



CONNECTIONS 2018

— ANNUAL ALUMNI MEET —

OLD VIBES

NEW TIES



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**IIMCAA
Awards
2018**

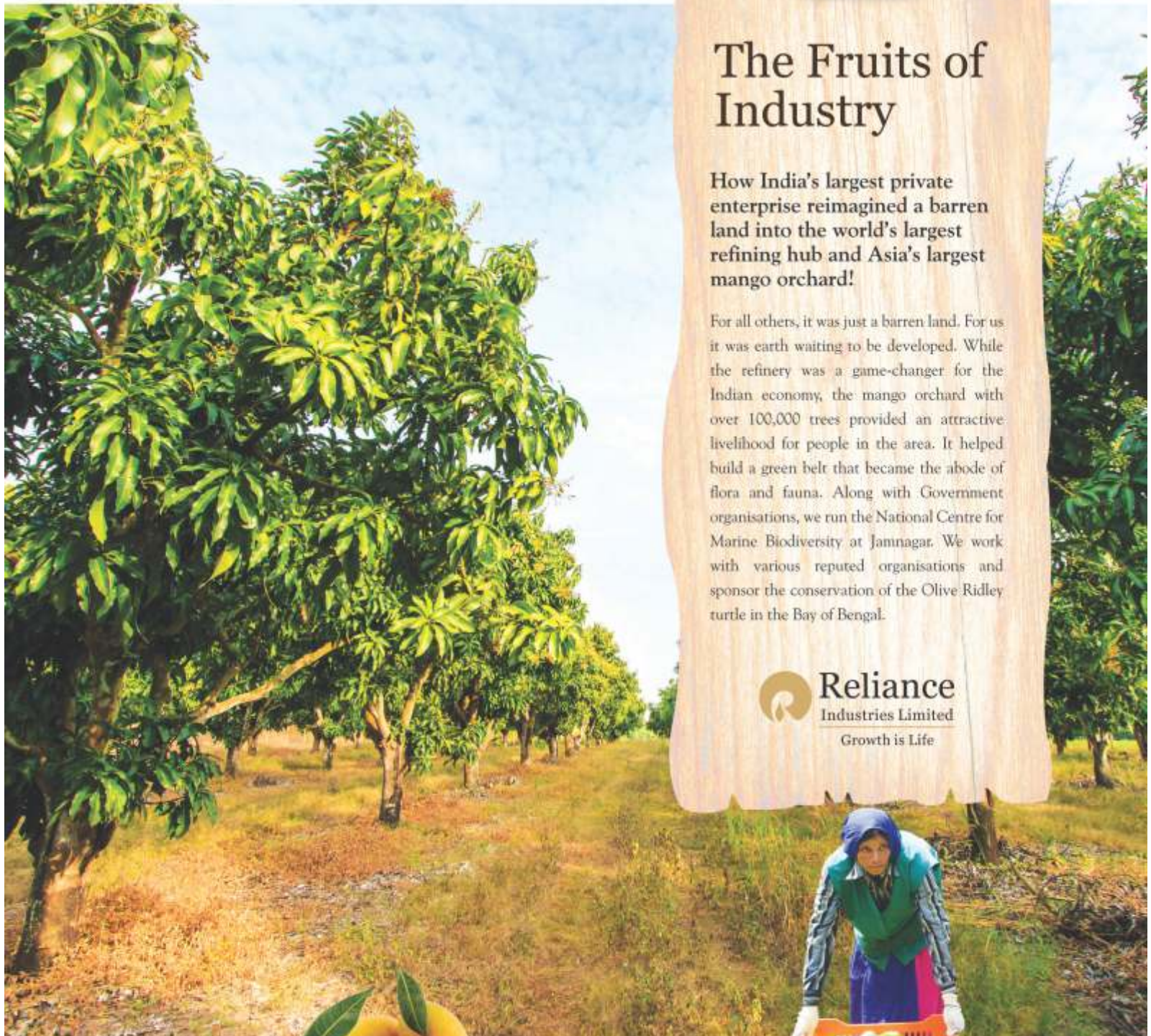
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For all others, it was just a barren land. For us it was earth waiting to be developed. While the refinery was a game-changer for the Indian economy, the mango orchard with over 100,000 trees provided an attractive livelihood for people in the area. It helped build a green belt that became the abode of flora and fauna. Along with Government organisations, we run the National Centre for Marine Biodiversity at Jamnagar. We work with various reputed organisations and sponsor the conservation of the Olive Ridley turtle in the Bay of Bengal.



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DIRECTOR GENERAL'S MESSAGE

It gives me immense pleasure in extending my good wishes to the IIMC Alumni Association on the occasion of its Annual Alumni Meet.

We at IIMC are extremely proud of our Alumni who have brought laurels to the institution through their professionalism and hard work across the media spectrum, as also in bureaucracy, academics and entrepreneurship.

I wish to place on record my deep appreciation of the Association's commitment and resolve to stay aloof from internal campus politics and carry along with it former students of all political, ideological, religious hues, colours and shades as one family. This is in consonance both with the spirit of objectivity and pluralism in journalism and our own ancient concept of 'Vasudhaiva Kutumbakam'.

I am delighted to learn that the Association is now planning to open international chapters, an idea I had mooted in my message last year. IIMC alumni have made a mark for themselves across the world and are India's unofficial ambassadors in their respective countries. It is important that we reach out and interact with our extended family outside of our country.

We have in the last one year introduced several new courses including in Urdu, Marathi, Malayalam and Sanskrit. Once the students of these courses pass out later this year, I hope they too remain connected with their Alma Mater through IIMCAA.

As we embark on an ambitious journey to turn IIMC into the nation's communication hub, we seek your whole hearted cooperation and good wishes in spreading the good word and getting the institution its due place under the sun.

Together We Can!

K G Suresh

DG, IIMC & Patron, IIMC Alumni Association

Feb 14, 2018, New Delhi



EDITOR'S MESSAGE

Journalism is not a profession, it is a way of life. It is a thought process of 5Ws and 1H. It is the ways and means to evolve as a human being. Journalism is not everyone's cup of tea but for the lucky few who chose it as their bread and butter, had the valour to stand apart from the flock of people. To speak up for what they feel is right. They are the coterie who dare to have an opinion which matters.

It was a sultry morning in the early 90's when I stepped into the concrete of Aruna Asif Ali Marg. The ambience was different from the cliché institutions. Unlike the ones I had seen during my Delhi University days. The Aravalis had the aroma of inquisitiveness.

