



LIST OF WINNERS OF IFFCO IIMCAA AWARDS 2021

1. Alumni of the Year - Mr. Nitendra Singh
2. Public Service – Mr. Rajender Kataria, IAS
3. Public Service – Dr. Saumitra Mohan, IAS
4. Connecting Chapter of the Year – Jharkhand Chapter
5. Connecting Group of the Year - 2000-01 Batch
6. Connecting Alumni of the Year - Mr. Nishant Verma
7. Agriculture Reporting - Ms. Saroj Singh
8. Journalist of the Year (Publishing) - Mr. Utkarsh Kumar Singh
9. Journalist of the Year (Broadcasting) - Mr. Parimal Kumar
10. Indian Language Reporter of the Year (Broadcasting) - Ms. Haritha KP
11. Ad Person of the Year - Ms. Pooja Kalbalia
12. PR Person of the Year - Ms. Siddhi Sehgal





IFFCO IIMCAA AWARDS 2021 WINNERS



ALUMNI OF THE YEAR

Nitendra Singh

RTV, New Delhi

2004-05 Batch

Senior Correspondent, DD News

Nitendra Singh is a corona warrior- reporting primarily on health sector for DD News for the last 15 years. While everyone was contributing to the fight against COVID-19, he was working overtime to make people aware about what to do and what not to stay safe. He helped dozens of alumni and their family members during the Corona crisis when people were finding it difficult to visit doctors or get admitted. His efforts were crucial in ensuring few corona positive alumni get lifesaving consultations and care. He helped every possible alumnus who reached out to him directly or via IIMCAA from getting beds in hospitals, to receiving proper treatment and arranging appropriate discounts for them at private hospitals. This is his usual life – whether it be a pandemic or a normal day, extending help to every alumnus in whatever manner possible in terms of hospital admission, appointments and treatments, Nitendra has always been kind enough.

While dealing with Corona, reporting from hospitals to PIB briefings, he managed to keep himself safe from the virus. He didn't take leave or weekly offs during the COVID crisis and when he did, it was for the cremation of his mother who departed for her heavenly abode last month.

Nitendra, an Allahabad University graduate, interned with BAG Films and Aaj Tak. He has pledged his organs to be donated to someone who may get new spark in life.





IFFCO IIMCAA AWARDS 2021 WINNERS



PUBLIC SERVICE

Rajender Kataria, IAS

AD & PR, New Delhi

1989-90 Batch

Principal Secretary, Horticulture and Sericulture
Government of Karnataka

Rajender Kataria has served the society during the COVID-19 crisis, as an IAS officer. He was the nodal officer for the State Essential Commodities and Supply Chain Management during National Covid lockdown in Karnataka. He was in-charge for the establishment of COVID Care Centers (CCC) and established more than 10,000 beds facilities in Bengaluru in a short of less than a month. He was also overall in-charge of COVID-19 management of a highly infected zone of Bruhat Bengaluru Mahamayatal Palike (BBMP). Kataria, while fighting the pandemic as frontline worker, got infected, recovered and continued to serve the public.

He has served in various capacities in the Government of Karnataka and Haryana and the Government of India. Presently, he is working as the Principal Secretary, Government of Karnataka, looking after Horticulture and Sericulture. He has travelled and participated in many international programs and seminars across the world to almost 40 countries in North & South America, Africa, Australia and Europe continents. He also led Kailash Manasarovar Yatra twice as team leader organised by MEA with more than 250 kms trekking at an altitude upto 19000 ft liaisioning and helping Indian devotees during Yatra. He has got many awards including the National E-Governance Gold Award by the Government of India. Rajender is interested in trekking, marathons and travel. He is the President of IIMC Alumni Association, Karnataka chapter.





IFFCO IIMCAA AWARDS 2021 WINNERS



PUBLIC SERVICE

Dr. Saumitra Mohan, IAS

EJ, New Delhi

1996-97 Batch

Secretary, Health and Family Welfare


Mission Director, National Health Mission,
Government of West Bengal.

Dr. Saumitra Mohan was managing and concerned with anything and everything related to COVID management in West Bengal including hospital, quarantine, isolation and migrants healthcare.

He was brought from school education to the health department to tackle the pandemic and oversee health infrastructure amid rising cases of COVID-19 in early 2020. Currently, he is Secretary, Health and Family Welfare Department and Mission Director, National Health Mission, Government of West Bengal.

