



Confederation of Indian Industry



CII - Suresh Neotia Centre  
of Excellence for Leadership

**CERTIFIED LEADERSHIP PROGRAMME  
ON**

# **PUBLIC RELATIONS & CORPORATE COMMUNICATIONS**

**BATCH II**

JUNE 2026



# BACKGROUND

Rapid advances in artificial intelligence, the rise of creator-driven media, declining trust in institutions, and an increasingly fragmented digital ecosystem are reshaping how organisations communicate, while building and protecting brand reputations. Traditional PR approaches, focused largely on media relations and periodic campaigns are no longer sufficient in a world where narratives emerge and spread across multiple platforms within hours. Accordingly, corporate communications professionals today must navigate complex challenges and the reputational risks associated with emerging technologies.

To help professionals appreciate and address these challenges, the **Confederation of Indian Industry (CII)** will be organising **Batch II** of the **CII Certified Leadership Programme on Public Relations & Corporate Communications**. The programme will be conducted by **Mr. Karthik Srinivasan**, a widely acclaimed Communications Consultant (Ex-Ogilvy, Ex-Flipkart, Ex-Edelman). The course is designed to equip PR and corporate communication leaders with the strategic frameworks, digital tools, and practical insights required to manage reputation effectively in an AI-first, always-on communication environment.





## OBJECTIVES

### *The programme will help participants:*

- Understand how the media and digital communication ecosystem is evolving in the AI-driven era.
- Develop strategies to build, shape, and monitor narratives across fragmented platforms.
- Learn how to leverage social media, creators, and executive visibility to strengthen corporate reputation.
- Understand the implications of AI and emerging technologies for communications, risk, and ethics.
- Build capabilities to anticipate, manage, and respond to reputational crises in real time.
- Integrate public affairs, policy communication, and reputation strategy into a holistic communications framework

## PARTICIPANT PROFILE

- Corporate Communications Leaders  
Public Relations Professionals
- Marketing and Brand Communication Leaders
- Digital Communications and Social Media Managers
- Reputation and Crisis Management Specialists
- Founders, CXOs, and senior leaders involved in public positioning and thought leadership

## FACULTY PROFILE



Karthik Srinivasan is a seasoned communications leader with extensive experience across some of the world's most respected organisations, including Flipkart, Edelman, and Ogilvy. Over the course of his career, he has advised and worked on marquee brands such as Lenovo, General Motors, LinkedIn, Google, Vodafone, Myntra, and IBM, among others.

He currently serves as an independent communications consultant, partnering with leading Indian and global organisations on strategic communications, reputation management, and brand building.

# PROGRAMME COVERAGE

## Module-1

### **Strategic Communications in an AI-first, low-trust world**

- Media-landscape shifts: fewer journalists, rise of newsletters, podcasts, and creators as key channels
- Narrative intelligence: tracking how narratives form and spread across platforms, not just coverage volume
- Working with leadership on reputation risk and polarisation (DEI, geopolitics, ESG backlash)

## Module-2

### **Social media & Digital PR Strategy**

- Creator economy, micro/nano-influencer ROI, and the contracting/ disclosure complexity
- Employee creators and executive visibility in the digital world
- Platform fragmentation and strategic platform bets

## Module-3

### **AI in PR & Emerging Technologies**

- AI as reputation risk
- AI ethics: bias, copyright, synthetic media
- AI workflows: media-list building, pitch drafting, monitoring, reporting, and crisis detection using current tools



# PROGRAMME COVERAGE

## Module-4

### **Public Affairs, Policy & Regulatory PR**

- Policy communication as 'reputation insurance'
- Platform regulation, online harms, data protection, and AI governance
- Working with regulators and civil society in an era of disinformation and deepfakes

## Module-5

### **Crisis Communication & Reputation Management**

- Digital wildfires: how crises now ignite and escalate within hours
- Managing an always-on crisis reality
- Internal communications during a public crisis

## Module-6

### **Integrated PR & Corporate Reputation Strategy**

- Always-on, year-round reputation programs anchored by tent-pole moments instead of one-off campaigns
- Founder/leader-led branding: coaching leaders for LinkedIn, town halls, podcasts, and media as primary narrative carriers
- Managing your own reputation as a communications professional





## DELIVERY

- The programme will be delivered using a virtual platform.
- Participants will be attending live, interactive, faculty-led sessions virtually.

## DURATION

- The programme, spread over 6 modules, will comprise 12 hours of faculty-conducted LIVE sessions.
- Each module will be 2 hours in duration

## SESSION TIMINGS

- The course commences on 2nd June 2026
- Classes will be held twice a Week – Tuesdays and Fridays
- Timings will be 3:00 PM to 5:00 PM respectively.

## SESSION RECORDINGS

Recordings will be accessible to participants after the conclusion of respective Live sessions for up to 4 weeks.

## PARTICIPATION FEES

Category	CII Member	Non-Member
Fees	INR 25,000	INR 27,000

*Excluding GST*

## CERTIFICATION



To be issued by CII- Centre of Excellence for Leadership (CII-COEL).

**10%  
OFF**

*for early bird registration valid till 15 May 2026*

# Testimonials



## MOHAR MUKHOPADHYAY

Head [Corporate Communications]  
Balmer Lawrie & Co. Ltd.

The CII Certified Leadership Programme on Public Relations & Corporate Communications was well structured and provided valuable insights into the nuances of strategic communication. It helped deepen the understanding of how effective communication strengthens organisational reputation, fosters meaningful stakeholder engagement, and enables organisations to navigate crisis situations with clarity and confidence.



## SOHAM BHATTACHARYA

Manager- Sales & Marketing  
Komatsu-Joy Global (India) Private Limited

Batch I of the CII Corporate Communications & PR Programme offered a well-structured and insightful learning journey, blending strategic perspectives with real-world communication practices. The sessions helped deepen my understanding of evolving corporate communication trends and equipped me with practical frameworks that I continue to apply in my professional role. I would highly recommend this programme to professionals looking to strengthen their communication and PR capabilities.



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Confederation of Indian Industry

## ABOUT CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organisation, with around 9,700 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 318 national and regional sectoral industry bodies.

For 130 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with the Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialised services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes across diverse domains, including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2025-26, CII has identified "Accelerating Competitiveness: Globalisation, Inclusivity, Sustainability, Trust" as its theme, prioritising five key pillars. During the year, CII will align its initiatives to drive strategic action aimed at enhancing India's competitiveness by promoting global engagement, inclusive growth, sustainable practices, and a foundation of trust.

With 70 offices, including 12 Centres of Excellence, in India, and 9 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 250 counterpart organisations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.



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CE - Suresh Nautia Centre  
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## ABOUT CII-SNCEL

The CII- Centre of Excellence for Leadership (CII-SNCEL) is part of CII's integrated agenda of building competitiveness through Centres of Excellence. CII-SNCEL is one of the 12 COEs set up for enhancing development and progress through a diverse range of services. The Centre was established on the basis of CII's core belief that the quality of leadership will play a key role in enabling India to succeed in its mission for inclusive growth and competitiveness and claim its rightful position in the global arena.

Established in 2009 at Kolkata, the Centre was initiated with the purpose of serving as a key facilitator of leadership development across various segments of business and socio-cultural demographics through a range of interventions, especially focusing on "people" and "process" transformations.

### CII- Centre of Excellence for Leadership

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