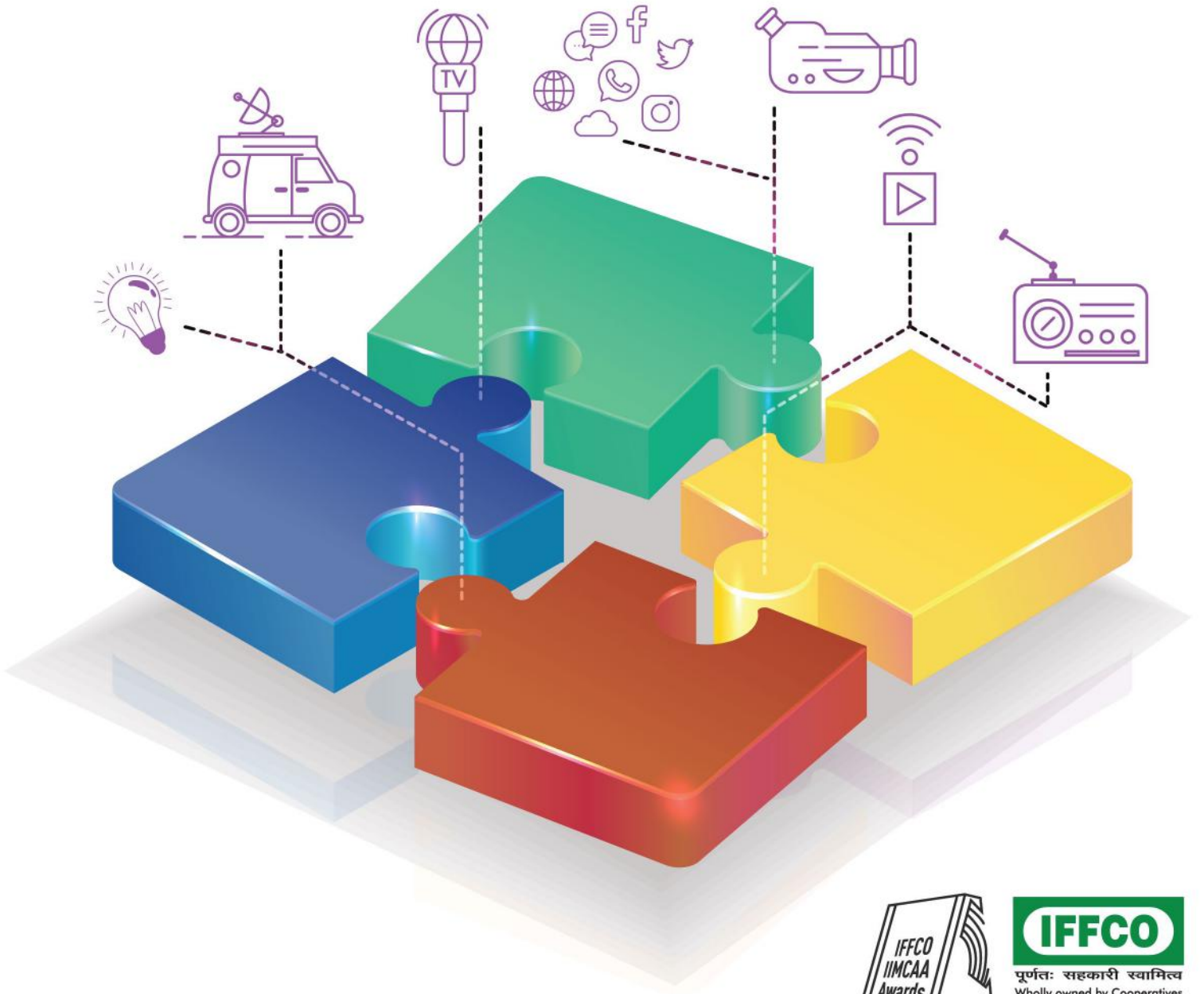


CONNECTIONS 2021

Annual Alumni Meet



JUBILEE BATCHES CELEBRATIONS



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**IIMCAA
AWARDS
2021**

The Enterprise of Reimagination



The Fruits of Industry

How India's largest private enterprise reimaged a barren land into the world's largest refining hub and Asia's largest mango orchard!