IIMC marked the beginning of a new chapter in my life. It refined my professional skills and acted as a catalyst in changing the course of my life. Apart from academia I grasped umpteen number life changing gospels.

The institution taught me to view things in an unbiased way. It taught me to debate on issues which matters, after all dissent and debate are two sides of the same coin and are equally important for a democracy. Most importantly it taught me that nothing is right when it seems to be.

I am happy to see the active members of alumni working to keep the wide network of IIMCians intact. I am equally proud to see the work of young and energised torch bearers of this premier school of journalism. In the era of social media it is high time for us to redefine journalism. Now when digital media has given luxury to everyone to be a storyteller the challenge is to maintain uniqueness of your storytelling skills. To hold on to the interest of the audience, the ways and means of storytelling has to innovate. Keep reinventing, keep changing.

Looking back at the memory lanes, I feel proud at the decisions taken but the ones which I did not take make me feel even better. My experience in the métier says, there isn't a story when everything falls in place but definitely one when it falls apart. Fire of inquisitiveness should never be quenched. So after few years if someone asks you- Do you have a story? You must have a story to tell. I also have one which I proudly share with all the young media students.

Let's connect for a bigger, brighter and better tomorrow.

Sudhir Chaudhary

Editor-In-Chief, Zee News

EJ-Delhi

1993-94 Batch



PRESIDENT'S MESSAGE

Greetings for the year!

Connections was born in the year 2012. Out from the cradle, it took nascent steps. With every passing year it grew bigger and better. Now Connections will celebrate its Sixth birthday, Connections 2018.

As the name suggests, the idea was envisaged keeping in mind the future challenges in the communication industry.

The art of Communication is dynamic. It keeps on reinventing itself. Communication is a skill possessed by all but an art mastered by few.

As the incumbent communicators, it is our responsibility to honour the art of communication in its best possible form.

IIMCAA has introduced several new categories of awards. It has gone bigger and better than last year. Possibly covering every nook and corner of story telling and communication.

Team IIMCAA has also introduced, Alumni of the Year Award and Public Service Award this year to recognise the voice of those, whose work made noise. They are the silent protagonists who are setting the standards high in the Communication industry.

Alumni of the Year Award, will honour the work of one such alumni which speaks volumes and is remarkably impactful.

Public Service Award will be presented to the one, whose contribution to the society is unique and developmental on the whole. Their work will definitely inspire the generations to come.

To the next generation of communicators, I would like to say, stay unbiased in your work. In this era of excessive information flow, responsibly pass on the relevant and factually correct information to your consumers.

Lastly, I would like to mention the strength of the Alumni Association which stood rock strong in the testing times. They rightly say, United we stand and Divided we fall. As responsible communicators, we all should connect to make a brighter and bigger tomorrow. Let us together take the industry of communicators to a next level.

Let's Connect!

Suresh Kumar Vashishth, IAS

Joint Secretary, Department of Food and Public Distribution

EJ- Delhi

1994-1995 Batch



प्रिंसिपल आर्गेनाइजर की कलम से

साथियों,

पांच साल हो गए जब मैं आईआईएमसी एलुम्नाई एसोसिएशन से जुड़ा था. साल दर साल न सिर्फ पुराने साथियों की संख्या बढ़ रही है बल्कि पूरे देश में जिस तरह आईआईएमसी के एलुम्नाई विभिन्न क्षेत्रों में अपना स्थान बना रहे हैं, वह खुद में गौरव का अनुभव कराता है. 27 साल पहले इस संस्थान से निकलकर पत्रकारिता में आने के बाद अनेक बार ऐसे मौके आए जब संस्थान के पूर्व छात्र-छात्राओं से मुलाकात खुद के लिए भी गर्व और सम्मान का मिला-जुला अनुभव कराती है. सबसे अच्छी बात यह है कि देश में एलुम्नाई एसोसिएशन के चैप्टरों की संख्या भी लगातार बढ़ रही है. इस साल तो देश के 14 शहरों में सालाना मिलन का कार्यक्रम कनेक्शन्स पहुंच रहा है.

आईआईएमसी एलुम्नाई एसोसिएशन के हर साल होने वाले कार्यक्रम ने न सिर्फ नए-पुरानों को मिलने का अवसर दिया है बल्कि अलग-अलग क्षेत्र में काम कर रहे एलुम्नाई के बेहतरीन काम को सराहने और नए लोगों को प्रोत्साहन देने का काम भी किया है. यह इस एलुम्नाई एसोसिएशन की बड़ी उपलब्धि है और जो लोग दिन-रात इसके लिए काम करते हैं उनका मैं अभिन्नंदन करता हूं. पिछले साल कैंपस वाले सीरीज खत्म करने के फैसले पर मैंने आपत्ति जताई थी. तब आयोजन से जुड़ी टीम ने मुझसे खुद इसका हिस्सा बनने का आग्रह किया. इस वर्ष मैं आयोजन से जुड़ा तो अनुभव हुआ कि किन स्तरों पर चुनौतियों से जूझ कर पूरी टीम इसका आयोजन करती है.

कैंपस वाले सीरीज को चलाने में जितना संसाधन और समय लग रहा था, उसका कोई सकारात्मक नतीजा आयोजकों को नजर नहीं आ रहा था. नौजवानों की शिकायत थी जो वाजिब भी थी कि कैंपस वाले सीरीज में 5 साल के दौरान जिनको भी अलग-अलग थीम के तहत सम्मान मिला उनमें से 80 परसेंट लोग दोबारा आयोजन में नहीं आए. तो ऐसे सीरीज को चलाने का क्या फायदा जिसमें सम्मानित होने वाले एलुम्नाई से संपर्क साधने और प्रोफाइल, फोटो लेने में भारी मशक्कत करनी पड़े और वो अपने सम्मान के बाद अगले साल दूसरों के सम्मान के गवाह बनने तक को तैयार ना हों.

एलुम्नाई मीट का आयोजन कितना मुश्किल भरा है और इसमें कितनी दिक्कतों का सामना करना पड़ता है, यह मुझे इस वर्ष पता चल चुका है, जब मैं आयोजन से सक्रियता से जुड़ा हूं. आयोजन के लिए पैसा चाहिए. फंड जुटाना सबसे महत्वपूर्ण काम है और यही सबसे बड़ी दिक्कत भी. पुरस्कारों के लिए एंटी मंगाने से लेकर जूरी मीट कराना और फिर पुरस्कार विजेताओं की अंतिम सूची तैयार करना, खाने से लेकर मनोरंजन तक के इंतजाम, देश के कई शहरों में चैप्टर मीट का आयोजन करना- निश्चित रूप से पूरी टीम जिस तरह से काम करती है, वह प्रशंसनीय है.

