**BRIEF RESUME OF MR. S S RAO, SR. GENERAL MANAGER (PR) OF POWER FINANCE CORPORATION LTD., NEW DELHI**

Currently working as Sr. General Manager (PR) and Head of CC&PR in Power Finance Corporation Ltd (PFC), a premier ‘Navaratna’ PSU under Ministry of Power. He is now the Secretary of Public Relations Society, Delhi.

He is a Post Graduate in Economics from Andhra University, a Post Graduate in Master of Journalism & PR and also an MBA from Usha & Lakshmi Mittal College of Management, New Delhi. Having started his career in Print Media, he joined PFC in 1993 as PR Officer and rose to become the Head of PR through his dedicated and sincere efforts.

He had earlier received prestigious awards from Media Federation of India and Media Club of India, New Delhi and conferred with “Best Nodal Officer” award twice by Bureau of Energy Efficiency, Govt. of India for successfully conducting National Level Painting Competitions in Delhi / NCR region.