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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
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DIRECTOR GENERAL'S MESSAGE

Let us strive towards Constructive Journalism

I am pleased to know that the Indian Institute of Mass Communication Alumni Association (IIMCAA) is organising Annual Alumni Meet 'Connections 2021'. I extend heartiest congratulations to the entire team of IIMCAA for keeping the tradition thriving from the last eight years.

I expect the team IIMCA to be the harbinger of excellence for the present and future students of the IIMC. Alumni are the brand ambassador of any institution and the IIMC is the institution that has a big army of such ambassadors. They are today leading different media houses including print, television, radio, advertisement, public relations, new media, and even beyond that. What extremely satisfies me is the fact that they have left their imprints across the world. They are media leaders today. Surely, such entitlements bring a sense of responsibility and that the IIMC alumni have proved time and again.

I believe that youth have the power to change the world. Swami Vivekananda always stressed on education, the power of youth, and nation-building. He said, "Youth is the best time. The way in which you utilise this period will decide the nature of coming years that lie ahead of you." I also reiterate his message and advise the youth to channelise their collective energy towards education, empowerment of youth, and nation-building.

On this occasion, I would also like to remember the words of Mahatma Gandhi for his idea of constructive contribution to society and the nation. He set an agenda before the countrymen in 1941 to bring constructive change in society. On similar grounds, we as part of the media fraternity should endeavour to focus more on constructive journalism. The collective strength of the countrymen would lead India to the path of becoming a global leader. Traditionally, 'Bharat' has been the 'Vishav Guru' in terms of disseminating knowledge to the whole world. We all have to attempt to create that type environment in which India lead the world.

To our dearest alumni, I urge them to be the leaders and the icons for the existing students. I expect them to maintain the brand value and the legacy of the IIMC. In whatsoever profession they are they should be helping hands for the future students.

I am aware of the efforts of the IIMCAA and appreciate its hard work to help alma maters of IIMC in providing scholarships for the needy students, recognition of professional work through awards and felicitation and personal support to the students of IIMC. I believe alma maters of IIMC greet each other as the member of the family during their interactions outside the premise as well.

IIMC is striving for 'Centre of Excellence' and this excellence is unimaginable without the support from alma maters. As a human being, you should not think about where life will take you. You should only think about where you want to take it. That will lead you to the path of a meaningful life.

Prof. Sanjay Dwivedi
Director General, IIMC
Patron, IIMC Alumni Association





EDITOR'S MESSAGE

I am pleased to present another successful edition of the IIMCAA souvenir. The occasion is all the more satisfying as we have been through a year when the pandemic COVID took a severe toll of the nation. It is indeed an achievement that IIMCAA has been able to stage its marquee event at all.

IIMCAA has worked hard, reaching out to members in India and in Nepal, Bangladesh, Dubai, and Singapore where connections meets were held. We continue to have active chapters in Australia, Canada, Germany (other European nations as well), China and Ghana.

The IFFCO IIMCAA Awards has seen the jury model being changed to members voting this year, in what was considered to be a useful experiment.

We also pressed ahead with IIMCAA scholarships and reached out to members in need, particularly in the context of COVID. There were Silver Jubilee Batch and Golden Jubilee Batch felicitations. It is a remarkable moment to recognise alums who are completing 25 and 50 years after finishing their study at IIMC. The 1995-96 is Silver and 1970-71 is the Golden batch.

The events would not have materialised without a tireless and dedicated team that works hard to make connections, sponsorship, logistics, content and design come together. A special mention here to Puja Mishra who looks after design, content, coordination from agency to the printer stage.

I wish all current students and alums of IIMC the very best.

Rajeev Deshpande
EJ, Delhi
1986-1987 Batch
Chief of National Bureau,
The Times of India





PRESIDENT'S MESSAGE

2020 has been an unprecedented year. A global pandemic that forced us to make choices and changes that were hitherto unheard of. Work from home is now the 'new' normal as are masks and sanitizers.

It was also a very trying time for business and industry and the lockdown across the world hit media businesses harder than some others. It is these unprecedented and trying times that I have had the opportunity to serve an extended term as the President of the IIMC Alumni Association and welcome you to the 9th edition of Connections.

