

WINNERS OF IIMCAA AWARDS 2017

1. Agricultural Reporting

Alok Gupta

English Journalism, Delhi
2001-2002 Batch
Freelance Journalist



News feature

'Drafting drones to help farmers' is an attempt to make readers aware about the battle between pathogens and scientists in the wheat fields.

In a bid to defeat the pathogens, scientists in India are using drones to get accurate and fast data and this piece covers this story.

2. Developmental Reporting

Goutam Das

English Journalism, Delhi
2000-2001 Batch
Senior Editor, Business Today



'Delivering a Lifeline'

The guy who delivers us mobile phones, grocery and butter chicken is much better off today than two years back. He earns decent money, has picked up communication skills, and perhaps, is employed in the formal sector.

This development is, at times, less understood. Without economic development, social development is hard to achieve. This is the crux of this story.



3. Investigative Reporting

Prabir Kumar Pradhan

Odia Journalism, Dhenkanal
2006-2007 Batch
Senior Reporter, ETV News Odia



The investigating story is about blowing the lid of a huge corruption network operating in Odisha SC and ST Protection Cell and arrest of, among others, a senior IPS officer.

4. Political Reporting

T S Sudhir

English Journalism, Delhi
1991-1992 Batch
Consulting Editor, India Today



Dead Dont Speak : Kerala's Killer Politics

When you think about Kerala, the first impression is about a tourist paradise. The state is home to some fantastic social indices including high literacy rate. But then it strangely has co-existed since the late 1960s with the dark underbelly of political violence in Kannur district.

5. Digital Production

Moksha Srivastava

English Journalism, Delhi
2013-2014 Batch
Founder and CMO, Wheelstreet



Wheelstreet is India's first and only market place for bike rentals. A website alongwith an app for hiring bikes is presently available in 5 cities.

It streamlines the process for small vendors renting out bikes and people of all kinds wanting to hire bikes.

6. Print Production

Priya Ranjan Jha

Hindi Journalism, Delhi
2000-2001 Batch
Assistant Editor, Navbharat Times



On the occasion of International Yoga Day, the special yoga issue of NBT was anchored by him. This issue had aninnovation that was unique in itself in the history of print journalism of India.

Name of this innovation is Multiple Flier Inserts with 2 Fliers Glued.

7. Broadcast Production

Anurag Srivastava

Hindi Journalism, Delhi
2001-2002 Batch
Executive Producer, India News



Neela Chand – Mystery of 108.

108 is considered to be sacred number in so many religions across the world. The show shows the scientific thought behind the number.

8. Advertising

Farhan Khan

Advertising & Public Relations,
Delhi 2013-2014 Batch
Copywriter, Contract Advertising



Tata Docomo 2016. The campaign speaks of the unspoken, unbearable pain of a person whose mobile network is either too expensive, moody or doesn't work at all. He, in other words is a "MOBILE INTERNET VICTIM".

