

# Jury and Auditor of IFFCO IIMCAA Awards 2018

## **IFFCO IIMCAA Awards 2018 Auditor**

Prof. Jaishri Jethwaney

## **Jury 01 - Agricultural, Developmental and Features Reporting**

Mr. Harveer Singh, Chair

Mr. Arvind Singh

Mr. Rajesh Mahapatra

Ms. Aditi Sengupta

Mr. Rana Yashwant

## **Jury 02 - Investigative, Political, Sports and Economic and Business Reporting**

Mr. AK Bhattacharya, Chair

Mr. Vijay Lokapally

Mr. Nirmal Pathak

Ms. Himanshi Dhawan

Mr. Sanjay Sinha

Mr. Santosh Valmiki

Ms. Renu Agal

## **Jury 03- Print and Digital Productions 4 Awards**

Ms. Nilanjana Bhaduri Jha, Chair

Mr. Nirendra Nagar

Mr. Rajesh Upadhyay

Mr. Sandeep Amar

Mr. Pramod Mukesh

Mr. Ratnesh Mishra

## **Jury and Auditor of IFFCO IIMCAA Awards 2018**

### **Jury 04 - Broadcast Production 2 Awards, Broadcaster and Documentary**

Mr. QW Naqvi- Chair

Mr. Ajit Anjum

Mr. Anupam Srivastava

Ms. Dipika Kaura

Ms. Aparna Dwivedi

Mr. Brajesh Kumar Singh

Mr. Gumeet Sapal

### **Jury 05 - Advertising, Media Innovation and Social Media Management**

Mr. Ramesh Tahliani, Chair

Mr. Souvik Datta

Mr. Chraneeta Mann

Ms. Shruti Jain

Mr. Apurva Chamaria

### **Jury 06 - Image Building, Advocacy and Crisis Management**

Ms. Sunila Dhar, Chair

Mr. Samir Kapoor

Ms. Rashmi Soni

Mr. Sourav Das

Mr. Partha Ghosh

Mr. Jyoti Kumar

# समानांतर फ्लैज सेक्शन्स इस्पात डिज़ाइन का भविष्य



पतली समानांतर बीम्स



चौड़ी समानांतर बीम्स

पहली  
पसंद

सरंचनात्मक इंजीनियर  
वास्तुकार  
डिज़ाइनर

उत्पाद आकार सीमा (एमएम)

पतली समानांतर फ्लैज (एनपीबी) 100 - 750

चौड़ी समानांतर फ्लैज (डब्ल्यूपीबी) 100 - 450

सेल के अत्याधुनिक इस्को स्टील प्लांट,  
दुर्गापुर स्टील प्लांट (पश्चिम बंगाल) में उपलब्ध

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## IFFCO IIMCAA AWARDS 2018 WINNERS



**Mr. Supriya Prasad**  
HJ, 1994-95 Batch  
Managing Editor, Aajtak

### ALUMNI OF THE YEAR

Supriya Prasad, the editorial head of the country's most trusted- news channel Aajtak, not only has a ceaseless challenge of managing the leadership position of the channel but also, has a daunting responsibility of achieving excellence in journalism and keeping faith of the nation.

Supriya, an alumnus of IIMC, batch of 1994, has cut his editorial teeth in Aajtak, which he joined in 1995. He was mentored to think on his feet at a time when Aajtak broke new grounds in electronic news media. He played a key role in the launch of the Aajtak bulletin on Doordarshan under SP Singh, and then went on to play a pivotal role in the launch of the channel in 2000 and making it a runaway success.

Supriya Prasad understands the pulse of the news like no other and has ensured that through the year, Aaj Tak excelled in coverage around all major News events during the period.

Under Supriya's leadership, the channel has produced the most respected anchors, journalists and reporters who have established themselves as the faces for excellence in journalism amongst the News viewers in the country.

It is his out-of-box thinking that ensured the channel was ahead through major events of the year. All that Supriya does, gets followed—he helps in dictating viewer preferences, scoring numbers and reinforcing Aajtak's preeminent position as the best and most trusted news channel of the country.

