as the front of the organization and took measures accordingly. The emergence of social media has changed the faces of almost every industry. The public relations industry, too, has evolved a great deal. Now many public relations professionals have to up their game and play a much more nuanced role in order to make sure they engage their audiences in the best possible way. They may proactively engage in reputation management activities, counsel leadership, and identify potential problems in a business's relationship with the public.

The booming involvement of social media in Public Relations reduces the distance between members of the public and a brand by bringing the brand closer to the people through its various platforms, upgrades damage control measures by shortening the time a company has to react to relevant stories. It also blurs the line between marketing and Public Relations. The roles of public relations' and marketing professionals' often overlap on social media.

It requires a balance of engaging content and a careful awareness and reaction to public opinions to craft and maintain a positive public appearance. For modern public relations professionals in an increasingly connected world, social media platforms are the first go-to option for brand reasoning, explanations, and crisis response. Depending on the situation, social media can help public relations professionals meet their goals or it can hinder the reputation management process. Out of the numerous ways in which social media assists PR professionals, the most common ways in which PR teams use social media is to find influencers, to identify brand threats, to influence journalists' stories, to deal with negative press and to make announcements. Social media has given more power to the Public Relations. Traditional forums are not as efficient as the social media forums like Twitter. With captivating short snippets and links,

professionals can reach out to a much wider audience in a jiffy through these handles.

Social media helps keeping people engaged with the brand by posting about different events through visuals. It has also opened gates for a wider scope of interaction in the form of ORM (Online Reputation Management), where in consumers can post queries and receive immediate feedback. With ORM, a PR agency has scope to deal with negative comments and feedback at an initial stage itself and can help control an online crisis immediately. They can target their potential customers by understanding their needs, from the available data, statistics and analytics. The internet has proven to be a blessing for brands as the audience is getting smarter by the day and like to do their research before making any kind of investment. Hence having a positive impression on the internet is vital. While there are uncountable pros, the infiltration of social media in the industry of Public Relations has its prominent cons as well. In spite of being such a benefit for brands, sometimes there are things on the internet that cannot be controlled. One of those gaining wide recognition is "fake news". Misinformation has been top of mind for many in Silicon Valley for a while now.

Facebook, for example, has disclosed that hundreds of pages use the platform to purposely spread misinformation, both organically and through ads, in an attempt to stoke political discord among voters during elections. Not just that, it is noticed that most of the forwards we receive though WhatsApp or Messages are misleading and unethical. Still the audience tend to fall for these attempts and often tend to start building perceptions. The social network has since made combating misinformation a main concern, and is modifying its policies and partnering with news organizations to avoid fake news dissemination.

Social media is a natural fit for Public Relations and one of many tools businesses can use to protect and promote their reputations. When public relations and marketing teams combine their efforts on social media, brands often enjoy immediate positive results.

: Authored by B.K. Jha

EXPERT SPEAKS



Dr. Samir Parikh is a Consultant Psychiatrist with Fortis Healthcare, a leading healthcare Institution of India, and is the Director of the Fortis National Mental Health Program.

With an expressive communicative style and an in-depth knowledge of mental health in the Indian culture, Dr. Parikh has been a speaker at various national and international forums on mental health issues. As a leading academic expert in the field of Mental Health, Dr. Parikh takes academic training programs and courses with doctors, psychologists, and other allied specialties in mental health.

With a strong emphasis on preventive mental health and skill building, Dr. Parikh has authored three books – while two such books have been written as DIY Life Skills workbooks for school aged children, Let Him Not Sink: First Steps to Mental Health is a Psychological First Aid Manual written for adults working with children.

WORK LIFE BALANCE

By Dr. Samir Parikh

Is our mental health taking a toll due to our busy work schedule



In our hectic lifestyle, often our workplace is the source of a lot of pressure and workload. We need to learn to maintain a balance, not letting our work stress permeate into our personal lives and vice versa, while at the same time ensuring to keep in mind the following steps to maintain our psychological well-being at the workplace

1. Time management.

Effective time management is the key to staying mentally healthy. Make it a point to disconnect from work on the weekends. It is important to set realistic goals, prioritize tasks and maintain a balance between demands of work, family as well as personal

2. Ensure that you build support systems at the workplace.

A lack of social support could serve as a major source of stress at the workplace. Enjoy some time with your colleagues outside the office environment as well. Make an extra effort to build relationships, and they shall inevitably be a good return for your investment.