महानगरों की भागमभाग भरी जिंदगी में नौकरी-पेशा से इतर समय निकालकर लोगों के मिलने-जुलने का आयोजन करते रहना बहुत बड़ा काम है. इसमें लगे नौजवान तालियाँ और तारीफ के हकदार हैं. हकदार तो वो इस बात के भी हैं कि हम और आप इस सालाना आयोजन में उनकी खुलकर मदद करें. आप जिस दिन समझ लेंगे कि ये हमारे घर का काम है और आपके पद या प्रभाव के रत्ती भर इस्तेमाल से आयोजन की रौनक में चार चांद लग सकता है तो आप बेझिझक मदद करेंगे और दूसरों से मदद करवाएंगे. और यदि आप इस स्थिति में नहीं हैं तो आपका स्पष्ट जवाब भी पूरी टीम को काम की दिशा तय करने में मददगार होगा.

कैंपस में मेरे से पहले और मेरे निकलने के काफी साल बाद तक आए एलुम्नाई को ये सोचना चाहिए कि देश के तमाम बड़े संस्थानों के एलुम्नाई एसोसिएशन संस्थान की शुरुआत से बन गए, हमारा क्यों नहीं बना. हमारे बीच ऐसे लोग 2012 से पहले क्यों नहीं आगे आए जो पहल कर सकें. और जब ये पहल हुई है और काफी तेजी से देश भर में फैली है तो फिर हाथ पर हाथ धरे बैठे रहने का क्या मतलब है, ये सोचना होगा. एसोसिएशन और उसके आयोजन को सफल बनाने के लिए हम सबको मिलकर काम करना होगा. एलुम्नाई को स्वेच्छा से आगे आकर आयोजन समिति की मदद करनी होगी. आयोजन समिति में समय देकर काम करना होगा. तभी ये एसोसिएशन लंबी लकीर खींच पाएगा.

आयोजन की सफलता के हिस्सेदार प्रायोजकों और मददगारों का बहुत बहुत आभार.

नितिन प्रधान

राष्ट्रीय ब्यूरो प्रमुख दैनिक जागरण
हिंदी पत्रकारिता, दिल्ली
1990-91 बैच



STATE MEET CONVENOR'S MESSAGE

I am deeply humbled to welcome all the alumni to Annual Alumni Meet- Connections 2018. It is indeed a great privilege to be part of IIMC Alumni Association, which has emerged as one of the largest alumni networks in India.

IIMCAA has been an excellent platform for all IIMCians to stay connected with our Alma matter, friends, seniors, juniors, teachers and other members of IIMC family. Started in 2012, IIMCAA has spread its wings across India. This year we are organizing Connections 2018 at 14 locations including Delhi. On behalf of all State Chapters, I congratulate the Central Committee for this noble initiative to connect one alumni to another. I am confident, we would add more cities in India and abroad when we host Connections 2019.

I am thankful to IIMC, Dhenkanal for making IIMCAA a part of Silver Jubilee Celebrations of the Institute. We have moved our Odisha Chapter Meet from Bhubaneswar to Dhenkanal campus on February 26th this year. On behalf of Odisha Chapter, I invite all alumni to Dhenkanal for Connections 2018.

Looking forward to meet you all at the Annual Alumni Meet- Connections 2018 in Delhi and again in Dhenkanal.

Sanjay Kumar Sahoo

Manager, Corporate Communications, JSPL
EJ-Dhenkanal
2002-03 Batch



IFFCO IIMCAA AWARDS CONVENOR'S MESSAGE

Dear fellow IIMCians,

Welcome to the second edition of IIMCAA Awards. But first, let me congratulate all of you for your tremendous zeal and passion in building the IIMC alumni Network. It is commendable indeed, how you have managed to connect so many IIMCians across India, and globally, in such short time.

IIMCAA Awards has been a much-needed step towards recognizing, and encouraging the talent of our alumni. And to take it ahead this year, as per the recommendation of IIMCAA Awards Expansion Committee, we have increased the number of award categories from 8 to 23.

The awards now cover almost all fields of mass communication, and have been curated with a lot of thought, and rigor. For instance, two digital categories were added, in view of the rapidly rising importance of that medium. Equally, two categories were created for small and medium publications/channels, so that they don't feel disadvantaged because of limited production resources. Also, two special awards: Alumni of the Year, and Public Service have been constituted.

In this journey, IFFCO has been our constant partner. And this year they are the title sponsors of the IIMCAA Awards. So, a big thanks to team IFFCO for lending such solid support.

We also thank, all jury members, and the Chairperson, for taking out time from their busy schedules, to evaluate the entries. Thanks also, to the auditor of the IIMCAA awards, Jaishri Jethwaney ma'am, who has been more than a mentor to so many of us. And once again, a huge shout out to our Paris based alumni, Kamal Bhatnagar, for designing the elegant trophy.

A word of appreciation for our team too, the people behind the scenes who managed the entire process, from collecting entries, coordination, to tabulating final results, which they did with enthusiasm and energy.

We hope that IIMCAA Awards will inspire our alumni to do even better work and make us all proud. May their successes at these awards, and beyond, keep the IIMCAA flag flying high.