**SAMSUNG**

**Do bigger things**



**Galaxy Note8**

Images shown are for representational purpose only, actual product may vary.

## IFFCO IIMCAA AWARDS 2018 WINNERS



### **Mr. Pankaj Pushkar**

HJ, Delhi

1996-97 Batch

Member, Delhi Legislative Assembly

### **PUBLIC SERVICE**

What can be a better way to serve the society than being an elected representative of Parliament or legislative assembly. But, IIMC 96-97 batch alumnus Pankaj Pushkar has not been chosen for this award for just being an MLA. It's his contribution in the field of education for children that has drawn attention of the world in the last two decades.

Pankaj started a child-centric learning centre for drop-out children in 1997 and is still working on that issue. During 1999 to 2005 he taught in various colleges of Uttarakhand. But the urge to serve the society was not fulfilled just by teaching some students. He then designed and nurtured a successful campaign 'Lok Shiksha Abhiyan' in the neglected hilly terrain of Uttarakhand.

2005 onwards Pankaj Pushkar has been associated with National Curriculum Framework-2005 and Textbook Development Program of NCERT. He has been into writing textbooks with a different pedagogical approach. These textbooks of politics earned national attention.

Pankaj is striving to carry on his experiments for a better and educated society where every child would get equal opportunity for education. Presently, he is focusing his energy to actualize this possibility in Delhi.

# जन-जन के लिए भण्डारण



केन्द्रीय भण्डारण निगम  
(भारत सरकार का उपक्रम)

- केन्द्रीय भण्डारण निगम, भारत सरकार का अनुसूची-'क' मिनी रत्न श्रेणी उपक्रम।
- पूरे देश में 10 मिलियन मी0 टन क्षमता के 432 वेअरहाउसों का नेटवर्क।
- खाद्यान्न, बीज, उर्वरकों आदि सहित लगभग 400 वस्तुओं के लिए वैज्ञानिक भण्डारण की सुविधाएं प्रदान करना।
- वेअरहाउस रसीद को गिरवी रख कर किसानों को ऋण सुविधा के लिए सहायता प्रदान करना।
- जमाकर्ताओं द्वारा आवश्यकता पड़ने पर रख-रखाव एवं परिवहन सुविधाओं की व्यवस्था करना।

- लाखों निर्यातकों तथा आयातकों के लिए 31 कंटेनर फ्रेट स्टेशन/अन्तर्देशीय क्लियरेंस डिपुओं का परिचालन।
- ग्राहकों के परिसरों में पैस्ट नियंत्रण सेवा उपलब्ध कराना।
- बन्दरगाहों तथा अन्तर्देशीय स्टेशनों पर अपने 52 बाण्डेड वेअरहाउसों में बाण्डेड वेअरहाउसिंग सुविधाएं प्रदान करना।
- लोनी तथा गेटवे बन्दरगाहों के बीच कंटेनर रेलगाड़ियों का परिचालन
- एकीकृत चैक पोस्ट टर्मिनल-आयात-निर्यात व्यापार के लिए सड़क मार्ग के माध्यम से भारत-बंगलादेश सीमा पर पैटायोल, अगरतला तथा भारत-पाकिस्तान सीमा पर अटारी में टुक परिचालन।



## केन्द्रीय भण्डारण निगम

(भारत सरकार का उपक्रम)

जन-जन के लिए भण्डारण

कॉरपोरेट कार्यालय: 4/1, सीरो इंस्टीच्यूशनल एरिया, अगस्त क्रांति मार्ग, (खेल गांव मार्ग), हौवखाम, नई दिल्ली-110016  
टेलीफोन नं.: 26566107, 26967712 फैक्स: 26518031, 26967712

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क्षेत्रीय कार्यालय: अहमदाबाद, बंगलौर, भोपाल, भुवनेश्वर, चण्डीगढ़, चेन्नई, दिल्ली, गुवाहाटी, हैदराबाद, जयपुर, कोच्चि, कोलकाता, लखनऊ, मुम्बई, नवी मुम्बई, पंचकुला, पटना, रायपुर



## IFFCO IIMCAA AWARDS 2018 WINNERS



### **Mr. Utkarsh Kumar Singh**

ABP News  
HJ, Delhi  
2015-16 Batch  
Reporter, ABP News

### **AGRICULTURAL REPORTING**

A report on how Masur Dal can increase the country's GDP is an attempt to make the readers aware about how the Bihar state government's apathy towards its own farmer's produce had led to tons of produce lying rotten in the godowns even as India continued to import over 60 lakh tons of pulses from abroad.