3. Adopt healthy lifestyle choices.

A disciplined and healthy lifestyle is very beneficial in maintaining mental health. An adequate sleep, a proper diet, and regular physical exercise would help us stay physically as well as mentally fit.

4. Avoid monotony.

Often the mundane routines could become very depressing. It is useful at times to alter the physical appearance of your work station. Rearrange your desk, make efforts to brighten the room, and also try and bring changes in your work routine.

5. Allow yourself to take regular breaks.

It is important to allot a 'me time', allowing yourself to get refreshed. It is ok for you to have a "do nothing" in your to-do list. Listen to yourself, and take time out from work and family. Planning a short vacation could be one of the best ways to de-stress! It is important to keep aside some time for a recovery period along the way, to help replenish the energy being invested by you. This is not just a reward to give yourself for your efforts, but also a necessity for you to rejuvenate and take care of your own needs.

6. Keep it simple.

Try and focus on one thing at a time. Maintain clear

boundaries, and work towards short term goals. De-clutter your work space, and try to keep it simple, neat and tidy. Simplicity in your work environment would prevent distractions, and would help keep you motivated to work.

7. Focus on yourself.

Instead of comparing notes with others, try to focus on your own performance. Despite of living in this competitive world, it is more beneficial to be focussed on your own work and efforts, rather than trying to succeed over others. Remember your own goals and targets, and be motivated towards it.

8. Prioritize.

There will inevitably be times when you have too many things to be done. Rather than getting flustered, reorder the priorities in your head, striking off the less important or urgent ones and focussing on the present instead. At times like this, it's important to take a step back and introspect on the reasons of our actions and why we want to achieve what we've wanted to.

9. Have realistic expectations.

Getting caught up in the hectic pressures of our work often leads us to expect too much from ourselves or from others as well. Therefore, it is necessary to be able to remind yourself to be realistic in your evaluations, so that your decisions are based on objective facts rather than your faulty and unrealistic expectations. Always keep the external factors in mind, which are not in your control, to avoid experiencing chaos and confusion at the last minute.

10. Maintain clear boundaries.

Not letting your personal life mix with your professional life though sounds quite an impossible quest, actually isn't so difficult to achieve. It is essential to ensure you have don't let your work spill into your home life as this is likely to have an adverse influence on your interpersonal relationships. At the same time, do not let your personal problems interfere with your professional responsibilities at your workplace.

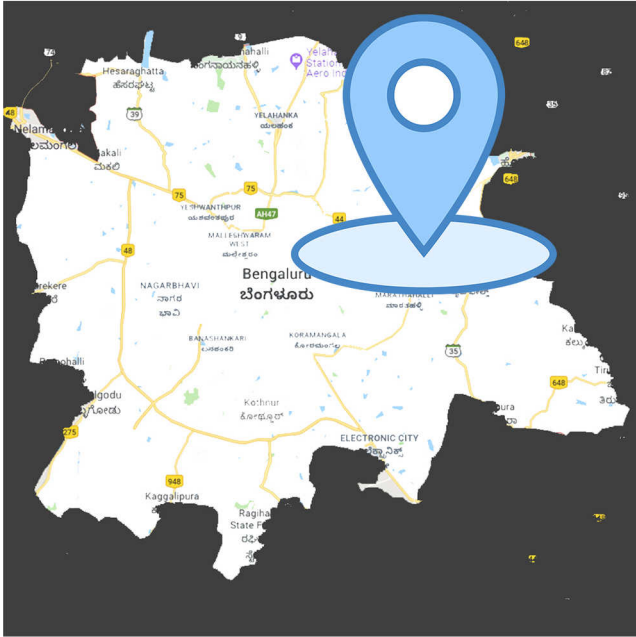
11. Don't overcommit.

