



ICCO Hall of Fame Awards: Acceptance Speech

When I was a child, I read Jonathan Swift's *Gullivers Travels*. I was particularly fascinated with *A Voyage to Brobdingnag*, the land of giants, and often dreamed that I too was there.

Thank you for making that dream come true. I am truly humbled by the immensity of this gesture.

Sometimes, when one is focused on moving forward, one does not look back to see the distance covered. This honour is a recognition of the miles travelled by public relations in India.

Last month, as he addressed the Russian Public Relations Association, Harold Burson took us on a journey of public relations best practices through world history - traversing legends of the Roman empire, the Committees of Correspondence in the American Revolution and Samuel Adam's spectacular 'special events' success with the Boston Tea Party.

It set me thinking about the powerful lessons in public relations that we in India can draw from our independence movement. Mahatma Gandhi's 'Quit India' movement taught us all about the power of strategic messaging. His *Dandi March* (the famous Salt March), was perhaps our most successful 'special event'. And yet in spite of the lessons from history, as an industry we are still in our adolescence.

It was Gandhi who taught us to "Be the change that you want to see in the world." On my part I have tried to live the change, and perhaps by example, caused some ripples around me. In this attempt, I have learned a lot from all the giants in this room. I graciously accept your invitation to the Hall of Fame as a student amongst the gurus. Thank you.