As we come out of what undoubtedly is one of the darkest years in modern times, things are looking up and India and the world are fighting back with vaccines and safety standards. It is with hope and renewed vigour that I welcome all the alumni to IIMCAA Connections 2021.

Two decades ago, I began my professional journey after securing admission to the course in Radio and TV Journalism. Over the next two decades, the lessons learned inside these red brick walls have served me well. And many of the friends made on campus continue to be partners in crime professionally and personally.

Over the last 7-8 years, my memories have been refreshed and the connection rekindled through the alumni association. It has been my privilege to serve as the President of the IIMC Alumni Association since 2018 and as my term comes to end, I am humbled by the experience. I am also grateful to my small but extremely dedicated team — a bunch of alumni who have been driving all initiatives and, this year, have surpassed themselves in putting this event together.

While we reach out to the widest possible network of communicators, there remains a question of sustaining not just this event but the alumni association itself. As the organisation grows year on year and expands beyond the borders of India, we find ourselves increasingly constrained by the demands of finances and time. I urge all alumni gathered here, or those reading this message, to extend a helping hand in making your association successful.

I take this opportunity to wish all IIMC alum godspeed and the best of health.

Prasad Sanyal

RTV, Delhi
2000-2001 Batch
Chief Content Officer,
Hindustan Times Digital





PRINCIPAL ORGANISER'S MESSAGE

भारतीय जनसंचार संस्थान पूर्व छात्र संघ के नौवें सालाना मीट कनेक्शन्स 2021 में आप सबका स्वागत है।

इम्का ने जब इस साल एलुम्नाई मीट के मुख्य आयोजनकर्ता का पाग मुझे पहनाया तो लोग बधाई देने लगे। बधाई हमेशा, खून दोगुना कर देती है। अच्छा लग रहा था लेकिन मन परेशान था कि प्रायोजकों की खर्च कटौती के माहौल में 60 लाख जुटाने का लक्ष्य कैसे हासिल होगा। शुरुआती दौर में हमने समझ लिया कि ये नहीं होगा लेकिन जो सबसे बेहतर हो सकता है उसमें टीम जुट जाए। आज का आयोजन एक उत्साहित टीम की मेहनत का नतीजा है जो हारने को तैयार ही नहीं है। आयोजन कैसा है, इसका फैसला आपके हाथों में छोड़ता हूँ।

आयोजन समिति के सारे पद जवाबदेही के हैं। अगले साल जिनका नाम आए, उनको बधाई के साथ असीम शुभकामना, पर्याप्त सहयोग और भरपूर समर्थन दीजिए। कितना अच्छा होगा कि शुभकामना में आप ये बताएं कि आपका एक मित्र है जो स्यांसर कर सकता है। सहयोग में आगे आकर कहें कि इतनी मदद तो मैं खुद ही कर सकता हूँ। समर्थन में अपने नेटवर्क के मार्केटिंग और पीआर हेड से बात करके हमसे फॉलो-अप करवा सकते हैं। आयोजन समिति के सदस्यों को बधाइयों के साथ इस तरह के संबल की भी जरूरत है।

हम बजट लक्ष्य से काफी दूर रह गए हैं लेकिन हमारा हौसला बढ़ा है। इस बुरे दौर में जब लोग संसाधन जुटाने में संकट के मद्देनजर आयोजन टालने की सलाह दे रहे थे, तब यह मिलन का महोत्व एक सर्टिफिकेट है कि आईआईएमसी वाले कुछ भी कर सकते हैं।

कनेक्शन्स अगले साल 10 का हो जाएगा। आयोजन समिति में जो लोग भी आएँ, दिल खोलकर उनकी मदद करें। खुद बताएं कि आयोजन के लिए मैं ये कर सकता हूँ, ये करवा सकता हूँ, फिर 60 लाख क्या चीज है, हम वो लक्ष्य हासिल कर सकते हैं जिसे हमारी टीम ने भी ना सोचा हो।

पंकज झा

हिन्दी पत्रकारिता, दिल्ली

1997-1998 बैच

संपादक,

एबीपी न्यूज





NATIONAL MEET CONVENOR'S MESSAGE

My Dear Friends,

In May this year, it will be 27 years since I passed out of IIMC. In a way, my association with the alma mater is unique. I had the fortune of being a part of the first batch of the Dhenkanal campus. It was also here that I met my better half Mitali. Both of us started our careers as journalists, and I must say that the baby steps we took at the institute helped us build a fruitful career in the media sector over the years. Today, she teaches Journalism. I am heading Communications and CSR at a leading MNC, after a 20-year stint in leading business dailies. All this wouldn't have been possible without IIMC. So first of all, a big thank you to the family.