Be aware of your limitations and also accept them. The goals that you set for yourself must be doable and achievable, without having excessively high or optimistic expectations from yourself. Take on only as much as you can handle, and it's ok for you to delegate tasks to others or to be assertive.



IMPACT'S IMPACT

In this column we are going to share how we progressed through the quarter

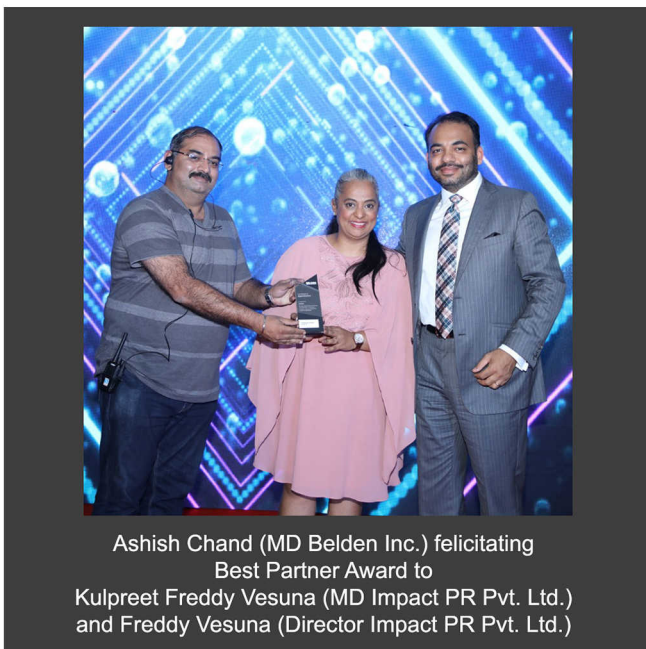


We are glad to Break The Big News to all of you that we have now opened another office at #Bengaluru . We thank everyone who has inspired us to move higher.



ISO 9001:2015 Certification

After a lot of persuasion, processes, flow charts, work-flow management, Impact PR becomes the First PR company to be 9001:2015 complaint and certified.



Ashish Chand (MD Belden Inc.) felicitating Best Partner Award to Kulpreet Freddy Vesuna (MD Impact PR Pvt. Ltd.) and Freddy Vesuna (Director Impact PR Pvt. Ltd.)

When 72 hours of continuous and relentless work, sleepless nights end with appreciation, you know the hard work was worth it. In the month of November, we launched Mega-Project of Global Signal Transmission & Management Giant Belden Inc., manufacturing unit "One Belden" in Pune.

3 events, 2 press briefings, 2 locations (Pune & Mumbai) all had to be achieved successfully in just 2 days. Our mandate was successful launch of 'One Belden' in India and we did in style. Some clients you just end up loving them, Belden Inc. indeed was one of them.

Belden Inc.. felicitated Impact Public Relations Pvt. Ltd. as a preferred #PR and #Events partner, 2018. A big high for us!

The background of the entire image is a solid blue color. Scattered across this background are several light blue gear icons of various sizes. Some gears are positioned behind the text, while others are in the foreground, creating a sense of depth and mechanical movement.

MINDS

AT

WORK



Syed Ahtasham

Sr. HR Manager

This quarter has witnessed lot of positive changes, which is in betterment of company and employees as well. During these last three months, we have introduced new PMS system (Mid-Year Appraisal), a self-explanatory with more quantifiable parameters. We have worked on creating new policies for employee benefit, new incentive plans have rolled out across all levels for monetary benefit to the employees.

“ We progress to be the industry leaders, to create an integrated superior system, developing, fostering, protecting, sustaining and restoring service through best in the field of public relation practices. ”



Our HR Vision - “We progress to be the industry leaders, to create an integrated superior system, developing, fostering, protecting, sustaining and restoring service through best in the field of public relation practices” and this quarter of 2018 has been driving the vision. HR dept evolved as a function of routine task to a functional body, which is constantly engaged in making Impact PR as one of the best place to work, emphasized Syed Ahtasham.