Ashish Chakravarty

Chief Creative Officer, Contract Advertising

Ad-PR, Delhi

1992-1993 Batch



महासचिव का संदेश

फरवरी का महीना वैसे तो वैलेंटाइन का महीना होता है लेकिन आईआईएमसी एलुम्नाई एसोसिएशन (इमका) के लिए ये महीना किसी इम्तिहान से कम नहीं। इस महीने के तीसरे रविवार को हर साल पूर्व छात्रों का सालाना जलसा - कनेक्शन्स - होता है जिसे सफलतापूर्वक करना बेटी के ब्याह से कम नहीं। इस बार भी ये काम कम मुश्किल नहीं रहा। लोगों को एसोसिएशन से जोड़े रखना और कनेक्शन्स 2018 को पहले से भी भव्य बनाना बेहद दुरुह काम था।

मुझे ये बताते हुए खुशी हो रही है कि इमका ने अपने पिछले प्रदर्शन को इस बार थोड़ा बेहतर किया है। पिछले साल हमने इमका अवार्ड्स की शुरुआत 10 कैटेगरी में की थी जिसे इस बार बढ़ाकर 23 कर दिया गया है। 21 अवार्ड्स जूरी ने तय किया है जबकि सेंट्रल कमिटी ने एलुम्नाई ऑफ द इयर और इमका अवार्ड फॉर पब्लिक सर्विस से एक-एक एलुम्नाई को इस साल से सम्मानित करने की शुरुआत की है।

इमका के साथ देश के अधिक से अधिक शहर जुड़े और इसकी पहुंच ग्लोबल स्तर पर जोरदार हो, इस कड़ी में इस बार कनेक्शन्स का भी विस्तार किया जा रहा है। पिछली बार दिल्ली संमेलन 12 अलग अलग शहरों में कनेक्शन्स का आयोजन हुआ था। इस बार इसमें भोपाल और चंडीगढ़ के तौर पर दो नए शहरों की एंट्री हो रही है। इस तरह 2018 में कुल 14 कनेक्शन्स होंगे। कनेक्शन्स 2018 कामयाब नहीं होता अगर हमारे साथ हमारे स्पॉन्सर्स साथ नहीं होते। छोटे-बड़े हर तरह के स्पॉन्सर हमारे साथ जुड़े और हम यह आयोजन करने में सफल रहे।

लेकिन इमका सबसे पहले इफको का तहेदिल से धन्यवाद करना चाहता है जो एक देवदूत की तरह हमारे आयोजन को सफल करने के लिए सालों से साथ बना हुआ है। हम रिलायंस इंडस्ट्रीज, इंडियन ऑयल और गेल का भी खास तौर पर आभार जताना चाहते हैं जिनकी मदद से आयोजन को ताकत मिली है। पीएफसी, एडफेक्टर, कोका कोला, निसान मोटर्स, अदाणी, आईटीसी, पीटीसी, बेफिक्र डॉट इन, एचसीएल, यूपी टूरिज्म, जेएसपीएल, सीडब्ल्यूसी और सेल जैसे संगठन हमारा संबल हैं जिनके बल पर हम आयोजन करते हैं। हम अपने मीडिया पार्टनर इंडिया न्यूज, फीवर एफएम, नवभारत टाइम्स और जी न्यूज डॉट कॉम के साथ-साथ मीडिया के तमाम साथियों का भी धन्यवाद करते हैं जिनके जरिए हमारी बात देश के कोने-कोने तक पहुंचती है।

स्पॉन्सर तक पहुंचना और आयोजन के लिए फंड इकट्ठा करना आसान काम नहीं है। इस बार भी बहुत मुश्किलें आईं। कई बार तो लगा कि शायद इस साल हम पहले की तरह ये कार्यक्रम नहीं कर पाएंगे। हमारे कुछ पुराने स्पॉन्सर छूट भी गए। लेकिन आखिरकार सबकी मिली-जुली मेहनत रंग लाई और कनेक्शन्स 2018 आपके सामने पूरे रंगारंग अंदाज में हाजिर है। इसमें सीनियर्स ने हमारी काफी मदद की। कुछ अहम जगहों पर बैठे हमारे दूसरे सीनियर्स भी अगले साल से इसमें हमारे साथ जुड़ेंगे तो निश्चित तौर पर इमका के लिए स्पॉन्सर जुटाने का काम आसान हो जाएगा।

इमका का आईआईएमसी के साथ जो दिल का रिश्ता है वो मुमकिन नहीं होता अगर संस्थान के डीजी के जी सुरेश जी का स्नेह हम पर बना नहीं होता। एक संरक्षक के तौर पर हमेशा साथ रहने के लिए इमका तहे दिल से उनका धन्यवाद करता है।

कोई भी आयोजन सफल नहीं होता अगर उसे करने वालों में एक अलग तरह का जोश और जज्बा नहीं हो। हम सब पेशेवर हैं और नौकरी और व्यवसाय की हमारी मजबूरियां हैं लेकिन इसके बावजूद इमका के साथियों ने जिस तरह साल भर मेहनत की है उसके लिए वो बधाई के पात्र हैं। महासचिव के तौर पर ये मेरी नाइसाफी होगी कि इस मौके पर अगर मैं आनंद भूषण, प्रसाद सान्याल, हर्षद वर्धन, गौरव दीक्षित, दीक्षा सक्सेना, अनिमेष विश्वास, रीतेश वर्मा, प्रथम दविवेदी, अमित कनौजिया, असीम घोष, आनंद सौरभ, कौशल विश्वकर्मा, मुनि शंकर, कोमल बडोडकर को उनकी साल भर की मेहनत के लिए धन्यवाद नहीं दूं। टीम लगातार बिना किसी विवाद के बिना थके काम करती रही ये मुमकिन नहीं हो पाता अगर हमारे अध्यक्ष सुरेश वशिष्ठ, नितिन प्रधान, कल्याण रंजन, सुनीला धर, सिमरत गुलाटी जैसे सीनियर्स का मार्गदर्शन नहीं मिला होता।

कनेक्शन 2018 आपके सामने है। मुझे उम्मीद है कि आईआईएमसी से आज भी आप अपने साथ कुछ सुनहरी यादें लेकर जाएंगे।

मिहिर रंजन

एसोसिएट एक्जीक्यूटिव प्रोड्यूसर, टीवी टुडे नेटवर्क

हिन्दी पत्रकारिता, दिल्ली

2000-2001 बैच

For the privilege of serving
the best and the biggest businesses
in India for 20 years...
by the precepts of PR, there's just
one way of expressing our gratitude.

In 1997, the first Harry Potter book was published, the first mammal was cloned,
and Adfactors PR was born.

Between that eventful year and now, we have had the privilege of serving the best and the biggest
businesses in India: above 2800 in number.

Just our current *listed* clients represent a combined market capitalisation of US \$ 375 billion.

While partnering with these businesses, we honed existing capabilities and adopted new ones:
with the objectives of increasing understanding between diverse stakeholders, minimising
prejudices, deepening relationships, widening positive influences, arbitrating conflicts, reducing
social friction, giving truth a new voice.

Today, we are proud to be an independent Indian entity that is also the most-awarded,
fastest-growing and biggest PR agency.

So how do we express our gratitude to the galaxy of clients who made this possible?

How do we express our gratitude to I-banks, private equity firms, law firms, consulting firms,
media, the larger financial community, corporate communications professionals... who
collaborated seamlessly and trusted us like friends?