But we are still learning. From our own experiences, and from each other. It is therefore necessary that the alumnus participates in the activities of IIMCAA, and work together while giving back to the institute in whatever way each one of us can. The world around us has been changing rapidly, hastened by technology, the advent of social media and recently by the pandemic, and we need to take stock of the new trends in media that are going to influence people, politics and businesses over the next few months and years. While there have been some unfavorable developments impacting many of our lives, I am pretty confident that the opportunities that lie ahead of us are enormous and exciting. We are probably at the cusp of a change that could transform our lives and future generations in a way unimagined.

I wish the IIMCAA team and all those who have come forward to support it all the very best and much success in the future.

Thank you & warm regards,

Partha Ghosh
EJ, Dhenkanal
1993-1994 Batch
Vice President & Head, Corporate Communications & Citizenship,
Samsung Southwest Asia





CHAPTERS MEET CONVENOR'S MESSAGE

In any institute's alumni association, the role of chapters is very important. Chapters help the association to connect with more alumni and enhance communication among the members. Since 2012, IIMCAA has grown from Delhi to 16 chapters and five sub-chapters in India. It was not at all an easy journey. Reaching out to alumni in each city and create a network to form chapters is a huge task.

Here, I would like to thank all the members and the alumni based in all cities, who work together to create chapters in states and successfully running the operations.

With the use of new-age technologies members are sharing their experiences, fitness tips, cooking recipes, stories, books, journals and comics to keep each other busy in the pandemic. When the world is fighting with a deadly virus and experiencing restrictions, constant communications with each other is helping us to adjust to the situation and keeping us motivated.

As the mass communication industry is struggling with the current situation, IIMCAA is facing an uphill task to organise annual alumni meet in various places. The Central Committee has been in the front in mobilising resources to run the affairs. The State Chapters should also contribute to mobilising resources to sustain meets. Few states are involved but that is not enough to organise 16 chapter meets in the country.

I take this opportunity to request all the chapters to be 'Atmanirbhar' and contribute more actively. Let's take our IIMCAA to a new horizon.

Mitali Namchoom Singh, IAS
AD & PR, Delhi
2001-2002 Batch
Secretary, UD, ULB & Housing,
Govt. of Arunachal Pradesh





स्व उद्यमी युवा, आसान निवेश उद्यम सारथी ने बदला परिवेश

माननीय मुख्यमंत्री योगी आदित्यनाथ जी के मार्गदर्शन में उत्तर प्रदेश में युवाओं के लिए स्वरोजगार तथा सूक्ष्म, लघु एवं मध्यम उद्यम की स्थापना के लिए नई पहल

उद्यम सारथी एप



युवाओं के लिए अपना उद्यम स्थापित करने की कुंजी

केन्द्र व राज्य सरकार की योजनाओं, बैंकिंग सुविधाओं व ओडीओपी कार्यक्रम की महत्वपूर्ण जानकारी एक साथ उपलब्ध

विशेषताएं

- ♦ एमएसएमई की स्थापना के लिए पूर्ण मार्गदर्शन
- ♦ सिर्फ एक क्लिक में प्रदेश के विभिन्न औद्योगिक अवसरों की जानकारी
- ♦ ओडीओपी कार्यक्रम के माध्यम से स्थानीय कला और शिल्प को प्रोत्साहन
- ♦ युवा, किसान व महिलाओं के लिए रोजगार के आसान अवसर
- ♦ उद्योग के लिए ऋण प्रक्रिया व बाजार की उपलब्धता की विस्तृत जानकारी
- ♦ वेबिनार और वीडियो लेक्चर के माध्यम से विशेषज्ञों द्वारा मार्गदर्शन
- ♦ बिजनेस मॉडल को प्रोत्साहित करने व उद्योग विकास के लिए रणनीति
- ♦ ऑनलाइन कार्यशालाओं का आयोजन