Employee engagement has been on its peak with the festivities that include Diwali, Christmas along with six birthday celebrations and four employees nominated as ‘Employee of the month’.

‘Employee of the month’ is a recognition program to choose an employee for his/her outstanding performance by their managers.



In the month Oct 2018, Archana Jawale was awarded as employee of the month. She has been one of the most hard working team members we have. She has been with us over 4 years now.

Month of Dec 2018 saw a tie between two employees for their outstanding performance and team spirit. Payal Suryavanshi from Delhi provided exceptional support to the media relations department driving key results and Shweta Bхарne from Pune single-handedly has been driving positive and impactful media results for the western region.





**IMPACT
OF
KINDNESS**

On completing its 18 years journey Impact PR announced the launch of "Impact of Kindness – Building the future together", an endeavor to give back to society through an act of kindness. Moving beyond our business activities with this initiative, our objective is to do our bit to support meaningful causes. We take this opportunity to thank everyone who has been associated with us – Our staff members, clients, media and our vendor partners for their notable support. All Impact PR employees participate, volunteer and suggest meaningful causes that are close to their heart and we at Impact make it happen for them.

NEEDY SAMPAT

The beginning

Kulpreet Freddy Vesuna, Founder & Managing Director, Impact PR was buying groceries one day where she noticed that a child was on duty. At the age of going to school, the kid was forced to work



on behalf of his father. Eager to understand his situation, she spoke to him to which he replied: "I have stopped going to school as my father couldn't pay the fees". This did not go well with her and

she constantly thought of ways to help the child. After deep thinking, she told the child's father, Sampat that she would like to contribute to his fees, books & clothes. Sampat was happy to hear that but refused to believe it was true. Next day the kid was at the shop again. She asked him why was he still selling vegetables. To which he said, that he did not really believe her and was under the impression that she just said all those things out of emotions. Kulpreet decided to take immediate action and asked him for all the required details. Archana Jawale (EA at #ImpactPR) helped in coordinating with all the requirements and made it possible for him to get back to his education. This small gesture helped change a child's future. The quantum of satisfaction is BIG. Going by our saying "Born to make an IMPACT", this is the feeling we live for.

BLIND REVIVAL DEVELOPMENT ASSOCIATION

The second initiative was driven by our Sr. HR Manager, Syed Ahtasham, and Social Media Executive, Arti Tiwari.

A small NGO of 15 blind girls, run by a lady who does tailoring work and her husband is a driver "I step inside the NGO and the feeling was beyond overwhelming. The girls were so welcoming and full of life. At the same time, they were also thankful for everything they have," said Syed.

The purpose of the visit was to help them out with basic amenities like grocery and clothes. The clothes were donated by Arti and the groceries were given by Syed.



This small act of kindness helped those 15 girls in a really big way. Thank you, Syed and Arti for the amazing work!

ANIMAL RESCUE TRUST

To continue the legacy of Impact Act of kindness, Archana Jawale, EA to MD, decided to visit an Animal Rescue Trust. Archana has a strong love animals and she always wanted to do something to show her appreciation. She donated 100kgs of rice and 25 bowls to the Animal Rescue Trust - Pune which is located in Manjari, Pune.



This was a big donation and the trust was very appreciative towards this act of kindness. Thank you Archana for this amazing gesture towards animal welfare.

Telemedicine helps in treating 4-year-old with rare disorder

ST CORRESPONDENT
reporters@sakaltimes.com

THE CONDITION
Dystrophic Epidermolysis Bullosa is an inherited disease affecting the skin and feet were totally contracted which hampered his day-to-day activities. While speaking about the case, Dr Raina Nahar said that this is a rare type of genetic mutation. "Protein col-