Saying "Thank you" won't do.

Doing "Thank you" is the only true way.

(Remember, behaviour trumps communication is the First Precept of PR!)

We will continuously challenge and transform ourselves to meet the needs of our stakeholders
in a VUCA world.

That's a promise.

For the next 20 years.

ऊर्जा जो जीवन को समर्थ बनाए



हमारी ऊर्जा और सहायता लोगों के जीवन को उज्ज्वल और सक्षम बनाती है

समाज में एक रचनात्मक भागीदार के रूप में कार्यरत, पीएफसी निम्नलिखित कार्यों में वित्तीय सहायता के माध्यम से, अपने सामाजिक दायित्व के उद्देश्यों को साकार करने के लिए, ठोस कदम उठा रहा है:

- अनुसूचित जाति, अनुसूचित जनजाति, अन्य पिछड़ा वर्ग, महिलाओं और ईडब्ल्यूएस तथा शारीरिक रूप से विकलांग व्यक्तियों के लिए रोजगारोन्मुखी प्रशिक्षण एवं कौशल विकास कार्यक्रमों को सहायता
- सरकारी विद्यालयों, आंगनवाड़ी केन्द्रों, प्राथमिक स्वास्थ्य केन्द्रों आदि में स्वच्छ ऊर्जा समाधान जैसे सोलर लालटेन, सोलर स्ट्रीट लाइट, सोलर पीवी सिस्टम उपलब्ध कराना
- पिछड़े और दूरदराज क्षेत्रों में घरेलू प्रकाश प्रणालियों के लिए वित्तीय सहायता प्रदान करना
- विद्यालयों और पिछड़े जिलों में स्थित गाँवों, जिनमें शौचालय की सुविधा नहीं है, में स्वच्छ भारत स्वच्छ विद्यालय अभियान के तहत शौचालयों का निर्माण
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India is the second largest producer of fruits and vegetables in the world and yet approximately only 2% of India's fruits get processed and various estimates indicate that almost 35-45% of our fruits are perished. This is a national challenge where, Coca-Cola is uniquely positioned to make a difference, given the size and strengths of its System-wide operations. The Coca-Cola India system is already one of the largest institutional buyers of agriculture produce in India with over 95% of its ingredients sourced locally and exports to the Coca-Cola operations amounting to over USD 240 million.

The company started working on a transitional journey to create a virtuous Fruit Circular Economy by using the variety Indian fruits in our beverages under juice and aerated drinks categories and making intervention at the farm-gate and

across the value chain.

The Ministry of Food Processing Industries, Government of India and Coca-Cola India, signed a Memorandum of Understanding in November towards investing in the Agri-ecosystem of the country. Under this enabling agreement signed at the World Food India event, The Coca-Cola Company, its bottling partners and its fruit suppliers and processors in India, will contribute USD 1.7 BN+ in the agri ecosystem of the country over the next 5 years, spanning the entire supply chain from Grove to Glass.

The Circular Economy initiative has the potential of having transformative impact as it will also mark the beginning to transform a majority of the carbonated soft drinks market to contain Indian fruits. Through these initiatives an estimated 2 lakh farmers will benefit from this 5 year roadmap.

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2004-05 Batch



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EJ, Delhi
2005-06 Batch



Mr. Ritesh Verma
HJ, Delhi
2005-06 Batch



Mr. Anand Saurabh
HJ, Delhi
2008-09 Batch



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RTV, Delhi
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2005-06 Batch



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2005-06 Batch



Mr. Anand Saurabh
HJ, Delhi
2008-09 Batch



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AUDIT REPORT OF IIMC ALUMNI ASSOCIATION

We have examined the Balance Sheet as at 31st March, 2017 and the Income and Expenditure Account for the year ended on that date, attached herewith of **IIMC ALUMNI ASSOCIATION A-415, LGF, DEFENCE COLONY, NEW DELHI -110024**

We certify that the Balance Sheet and the Income and Expenditure account are in agreement with the books of account maintained at the head office at **DELHI**

- (a) We report the following observations / comments / discrepancies / Inconsistencies; if any : NIL
(b) Subject to above :

- (A) We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purposes of the audit.
(B) In our opinion, proper books of account have been kept by the head office and branches of the assessee so far as appears from our examination of the books.
(C) In our opinion and to the best of our information and according to the explanations given to us the said accounts read with notes thereon give a true and fair view :
(i) in the case of the Balance Sheet, of the state of the affairs of the assessee as at 31st March, 2017 and
(ii) in the case of the Income and Expenditure Account of the assessee for the year ended on that date.

In our opinion and to the best of our information and according to explanations given to us, the particulars given in the said report are true and correct.

For IIMC ALUMNI ASSOCIATION

Sd/-
Deeksha Saksena
Treasurer

PLACE: DELHI
DATED: 05/08/2017

FOR PRAGS & Co.
CHARTERED ACCOUNTANTS
F.R.N. 024970N

Sd/-
Puneet Gupta
(PARTNER)
MEMBERSHIP NO. 529247

**INDIAN INSTITUTE OF MASS COMMUNICATION ALUMNI ASSOCIATION
DELHI**

BALANCE SHEET (AS ON 31st MARCH 2017)			
LIABILITIES	As on 31/03/2017	ASSETS	As on 31/03/2017
CAPITAL A/C		Loans & Advances	
Opening balance 142,510.26		Balance with Revenue Authorities	
Add: Net Surplus (71,958.80)	70,551.46	TDS - AY 16-17 34,000.00	
Current Liabilities		TDS - AY 17-18 94,296.00	128,296.00
Provision for expenses	641,500.00		
Sundry Creditors	1,466,883.00	CURRENT ASSETS	
TDS Payable	38,719.00	Sundry Debtors	1,311,500.00
Advance from Debtors	9,000.00		
		Cash & Bank	
		Cash at Bank	780,837.46
		Cash in hand	6,020.00
Total	2,226,653.46	Total	2,226,653.46