स्वरोजगार व उद्यम शुरू करने के लिए
आज ही उद्यम सारथी एप डाउनलोड करें।





INTERNATIONAL MEET CONVENOR'S MESSAGE

First of all, I would like to pray for everyone's health and well-being in this challenging time. We all are experiencing an uncomfortable situation and the only thing that is keeping us motivated is the 'communication' among our close ones. This hard-hitting period has also given us opportunities to connect with our old pals. Thanks to IIMC Alumni Association for providing a platform to re-connect.

There are very few institutions, which has this kind of robust alumni association spread in five continents. We have been organising alumni meets in four countries - Bangladesh, Nepal, Singapore and the UAE, and we are gearing up to organise meets in Australia, Canada, Germany and Ghana in the coming years.

IIMCAA is in the process of starting chapters in other countries and strengthening the existing chapters. To achieve this, we require the help of all the alumni based in various countries to search for IIMCians in your respective countries. Connect more alumni in your country and expand this networking platform to every country in the world.

I would like to thank the organising team of Connections 2021. We all have been going through a tough time and hosting an event like this is a huge challenge but also a step towards normalcy.

Let's add more IIMCians to our network and make this year more eventful.

Gabriel Ahiabor

DJ, Delhi

2011 Batch

President, Ghana Chapter, IIMCAA

Senior Staff Writer,

Graphic Communications Group Limited





IFFCO IIMCAA AWARDS CONVENOR'S MESSAGE

We are all coming out on an extremely challenging year due to COVID-19, a pandemic that has impacted the entire world in ways many of which we don't know yet.

Until very recently most of us didn't know what this year would look like. So the fact that we would soon gather to celebrate another year of IFFCO IIMCAA Awards is something we should all celebrate.

A year of keeping distance from each other is turning into one where we are again getting to meet each other.

Communications is a field that thrives on relationships and network, as we learn from each other. This past year we were forced to use technology to connect and work from home - an entirely new experience, but not as satisfying as in-person meetings are.

IIMCAA has done really well in staying engaged with its members and stakeholders, helping them navigate the rough challenges all of them faced at a personal and professional level.

My congratulations and gratitude to the office bearers. At the same time my best wishes to all the award winners for their exemplary work during the once-in-a-century crisis that deserves to be recognised by one and all.

Rahul Sharma

EJ, Delhi
1985-1986 Batch
Managing Director, India,
APCO Worldwide





IFFCO IIMCAA AWARDS COORDINATOR'S MESSAGE

Dear IIMCians,

This is the 5th season of IIMCAA Awards which IIMCAA instituted in 2017. Initially we had 10 categories of awards which we expanded subsequently to 35 to include the varied fields and aspects of mass communication and now for the year 2021 we have reduced them to 12 categories.

This year we have restructured the awards and added many more felicitations for our alumni. From specific categories we have moved to general areas of mass communication for the competitive awards. For the felicitations we have added categories recognising the work of our alumni in building and maintain connections amongst us.

Our experience showed us that being very specific with the categories of the competitive awards brought in very few entries in some categories and also some areas or fields were still uncovered. So, to make the awards more inclusive we have restructured the categories and broadened them to include a wide variety of work. This would get a larger number of people to participate and showcase their professional prowess.

We have also changed our methodology of judging and selection. This year we made our alumni members the judges! Instead of a jury evaluating the entries we got the association members to judge the entries and vote for the best. The idea was to keep our members connected and linked with each other and be active participants of the alumni association. To keep the process fair and transparent we had an external auditor monitor the entire proceedings.

With the reduction in the number of categories we were able to increase the prize money for the awards making it more attractive for all the participants. So now we have 7 awards in the competitive category and 5 felicitations.

The awards are growing and evolving year by year thanks to all the efforts of the team which works relentlessly for them. My special appreciation for all the team members who willingly contribute their time and effort for this task.

Best wishes to the IMCAA family which keeps growing year by year and we are able to motivate more and more of our alumni to be part of this movement.