Read by those who matter

City doc bats for better knee replacement procedures



By Priyanka Sharma in New Delhi
SPORTSPERSONS often suffer injuries on field after which many times they are either forced to stay away from the sport for years or give up their career completely. But now a defected cartilage can be easily repaired by a minimally invasive procedure that can even cut down recovery time.
Garima Singh, a Ranji player suffering from disabling knee, visited Dr D... at sports injury... a fresh leg... small p...
for her state (Uttar Pradesh). Similarly, ACI has also helped a 20-year-old CRPF mar... Narendar Sahi in bringing his life to pre-injury... got injured in 2015...
audhary, founder... injury centre, dur... sports injury Cen... num number of... Along with hi... procedure... performed i...
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THE HINDU

INDIA'S NATIONAL NEWSPAPER SINCE 1878

Doctors call for postponing Delhi Half Marathon

'Runners at risk of lung infections'

STAFF REPORTER
NEW DELHI
With the air quality index (AQI) in the city hovering in the "poor" to "very poor" range over the past few days, doctors have called for the immediate postponement of the Delhi Half Marathon to a time when the air pollution clears up.
K.K. Aggarwal, president of the Heart Care Foundation of India, said: "The Delhi Half Marathon is scheduled to start from 5.30 a.m. on October 27. At this time when pollution is high, it is a risk of sudden cardiac death. Athletes should not have to run in such conditions. But we have to have a plan B. Mouth due to irritants are not enter the lungs. Paves' the... Founda-



The Tribune

VOICE OF THE PEOPLE

MEDIA MOVEMENTS & UPDATES

THE ECONOMIC TIMES

Keep Your Plate FRESH

While you may be tempted to think that imported foods are great for you, being familiar with local foods can benefit both your health and pocket in a big way. - Ashish Rashmi



AGES OF INDIA

Copy, weight loss can be replaced by knee replacement

It's needed if knee pain interferes with quality of life and sleep
Everyday tasks, such as shopping or getting out of bath, are difficult or impossible
Osteotomy | During an open operation, the surgeon cuts the shin bone and realigns it so that weight is no longer focused on the damaged part of the knee
Autologous chondrocyte implantation (ACI) | If there is a focal defect in cartilage and the rest of the joint is healthy, common for patients, this procedure involves harvesting a small piece of cartilage from a less loaded area and then injecting the cells into the defect area

NEW DELHI: When north Delhi resident Anil Kumar, 45, got high fever in August this year, he thought it was normal flu. He consulted a doctor when the fever didn't subside even after a couple of days.
"The doctor gave me medicines and my fever came down. A few days later, however, I observed the colour of my urine had turned dark. I consulted my doctor again and he suggested a liver function test to get a liver function test," says Kumar, a resident of... company. He was diagnosed with... his liver... usually... used



Doctors say by the time symptoms for conditions like hepatitis appear, 50% damage has already been done. ISTOCKPHOTO

PREVENTION

Testing: Of blood and blood products and organ donors routinely; of expectant mothers as part of antenatal screening
Awareness: About safe use of needles, especially in intravenous drug users; promoting safe sexual practices and use of barrier contraceptives such as condoms
Vaccination for hepatitis B: Of newborns at birth and two doses later, usually of infants born to hepatitis B carriers or mothers with hepatitis B

control infection from spreading. However, there is a vaccine to prevent only Hepatitis B.
Keeping in mind the magnitude of the disease, government of India also introduced Hepatitis vaccine in its Universal Immunisation Programme (UIP), to vaccinate newborns and protect them against the deadly disease.
An effective vaccination programme plays an imperative role in preventing HBV infection and is known to decrease the incidence of chronic liver disease and hepatocellular carcinoma (HCC) or liver cancer.
To provide protection to babies, the government is giving three primary doses of the vaccine at 6, 10 and 14 weeks and to cut mother-to-child transmission, government had introduced the birth dose that is given within 24 hours of birth in such cases," said Singh Negi, director of hepatitis surgery, and the super-