The report led to the centre hiking the import duty on pulses. Further, the state government had to issue fresh notifications in 38 districts of Bihar for selling pulses.



### **Mr. Aadil Raza Khan**

The Wire  
HJ, Delhi  
2010-11 Batch  
Freelance Journalist

### **INVESTIGATIVE REPORTING**

The report "Protests in Ajmer after Hindu Groups target Dargah Ajmer Shareef" was intended to make the nation aware about the tense atmosphere in the city of Ajmer after a fringe group circulated message amongst the Hindu community to demolish the Ajmer Shareef Dargah.

The story gained nationwide attention leading to a peaceful protest against the hate speech instigator. The state government beefed up the security cover at the Dargah and life returned to normalcy at Ajmer.



## IFFCO IIMCAA AWARDS 2018 WINNERS



### **Mr. TR Vivek**

Newslaundry

EJ, Delhi

2000-01 Batch

Editorial Director, Hill and Knowlton

### **DEVELOPMENTAL REPORTING**

“Cauvery: A basin on the burn” traces the background to India's oldest and most bitter water dispute. The report captures the curse of water intensive sugarcane and ginger farming and how they are imperiling agriculture in the long term.



### **Ms. Shruti Jain**

The Wire

EJ, Delhi

2015-16 Batch

Freelance Journalist

### **POLITICAL REPORTING**

The exclusive story titled, “Tell Hindu girls that all muslim men are terrorists...” published in The Wire exposed how Jaipur's district education office made it compulsory for lakhs of children from government schools to attend an event where Hindutva outfits spread propaganda about 'love jihad'. The article garnered over 9.7k shares.



सबका साथ-सबका विकास



## उत्तर प्रदेश जनहित गारण्टी अधिनियम का प्रभावी क्रियान्वयन

अधिनियम के अन्तर्गत समस्त विभागों की 10 सेवायें तथा  
33 विभागों की 227 सेवायें अर्थात् कुल 237 सेवायें अधिसूचित

जनसामान्य को समयबद्ध सेवाएं उपलब्ध कराने के कड़े निर्देश

### जनहित गारण्टी अधिनियम के उद्देश्य:

आम जनता को समयबद्ध तरीके से  
बिना किसी कठिनाई के सेवायें उपलब्ध कराना।

आय प्रमाण पत्र, अदेयता प्रमाण पत्र, जाति प्रमाण पत्र,  
चरित्र प्रमाण पत्र, जन्म-मृत्यु प्रमाण पत्र, भूमि आवंटन,  
रजिस्ट्रीकरण, नामान्तरण, म्यूटेशन, मानचित्र स्वीकृति,  
फसल बीमा सहित जनसामान्य से जुड़ी अनेक आवश्यक  
सेवाओं का समयबद्ध निस्तारण।

जनसेवाओं के निस्तारण के लिए  
संबंधित विभाग/अधिकारी की जवाबदेही तय।

आवेदन पत्रों के निस्तारण हेतु प्रशासकीय विभागों के  
पदाभिहित अधिकारी, प्रथम अपीलीय अधिकारी,  
द्वितीय अपीलीय अधिकारी नामित।

आमजन को सरकारी दफ्तरों में अनावश्यक रूप से  
आने-जाने की आवश्यकता नहीं।

सेवाओं से संबंधित सुसंगत सूचना समस्त कार्यालयों के  
सूचना पट्ट पर प्रदर्शित करना आवश्यक।

अपील अथवा पुनरीक्षण आवेदन हेतु कोई शुल्क देय नहीं।

## IFFCO IIMCAA AWARDS 2018 WINNERS



### **Mr. Andrew Amsan**

The Indian Express

EJ, Kottayam

2013-14 Batch

Senior Correspondent, The Indian Express

### **SPORTS REPORTING**

The report "Father of Delhi's teen sprint star Nisar Ahmed pedals rickshaw, mother works at homes" tells the story of teen boy from the slums of Delhi who battled all odds to emerge winner. The story led to immense support and sponsorship for the boy, who went to train at Usain Bolt's academy in Jamaica.