Simrat Gulati
AD & PR, Delhi
1984-1985 Batch
Academician in Marketing and Advertising



पतंजलि के हर्बल टूथपेस्ट से दाँतों को दें लम्बी उम्र का वरदान

पतंजलि®
दन्त कान्ति



ताजगी का
इन्द्रधनुष

7 प्रकार के
हर्बल टूथपेस्ट

दन्त कान्ति एलोवेरा

14 जड़ी-बूटियों से निर्मित

पेश है भारत का पहला एलोवेरा टूथपेस्ट जो पायरिया, मसूड़ों से खून आना, सेंसिटिविटी एवं पीलेपन आदि से बचाए और दाँतों व मसूड़ों को दे असरदार सुरक्षा।

दन्त कान्ति फ्रेश एक्टिव जैल

9 जड़ी-बूटियों से निर्मित

ठंडक की अनुभूति के साथ आपको दे सुखद स्वाद और लम्बे समय तक ताजा साँसें। अब सिर्फ कैमिकल से बने अन्य हानिकारक जैल टूथपेस्ट न अपनाएं।

दन्त कान्ति नैचुरल

13 जड़ी-बूटियों से निर्मित

दाँतों व मसूड़ों की समस्याओं जैसे पायरिया, मसूड़ों से खून आना एवं पीलेपन आदि से छुटकारा दिलाकर आपको देता है प्राकृतिक सुरक्षा कवच व स्वस्थ और सुन्दर मोती जैसे दाँत।

दन्त कान्ति रेड टूथपेस्ट

16 जड़ी-बूटियों से निर्मित

बेशकीमती जड़ी-बूटियों, गेरु व टंकण को मिलाकर बनाया गया एक विशिष्ट टूथपेस्ट जो आपके दाँतों को लम्बे समय तक कीटाणुओं से बचाकर दे ताजा साँसें।

दन्त कान्ति मेडीकेटेड

मसूड़ों की सूजन, खून आना, दाँतों की सेंसिटिविटी (झंझनाहट) में लाभदायक। दाँतों व मसूड़ों को मजबूत व स्वस्थ बनाए।

दन्त कान्ति जूनियर

एसएलएस फ्री

कैविटीज से दाँतों को बचाए, कीटाणुओं से लड़े और ओरल हाइजीन को बनाए रखे। हानिकारक एसएलएस फ्री टूथपेस्ट।

दन्त कान्ति एडवांस्ड 26 जड़ी-बूटियों से निर्मित

दाँतों व मसूड़ों को बनाए स्वस्थ व उन्हें दे लम्बी उम्र। डेन्टल प्रॉब्लम्स जैसे पायरिया, मसूड़ों की सूजन, दर्द व खून आना, सेंसिटिविटी, दुर्गंध एवं दाँतों के पीलेपन से दे छुटकारा।



IIMCAA MEDICAL ASSISTANCE FUND CHAIRMAN'S MESSAGE

मित्रों, दो वर्ष पूर्व जब इमका ने अपने संस्थान से जुड़े साथियों की मदद के लिए मेडिकल फंड बनाया था तब इस बात का अहसास नहीं था कि यह प्रयास इतना सफल होगा कि यह इतना शीघ्र एक संगठित स्वरूप प्राप्त कर लेगा. लेकिन आप सभी जानते हैं कि पिछले दो साल में इमका के इस फंड से कितने साथियों को मदद मिली है. इस वर्ष से यह फंड एक ट्रस्ट के रूप में परिवर्तित हो रहा है. अब हम इसके जरिए न केवल अपने साथियों की चिकित्सा के लिए ज्यादा बेहतर तरीके से मदद कर पाएंगे बल्कि इससे हमारे कार्यक्षेत्र का भी विस्तार होगा.

सभी जानते हैं कि ट्रस्ट के जरिए इमका की सोच को धरातल पर लाना सरल नहीं है. हमें इसके लिए पर्याप्त वित्तीय मदद की आवश्यकता होगी. अभी तक हम फंड्स के लिए सीमित संसाधनों पर ही निर्भर हैं, लेकिन कार्यक्षेत्र को यदि विस्तार देना है तो हमें अधिक संसाधनों की आवश्यकता होगी. इसमें आप सभी साथियों की भूमिका अहम होगी. फंड्स जुटाने के लिए अब अपने सालाना कार्यक्रम का इंतजार करने की जरूरत नहीं रहेगी. आप कभी भी अपने संपर्कों की मदद से ट्रस्ट में योगदान कर सकते हैं. आप लोगों के सहयोग के बिना निश्चित ही यह संभव नहीं हो पाएगा.

