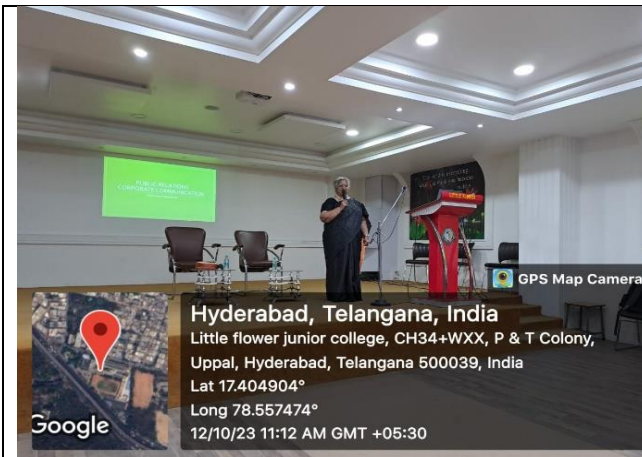


**LITTLE FLOWER DEGREE AND PG COLLEGE
UPPAL, HYDERABAD-500039**

The Department of Mass Communication and Journalism conducted a seminar on the topic of **public relations and corporate communications** in Montfort Hall on 12 October, 2023, from 11 a.m. to 12:40 p.m. R. Rajeswari Iyer, the speaker of the session, gave a wonderful talk about the challenges in the field of PR. She was accompanied by her daughter, Aishwarya Iyer, who also took the initiative to share her knowledge with the students. It was an interactive session where students actively participated, enquiring about the field of corporate communications. The aim of the seminar was to inculcate interest in students about the growing field of PR and to equip them to fill the lacuna in the field. The speaker shared her insights on how public relations and corporate communications are essential to a company's growth and sustainability. The speaker also spoke about the careers students can pursue in the fields of public relations and corporate communications. The principal in charge, Ms. Jayanthi Reddy, felicitated the speaker, and the session ended with a vote of thanks.



Speaker presenting the topic



The principal in charge, Ms. Jayanthi Reddy, felicitating the guest



Students listening to the programme



Question and Answer Session

students enthusiastically participating in the seminar. The principal in-charge of LFDC felicitating R. Rajeswari