### **Mr. Athar Imam Khan**

BBC Hindi

HJ, Delhi

2009-10 Batch

Freelance Journalist

### **ECONOMIC AND BUSINESS REPORTING**

Talking about one of the most revered festival for animals, and animal lovers – Sonpur Mela – the report captures the deteriorating aspect of the festival and how it affects financially and economically the people associated with the same festival.



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## IFFCO IIMCAA AWARDS 2018 WINNERS



### **Mr. Amit**

Gaon Connection  
HJ, Delhi  
2012-13 Batch  
Freelance Journalist

### **FEATURES**

A series titled "Narmada ke saath saath" brings to fore the plight of people from Gujarat to Madhya Pradesh, living along the lines of Narmada, who were affected due to the raising of the Sardar Sarovar Dam.



### **Mr. Priya Ranjan Jha**

Navbharat Times  
HJ, Delhi  
2000-01 Batch  
Assistant Editor, Navbharat Times

### **PRINT PRODUCTION - LARGE PUBLICATIONS**

Winning the award second consecutive time in a row, Mr. Jha anchored the two special innovative ITR Guide pages at NBT to provide readers A to Z info about IT return filling. It was published on 16. 07.2017 when everyone had a concern of filing return.

## IFFCO IIMCAA AWARDS 2018 WINNERS



### **Mr. Ankur Tyagi**

Zee Business  
HJ, Delhi  
2004-05 Batch  
Senior Producer, Zee Business

### **BROADCAST PRODUCTION - LARGE NETWORK**

Spearheading the script and concept for the show 'DNA Money' on Zee Business channel, the show has been popular on social media and otherwise for showcasing issues both financial and economical surrounding the lives of common man.



### **Ms. Gaura Naithani**

ScoopWhoop  
RTV, Delhi  
2016-17 Batch  
Freelance Journalist

### **DIGITAL PRODUCTION - ORIGINAL STORY TELLING**

A six-minute long video depicting the harrowing conditions of the Bhalswa landfill in Delhi resonated well with the common people and the video succeeded in garnering over 80,000 views and shared on social media platforms widely.

आज समाज

The Sunday Guardian  
DELHI'S FINEST SUNDAY NEWSPAPER

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NEWS. NOT NOISE

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राजस्थान

itv Network  
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## IFFCO IIMCAA AWARDS 2018 WINNERS



### **Mr. Vishnu Kumar Soni**

News 18 Hindi

HJ, Delhi

2005-06 Batch

Deputy News Editor, News 18 Hindi

### **DIGITAL PRODUCTION - INNOVATION**

Taking a break from the usual storytelling format, this video on how GST affected the hiked food prices takes a hilarious dig and ensures laughter amidst the gloom for the common man thereby making it widely popular.



### **Mr. Umashankar Singh**

NDTV India

HJ, Delhi

1995-96 Batch

Foreign Affairs Editor, NDTV India

### **BROADCASTER**

The news video shows the plight of people in the regions of Darbhanga and Madhubani that are affected every year majorly due to massive floods caused by rains however, where no help from the state ever reaches not even in the form of NDRF teams.



*Congratulation & Best Wishes*



# To IIMC Alumni Association

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## IFFCO IIMCAA AWARDS 2018 WINNERS



### **Ms. Pragya Srivastav**

Chalat Musaafir

HJ, Delhi

2014-15 Batch

Editor, Chalat Musaafir

### **DOCUMENTARY FILM MAKING**

The documentary is based on humanitarian services of a brilliant surgeon, named Yogi Aeron living in Dehradun, Uttarakhand. It showcases how the man has built a hospital and operated poor patients for free for the past 35 years.