An achiever right from the start, Dr. Mohan joined the Indian Administrative Services in 2002. He had his sights set on administrative services since childhood and after completing schooling from Bihar, he graduated in Political Science from Patna University. JNU was his next stop where he completed his Masters, M. Phil and PhD. It was JNU which brought him to IIMC.

After completing the course at IIMC he joined PTI, then Chaudhary Charan Singh University in Meerut as a lecturer of Political Science. He then moved to IGNOU (Delhi) and worked as the Assistant Regional Director. He has written 12 books with 'How to Win Your World' being most famous among them all. He has penned several articles on different issues. Writing has been a major strength throughout and IIMC helped him hone these skills further. Apart from writing, debating, quizzing and horse-riding have interested him.





IFFCO IIMCAA AWARDS 2021 WINNERS



CONNECTING CHAPTER OF THE YEAR

IIMCAA Jharkhand Chapter

This is a new award instituted to recognize the most active chapter of the IIMCAA.

Jharkhand Chapter, the only chapter to organize annual picnic, has been organising events and meetings most prolifically since its inception. Even during the year 2020, which was eclipsed mostly by the pandemic COVID-19, the chapter has organised various activities and held meetings both physically and virtually.

On 12th January, 2020 the first quarterly meeting was organised followed by the annual picnic cum meeting on 9th February. As the nationwide lockdown was imposed in March 2020, the chapter in the leadership of its President Mr. Manoj Kumar took a noble initiative to support the poor and the needy people and distributed food and stationery items in various areas of Ranchi. Owing to the lockdown restrictions, the chapter organised its third meeting over the virtual platform on 6th June. During the year, several new alumni were welcomed to the chapter and initiatives like augmentation of the corpus fund, making a directory of the chapter members with names, designations and batches of the alumni were implemented.

After the start of unlocking process, the chapter hosted the closing ceremony of Connections 2020 and has resumed its activities with full enthusiasm and plans to make the chapter more vibrant and socially active in the coming days.





IFFCO IIMCAA AWARDS 2021 WINNERS



CONNECTING GROUP OF THE YEAR

2000-01 Batch

Another new award to recognize the group of alumni who are actively engaged in some on-ground activities to stay connected all the time.

This group, of 2000-01 batch, never miss an opportunity to celebrate the birthdays, anniversaries, awards and achievements of each other all for the sake of a get-together. Press Club of India is the venue where this gang of alumni meets regularly. We wish each of them all the best in their life and hope more such gangs emerge to grab this award called Connecting Group of the Year, in the coming years.





IFFCO IIMCAA AWARDS 2021 WINNERS



CONNECTING ALUMNI OF THE YEAR

Nishant Verma

AD & PR, New Delhi

2007-08 Batch

Senior Manager (Corporate Affairs), SAIL

One more addition in felicitation categories of awards is the Connecting Alumni of the Year.

This award seeks to recognize the effort of an individual in keeping alumni connected and served in the time of need or information. Nishant Verma, a PR professional, always felt the need to build a strong network because he feels a strong network creates a stronger tribe. He started the IIMCians' Network Whatsapp group with an intent to help each other in whatever capacity. With the support of all the members, the network has strengthened gradually. The network continues to grow and boasts of a strong network of almost 1000 samaritan IIMCians.

Nishant is currently working at the largest steel-producing Maharatna Company of India, Steel Authority of India Limited. Apart from being a professional communicator for the steel giant, he is also the first and only Indian Photographer to have covered an International Baja Rally Racing event, Mexico, as an official photographer. His photography work has been published globally. He was also part of the Central Committee of IIMC Alumni Association and played a pivotal role at IIMCAA in his tenure.





Here's an ode to the father of advertising who was actually a woman from the middle east.

The craft of storytelling has been saving necks for a long time, or for at least 12 centuries as far as we know. It's a well documented fact that once upon a time, the brilliant Queen Shahrzad of Arabia spun long and winding tales, 1001 tales to be precise, to save her neck.