INCOME & EXPENDITURE ACCOUNT For the Year ended 31st March 2017			
PARTICULARS	AMOUNT	PARTICULARS	AMOUNT
To Alumni Meet Expenses	4,606,262.00	By Sponsorship Fees	4,270,000.00
To Award & Prize Distribution Expense	198,000.00	By Sponsorship Fees (PY)	434,782.00
To Professional Charges	46,000.00	By Membership Fees	58,667.20
To Local Travelling Expenses	19,470.00	By Other Income	28,500.00
To Audit Fees	5,000.00	By Event Contribution	11,100.00
To Board Meeting Expenses	3,114.00	By Bank Interest	4,238.00
To Courier Expenses	2,150.00	By Participation Fees	2,500.00
To Travelling Expenses	1,600.00	By Short & Excess	34.00
To Bank Charges	184.00		
To Surplus	(71,958.80)		
Total	4,809,821.20	Total	4,809,821.20

For PRAGS & Co.
Chartered Accountants
Firm Regn No: 024970N

For IIMC Alumni Association

Sd/-
Puneet Gupta
Partner
M.No : 529247

Sd/-
Deeksha Saksena
(Treasurer)

Date : 05th August 2017
Place:- New Delhi

HINDUSTAN COCA-COLA BEVERAGES SKILLING YOUTH TO ENHANCE EMPLOYABILITY

Hindustan Coca-Cola Beverages (HCCB) is working to impart skills through 05 Career Development Centres (CDCs) to youth to enhance their employability. Being run in partnership with NIIT Foundation, CDC is aimed to improve the employability skills of the youth and help them shape their lives for the better. Started in 2011 in Uttar Pradesh, in subsequent years, HCCB and NIIT Foundation joined hands to start one CDC each in the states of Maharashtra, Karnataka, Telangana and Odisha.

The objective of the CDC is to tap into the potential of the educated, unemployed and underserved youth and provide the right training through technology to enhance their employability and help them get integrated into the economic mainstream by way of entry-level jobs in the organized sector. The courses are designed keeping in mind the entry level job opportunities available in the area. The CDCs not only enable students through technical skills but soft skills such as confidence building, increased self-esteem, career orientation and communication are also an area of focus.

The students have greatly benefited from courses offered in CDCs like BPO, Retail, Data Entry, Accountancy, and IT - courses that prepare these students to take up jobs in organized service sector. Industry visits, volunteering sessions and Placement workshops are part of curriculum to prepare them for job interviews, aptitude tests to make them industry-ready by the time they complete their courses. On successful completion of the training, these youth get placement support in the organized sector with an average monthly earning of Rs. 8000 - Rs.12000.



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Our Services :



- Setting up of Common Transmission Infrastructure (CTI) for FM Phase-III Bidders.
- Setting up of TV Broadcast Systems.
- Providing Pro AV Consulting Services for Auditoriums / Conference Hall/ Board rooms.



- Setting up of Audio Studios for Pvt. FM Broadcasters and Community Radio Stations (CRS) and Designing & Planning Acoustic Treatment.
- Audit of Digital Addressable System (DAS) deployed by Distribution Platform Operators (DPOs).
- Manufacturing of 50 Watt FM Transmitter.



- Undertakes SITC of specialized Video Surveillance and Access Control Systems.
- Providing Electronic Spectrum and Cyber Space Monitoring & Analysis System.
- Providing Social-Media Relationship Management (SRM) Services to Government Departments.

Major Projects :

- Supply and commissioning of 2 numbers of 1000 KW MW AM Super Power, solid-state transmitters at Rajkot and Chinsura for AIR external services.
- Establishment of Common Transmission Infrastructure (CTI) for FM Phase-II & Phase-III Broadcasters.
- Setting up of TV Studios for Rajya Sabha, Lok Sabha, Rashtrapati Bhawan and various Universities.
- Setting up of Up-Link System for Lok Sabha Channel.
- Establishment of Pvt FM. Studios for Radio City, Radio Mirchi, Malayala Manorama, Mathrubhumi, Dainik Jagran, Dainik Bhaskar, Indigo FM, Positive Radio.
- Setting up of Electronic Media Monitoring Centre (EMMC) for Ministry of Information & Broadcasting.
- Setting up of e-Class rooms at IIM Indore.
- Setting up of transmission infrastructure for over 62 Community Radio Stations (CRS) across the country.
- Video Surveillance & Access Control Management System for Government Organizations.
- SITC of Spectrum Monitoring and Analysis System.
- Establishment of Secured IT Data transfer Network.
- Pro AV Projects for National School of Drama (New Delhi), Rajasthan Vidhan Sabha (Jaipur), Gaiety Theatre (Shimla), National Institute of Technology (Surathkal, Karnataka).
- Auditorium projects for Gaiety Theatre (Shimla), Indian Institute of Science (Bangalore), Auditorium (Jamia Millia University), Stage lighting and furnishing of IGCIC (Phoenix, Mauritius), Police Auditorium (Jammu).
- Providing Social-Media Relationship Management (SRM) Services to Ministry of Information and Broadcasting and other Government Departments.