### **Mr. Vipin Dhyani**

Thoughtshop Advertising

Ad-PR, Delhi

1997-98 Batch

Founder & Chief Creative Director,

Thoughtshop Advertising & Film Productions Pvt Ltd

### **ADVERTISING**

Propagating anti-litter campaign with the help of a food and confectionary company, the advertisement utilized three premises each highlighting the wrong doer, and making him/her realizing one's mistake.

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## IFFCO IIMCAA AWARDS 2018 WINNERS



### **Mr. Sumantra Talukdar**

Dentsu Webchutney

Ad-PR, Delhi

2015-16 Batch

Junior Producer, Creative: Films, Dentsu Webchutney

### **MEDIA INNOVATION**

To make the parents and teacher understand and explain Dyslexia, the team picked Captcha as a medium. Results were as expected. Most of the audience failed to decode the captcha correctly. 95% of hit refresh to obtain a new captcha.



### **Mr. Chaithanya Krishnaraju**

Cranker Studios

Ad-PR, Delhi

2013-14 Batch

Managing Partner, Cranker Studios

### **IMAGE BUILDING**

With droughts and scanty rain-fall playing havoc with the agrarian communities and increasing the already impending crisis, the PR campaign was needed to bring a turn around and still be relevant and relative to all things agrarian. The National Trade Fair for Organics and Millets helped bring attention to these two crops that were nowhere in the picture.



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## IFFCO IIMCAA AWARDS 2018 WINNERS



### **Ms. Sukanya Jena**

Odisha Livelihoods Mission

OJ, Dhenkanal

2016-17 Batch

Young Professional, Odisha Livelihoods Mission

### **ADVOCACY**

The objective of her advertising and campaigning is to make the agricultural information reach to grass root level. Ensuring sustainable livelihoods for the rural through improved access to financial, livelihood and other support services, with institutions of the poor playing a catalytic intermediating role.



### **Ms. Sanya Grover**

Edelman Digital

RTV, Delhi

2013-14 Batch

Account Manager, Edelman Digital

### **SOCIAL MEDIA MANAGEMENT**

The campaign included working with five country teams and social media influencers from India, Vietnam, Indonesia, Malaysia and Philippines. This was a challenging task as it involved working with professionals from across the Asia-Pacific region. The campaign was an integrated one that ran across social media platforms such as Facebook, Twitter, Instagram and YouTube. Ms. Sanya was the sole point of contact across all the markets, and coordinated the campaign management for both HP and the influencer social media handles.



## 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.augustgarage.com](http://www.augustgarage.com)  
advertising with a digital spin

## IFFCO IIMCAA AWARDS 2018 WINNERS



### **Mr. Abhinav Goel**

ABP News  
HJ, Delhi  
2014-15 Batch  
Assistant Producer, ABP News

### **DEVELOPMENTAL REPORTING - JURY SPECIAL MENTION**

The report finds special mention for highlighting the plight of Dalit women in Jaulan district of Uttar Pradesh - where despite constitutional provisions abolishing such a practice - they have to clean human excrement with their own hands.



### **Mr. Neeraj Jha**

Pixpo Media  
RTV, Delhi  
2000-01 Batch  
Director, Pixpo Media

### **BROADCAST PRODUCTION - LARGE NETWORK- JURY SPECIAL MENTION**

The production was chosen for promotion of golf in India and how it is emerging as a trend setter in the sports community for a cricket-fanatic country.



### **Mr. Suraj Kumar**

Ad-PR, Delhi  
1994-95 Batch  
Director, Johnsons- Suraj Films International

### **CENTRAL COMMITTEE SPECIAL MENTION**

Mr. Suraj Kumar was felicitated in IFFI, Goa for producing the first India-Argentina co-production film, titled "Thinking of him" based on nobel laureate Rabindranath Tagore and Argentinian writer Victoria Ocampo. This film was the closing ceremony film during International Film Festival of India, Goa (IFFI 2017).