Every night, she would tell a twisted tantalising tale to her murderous husband King Shahryar who intended to kill her in the morning, but she would leave the tale unfinished at a crucial cliffhanger. The King would be forced to pardon her for yet another day, just so she could finish her tale, only to start another one. And so it went. Her storytelling kept her from turning into the next victim in a series of very sad and very dead wives. And that, we believe was the birth of Arabian Nights, or advertising as we know it to this day.

At August Garage, we too spin tales and tell stories to bring brands to life, be it traditional or digital media. With a hat tip to Queen Shahrzad.

www.itsaugust.com

advertising with a digital spin



IFFCO IIMCAA AWARDS 2021 WINNERS



AGRICULTURE REPORTING

Saroj Singh

HJ, Delhi

2002-03 Batch

Senior Broadcast Journalist, BBC Hindi

Saroj Singh's stories explore the invisible side of the ongoing farmer's protest. It also explores possible solutions to the ongoing agriculture crisis India is facing.

The first story highlights the food security India has achieved through the Green Revolution, especially in Punjab and Haryana. Minimum Support Prices are benefitting only 6% farmers of the country. It analyses the reasons, its outcome and the monetary burden Government will have to bear if MSP becomes a law.

The second story digs into large scale wheat and paddy farming in Punjab and its effect on farming, farmers, soil and water. It cautions about depleting water levels and seeks intervention to educate the farmers to adopt crop diversification. The story has lessons from Karnataka, which according to economic survey reports tops the crop diversification index in the country.



JOURNALIST OF THE YEAR (PUBLISHING)

Utkarsh Kumar Singh

HJ, Delhi

2015-16 Batch

Co-founder and Editor, Main Media

Utkarsh Kumar's stories uncover the dark side of the law and order situation in Bihar and corruption in COVID-19 tests.

The first story highlights the cases of gang rape across the state which police got to know when videos of crime went viral or were made viral to blackmail the victims. It compares crime rates to counter the claim of the Police Chief that crime and population have risen proportionately.

The second story exposes the greed of corrupt government officials who were exploiting the pandemic to seek bribes to perform Corona tests.





IFFCO IIMCAA AWARDS 2021 WINNERS



JOURNALIST OF THE YEAR (BROADCASTING)

Parimal Kumar

HJ, Delhi

2005-06 Batch

Special Correspondent, NDTV INDIA

Parimal's stories record the damage caused by the rioting in Delhi and the strategy to trace asymptomatic COVID-19 patients.

The first report chronicles the loss to public and private property during the Delhi Riots in the worst hit areas. This report also indicates that normalcy is returning in affected areas amid heavy police deployment.

The second report is an interview with Dr. Raman Gangakhedkar, Senior Scientist with Indian Council of Medical Research who is trying to figure out how the Government is going to detect asymptomatic patients of COVID-19.



INDIAN LANGUAGE REPORTER OF THE YEAR (BROADCASTING)

Haritha KP

EJ, Kottayam

2015-16 Batch

Content Writer, Mathrubhumi Printing and Publishing Co. Ltd.

Haritha's stories document the profile of a 73-year-old field librarian and girls taking Kalaripayattu tips for self defence.

The first story deals with a woman field librarian who delivers books, by foot, at the doorsteps of 200 plus houses of a village. It tracks her life and its turning point which brought her to this job of a librarian.

The second story profiles Kalaripayattu (martial art of Kerala) artists who have launched "Her Shield" a programme to train woman in small but very effective tips of self defence.





IFFCO IIMCAA AWARDS 2021 WINNERS



AD PERSON OF THE YEAR

Pooja Kalbalia

AD & PR, Delhi
2017-18 Batch
Media Planner, Alliance Media

Pooja, a media planner showcased her work for Livguard Energy Technologies.

The entry presented the media strategy and plan for the brand and its success in the difficult era of COVID-19. The evaluation and success of the strategy showcases her ability and skill.



PR PERSON OF THE YEAR

Siddhi Sehgal

AD & PR, Delhi
2017-18 Batch
Account Executive, Adfactors PR

Siddhi's work as a PR Executive on two brands – Mother Dairy and Triveni Turbines shows her understanding and application of her skills and knowledge.

The first entry is about the PR initiatives for launching a new product category – bread, for the dairy company – Mother Dairy. It's about the challenges and the solutions which achieved success for this launch.

The second one is about the PR initiatives for creating awareness for Triveni Turbine Limited to establish its image as a global leader in the steam turbine market.