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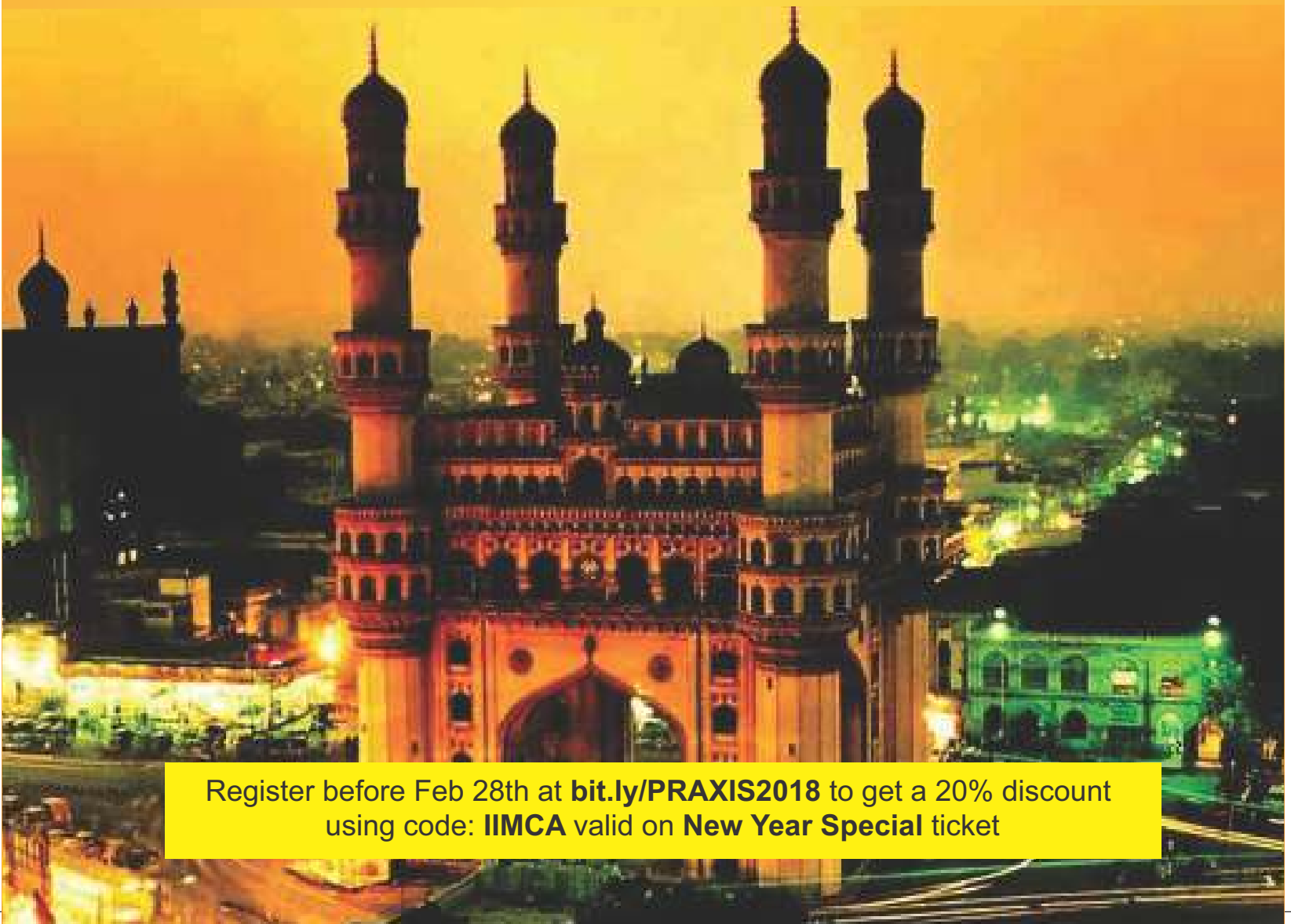
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CONNECTIONS 2017



CONNECTIONS 2017



CONNECTIONS 2017



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Source: RAM Data - Wk 44 2017 [29OCT - 04NOV 2017]



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CONNECTIONS 2017



CONNECTIONS 2017



IFFCO Connections 2017 Dhenkanal | Odisha Meet | 26 February, 2017



IFFCO Connections 2017 Mumbai | Maharashtra Meet | 19 March, 2017



IFFCO Connections 2017 Dhenkanal | Odisha Meet | 26 February, 2017



IFFCO Connections 2017 Mumbai | Maharashtra Meet | 19 March, 2017

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CONNECTIONS 2017



Patna | Bihar Chapter Meeting | 4 March, 2017



IFFCO Connections 2017 | Litti Chokha Party | 5 March, 2017



IFFCO Connections 2017 | Litti Chokha Party | 5 March, 2017



IFFCO Connections 2017 | Litti Chokha Party | 5 March, 2017

CONNECTIONS 2017



IFFCO Connections 2017 Lucknow | UP Chapter Meet | 26 March, 2017



IFFCO Connections 2017 Lucknow | UP Chapter Meet | 26 March, 2017



IFFCO Connections 2017 Bengaluru | Karnataka Meet | 26 March 2017



IFFCO Connections 2017 Ahmedabad | Gujarat Meet | 2 April, 2017

CONNECTIONS 2017



IFFCO Connections 2017 Patna | Bihar Chapter Meet | 2 April, 2017



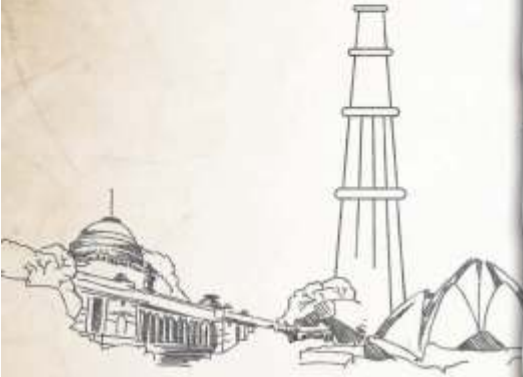
Patna | Bihar Chapter Urgent Meeting | 28 March, 2017



IFFCO Connections 2017 Guwahati | North East Meet | 9 April, 2017



IFFCO Connections 2017 Jaipur | Rajasthan Meet | 9 April, 2017



दिल्ली एनसीआर के हिन्दी और अंग्रेजी अखबारों में नंबर 1 है नवभारत टाइम्स

दिल्ली-एनसीआर में नवभारत टाइम्स की अपने सबसे करीबी अंग्रेजी अखबार हिन्दुस्तान टाइम्स से टोटल रीडरशिप (TR*) 21% ज्यादा है। यही नहीं, नवभारत टाइम्स की एवरेज इश्यू रीडरशिप (AIR**) भी अपने सबसे करीबी हिन्दी अखबार के मुकाबले 27% ज्यादा है।

यह सब मुमकिन हुआ है नवभारत टाइम्स की धारदार रिपोर्टिंग, गहरी कवरेज और आपके 70 साल से लगातार मिल रहे प्यार के कारण।

शुक्रिया रीडर्स

*टोटल रीडरशिप (TR) - एक महीने के दौरान की रीडरशिप

**एवरेज इश्यू रीडरशिप (AIR) में - पिछले दिन अखबार का अंक पढ़ने वाले लोगों की तादाद

Source - IRS 2017

CONNECTIONS 2017



IFFCO Connections 2017 Ranchi | Jharkhand Meet | 16 April, 2017



IFFCO Connections 2017 Hyderabad | AP & Telangana Meet | 16 April



IFFCO Connections 2017 Kolkata | West Bengal Meet | 23 April 2017



IFFCO Connections 2017 Kolkata | West Bengal Meet | 23 April 2017



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Ahmedabad | Gujarat Chapter Meeting | 14 May, 2017