- ▶ Deccan Chronicle shuts print edition of its business daily Financial Chronicle across five cities – New Delhi, Hyderabad, Mumbai, Bengaluru and Chennai. Deccan Chronicle is likely to retain the brand Financial Chronicle and newspaper will be merged with the general newspaper Asian Age in North and Deccan Chronicle in South Indian Edition. Post-merger two of Financial Chronicle will be available with the main newspaper
- ▶ A new monthly magazine in Travel & Tourism - Travel Trade Insider launched. This monthly magazine carry news of hotels, travel agents, restaurants, tourism boards, airlines, tech companies providing services in travel sector, any company working in Travel and Tourism sector. Please share information about events / happenings at editorial@traveltradeinsider.com
- ▶ DNA, Delhi Edition is discontinued

MEDIA MOVEMENTS

- ▶ Sahil Mohan Gupta, Times Online Tech Editor has quit Times Bridge as GM & EIC of PCMag India on 14 February 2019.
- ▶ Ami Shah has joined economictimes.com as Senior Assistant Editor and can be at ami.shah@timesinternet.in. She will be heading ET markets.com in Mumbai.
- ▶ Sangeeta Yadav has joined HT City, Delhi and will be covering entertainment beat. Her new email id is sangeeta.yadav@hindustantimes.com. You may connect with her for celebrity interviews
- ▶ Padmaja Joshi has joined Times Now as Consulting Editor. She was News Anchor and Editor, India Today TV earlier.
- ▶ Neha Alawadhi, Technology Journalist, Money Control has joined Business Standard. Will continue to cover IT and tech, startups, policy etc.
- ▶ Sandeep Bamzai joined as CEO & Editor-In-Chief of Indo-Asian News Service. Before IANS, he was with Financial Chronicle as Editor-in-Chief & COO.
- ▶ Subhash Narayan has joined IANS as Business Editor. He was Bureau Chief at Financial Chronicle, Delhi. He was previously with The Financial Express, The Economic Times, Asian Age and Press Trust of India.
- ▶ Shilpa Agarwal has joined POPxo as an Editor
- ▶ Sujata Sangwan from BWDIsrupt has moved to Bangalore and will continue to cover Startups
- ▶ Sukarna Mondal has joined Times of India's TV team (digital)/Entertainment. You can connect with her for exclusives, events, interviews or show launches related to TV celebs.
- ▶ Anjali Thakur has joined Exchange4Media as Senior Correspondent and will cover Advertising and Digital Marketing domain. She was with The Hindustan Times earlier

MEDIA MOVEMENTS

- ▶ Santanu Chakraborty has joined Reorg as a Senior Reporter. Prior to this, he was working as a Reporter with Bloomberg. At Reorg, he will be expanding Reorg's India coverage on special situations in credit, distressed debt Provide information to help investors make investment decision.
- ▶ Prabha Raghavan has joined Indian Express and will be covering pharma, commerce, power and corporate affairs.
- ▶ Nirupama Subramanian is the new resident editor of Indian Express in Mumbai. She has been transferred from Chandigarh. She can be reached on nirupama.subramanian@expressindia.com
- ▶ Lakshma Singh joins Indian Express as a reporter for civic issues. He was with Mid-Day earlier
- ▶ Sanjana Bhalero joins Indian Express as a reporter for civic issues. She was with Hindustan Times earlier
- ▶ Harshada Parab joins Asian Age Mumbai as a new infrastructure and communities reporter. He can be reached on sunharshu@gmail.com
- ▶ K Yatish Rajawat quits as DNA Editor-in-Chief - Exchange4media
- ▶ Priyanka Sahoo joins Mumbai Mirror. She was with Indian Express earlier
- ▶ Leslie De Monte takes charge as COB of Mint Bangalore from Feb 1, 2019
- ▶ Madhav Chanchani has moved to Times of India. He will be leading coverage of the Internet economy and entrepreneurship. He will also covering corporate finance beat - M&A, I-Banking, and PE. He was with Economic Time earlier
- ▶ Chetan Mehra has moved on from BW Disrupt. He shall be moving into a non-journalistic role.
- ▶ Devjyot Ghoshal has joined Reuters as a correspondent, covering politics and general news out of New Delhi. He was with Quartz
- ▶ Kranti Sambhav has joined Times Digital as Editor -Auto and Creative Lead. You may connect with kranti.sambhav@timesgroup.com. He was with NDTV earlier.



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