Singapore | Singapore Chapter Meeting | 28 May, 2017



Delhi | Central Committee Meeting | 7 May, 2017



Kanpur | Kanpur Sub Chapter Meeting | 4 June, 2017



Delhi | Central Committee Meeting | 4 June, 2017

YEARS GONE BY IN PICTURES



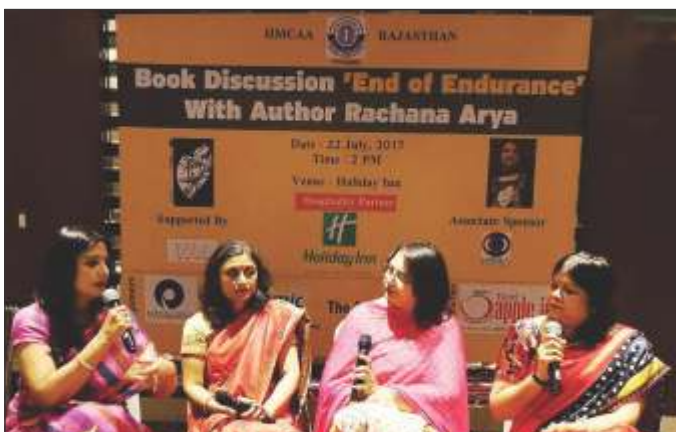
Delhi | Central Committee Meeting | 2 July, 2017



Jaipur | Rajasthan Chapter Meeting | 3 July, 2017



Jhumri Telaiya Excursion | Jharkhand Chapter | 25-26 June, 2017



Jaipur | Book Discussion by Rajasthan Chapter | 22 July, 2017



Delhi | IIMCAA Awards Expansion Committee Meeting | 30 July, 2017

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 wholesome
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thick rich
 fruity
 happiness

the happiest
 mix of healthy
 and tasty



soft creamy
 delicious
 happiness



YEARS GONE BY IN PICTURES



Delhi | IIMCAA Awards Expansion Committee Meeting | 30 July, 2017



Delhi | Central Committee Meeting | 6 August, 2017



Delhi | Central Committee Meeting | 20 August, 2017

YEARS GONE BY IN PICTURES



Ranchi | Jharkhand Chapter Meeting | 25 August, 2017



Tashkent | Uzbekistan Chapter Meeting | 31 August, 2017



Jaipur | Rajasthan Chapter Meeting | 28 August, 2017



Hyderabad | AP & Telangana Chapter Meeting | 30 August, 2017



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Bhopal | Madhya Pradesh Chapter Meeting | 31 August, 2017



Singapore | Singapore Chapter Meeting | 31 August, 2017



Ahmedabad | Gujarat Chapter Meeting | 30 August, 2017



Patna | Bihar Chapter Meeting | 31 August, 2017

YEARS GONE BY IN PICTURES



Guwahati | North East Chapter Meeting | 31 August, 2017



Kanpur | Kanpur Sub Chapter Meeting | 31 August, 2017



Bhubaneswar | Odisha Chapter Meeting | 1 September, 2017



Lucknow | Uttar Pradesh Chapter Meeting | 2 September, 2017



Ludhiana | Punjab-Haryana-Himachal Chapter Meeting | 2 Sep, 2017



Mumbai | Maharashtra Chapter Meeting | 2 September, 2017

YEARS GONE BY IN PICTURES



Delhi | Central Committee Meeting | 3 September, 2017



All Hands Meet 2017 | Annual General Meeting | 8 October, 2017



Mumbai | Maharashtra Chapter Meeting | 2 October, 2017



Delhi | Central Committee Meeting | 5 November, 2017



Ranchi | Jharkhand Chapter Meeting | 5 November, 2017



Delhi | Central Committee Meeting | 14 January, 2018



Enduring Value

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Delhi | Discussion to Take Connections 2018 to Uzbekistan



Delhi | Central Committee Meeting | 21 January, 2018



Delhi | Central Committee Meeting | 4 February, 2018



Jury Meet 01 | IFFCO IIMCAA Awards | 04 February, 2018



Jury Meet 02 | IFFCO IIMCAA Awards | 04 February, 2018



Jury Meet 03 | IFFCO IIMCAA Awards | 11 February, 2018

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Jury Meet 04 | IFFCO IIMCAA Awards | 11 February, 2018



Jury Meet 04 | IFFCO IIMCAA Awards | 11 February, 2018



Jury Meet 05 | IFFCO IIMCAA Awards | 04 February, 2018



Jury Meet 06 | IFFCO IIMCAA Awards | 04 February, 2018



Auditor Review | IFFCO IIMCAA Awards | 11 February, 2018



Delhi- Central Committee Meeting, 11 February, 2018

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Jury and Auditor of IFFCO IIMCAA Awards 2018

IFFCO IIMCAA Awards 2018 Auditor

Prof. Jaishri Jethwaney

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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

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Mr. Jyoti Kumar

समानांतर फ्लैज सेक्शन्स इस्पात डिज़ाइन का भविष्य



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चौड़ी समानांतर बीम्स

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चौड़ी समानांतर फ्लैज (डब्ल्यूपीबी)	100 - 450

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IFFCO IIMCAA AWARDS 2018 WINNERS



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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 क्लिअरेंस 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 पैट्रपोल, अगरतला तथा भारत-पाकिस्तान सीमा पर अटारी में ट्रक परिचालन।



केन्द्रीय भण्डारण निगम

(भारत सरकार का उपक्रम)

जन-जन के लिए भण्डारण

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

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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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भारतप्रदेश-छत्तीसगढ़

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itv Network
CONNECTING DOTS



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



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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
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).



CONNECTIONS 2018

— ANNUAL ALUMNI MEET —

OLD VIBES

NEW TIES

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Mr. Rahul Kumar

Mr. Dinesh Yadav

Mr. Sushil Sharma



भारत का नं. 1

वाणिज्यिक उद्यम
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सर्वोच्च कारोबार



सर्वोत्तम

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का स्वामित्व



सर्वोत्तम

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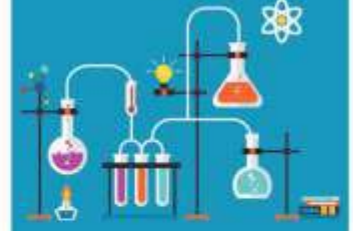
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प्रोडक्ट पाइपलाइन तन्त्र
(13000 कि.मी.+)



आधुनिकतम

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उच्चतम

2016-17 में भारत की
सबसे उच्च लाभ कमाने
वाली पब्लिक सेक्टर
की कंपनी



उत्कृष्टतम

प्रतिष्ठित प्लेट्स ग्लोबल
एनर्जी अवॉर्ड विजेता-2017
(डाऊनस्ट्रीम लीडरशिप
श्रेणी में)



उत्तम

बेस्ट पीएसयू कंपनी
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