अपने सहयोगियों और समाज के प्रति अपनी जिम्मेदारियों को करने के लिए आइए संगठित होकर इमका के लक्ष्यों की प्राप्ति में सहभागी बनें.

नितिन प्रधान

हिन्दी पत्रकारिता, नई दिल्ली

1990-1991 बैच

प्रेसिडेंट,

Fortuna PR





IIMCAA SCHOLARSHIP CHAIRMAN'S MESSAGE

भारतीय जनसंचार संस्थान से जुड़े सभी साथियों का कनेक्शन्स -2021 में स्वागत है. वक्त का ये वो मुकाम है, जब कोरोना संक्रमण काल से देश उबर रहा है. जिंदगी धीरे-धीरे पटरी पर लौट रही है. मिलने-जुलने का दौर भी कमोबेश शुरू हो रहा है, लेकिन कोरोना अभी पूरी तरह से गया नहीं है. ऐसे में आईआईएमसी के साथियों के पुनर्मिलन का आयोजन किसी चुनौती से कम नहीं था. इम्का ने इस चुनौती को स्वीकार किया और लगातार नौवें साल हम फिर एक साथ कैंपस में हैं. इम्का ने नए-पुराने साथियों से मिलने जुलने का ये सिलसिला टूटने नहीं दिया.

नए और पुराने छात्रों का कनेक्शन मजबूत करने में इम्का पूरे साल जुटा रहता है. एसोसिएशन की पूरी टीम इसके लिए बधाई की हकदार है. इस साल कोरोना के चलते तमाम मुश्किलें थीं, फिर भी एसोसिएशन ने कनेक्शन-2021 के आयोजन का बीड़ा उठा लिया और कामयाबी के साथ इसे साकार भी किया.

इस वर्ष इम्का ने मुझे स्कॉलरशिप समिति के चेयरमैन की जिम्मेदारी सौंपी है. मेरे लिए ये बहुत सम्मान की बात है, क्योंकि मेरी नजर में किसी की पढ़ाई में आर्थिक मदद से ज्यादा श्रेष्ठ कोई काम नहीं हो सकता है. आर्थिक रूप से कमजोर छात्रों के लिए एसोसिएशन ने तीन साल पहले स्कॉलरशिप शुरू की थी. 2019 में 11 छात्र-छात्राओं को 25 हजार रुपये की स्कॉलरशिप दी गई थी. 2020 में 27 को स्कॉलरशिप दी गई. इस साल हम 28 स्कॉलरशिप देंगे.

आईआईएमसी छात्र-छात्राओं को फीस में छूट प्रदान करता है, लेकिन जिनको फीस में छूट नहीं मिलती, एल्युमुनाई एसोसिएशन उनको स्कॉलरशिप देता है. 28 में से दो स्कॉलरशिप इम्का के कोष से दिया जाएगा, बाकी 26 स्कॉलरशिप का प्रबंध एल्युमुनाई और शुभचिंतकों के सहयोग से हो रहा है. इसके लिए हम उनके प्रति आभारी हैं. संस्थान से फीस माफी की लिस्ट फाइनल होने के बाद इम्का स्कॉलरशिप के चयन की प्रक्रिया शुरू होगी. छात्र-छात्राओं को इसे एक आयोजन में सौंपा जाएगा.

कोरोना संक्रमण काल से उबकर एल्युमुनाई एसोसिएशन ने जिस तरह से कार्यक्रम का आयोजन किया है, उससे ये भी तय है कि ये कनेक्शन टूटने वाला नहीं है. कनेक्शन साल दर साल और मजबूत बनता जाएगा.

धन्यवाद

सुप्रिय प्रसाद

हिंदी पत्रकारिता, दिल्ली
1994-1995 बैच
न्यूज डायरेक्टर,
आजतक





GENERAL SECRETARY'S MESSAGE

Welcome to Connections 2021,

I would like to express my sincere gratitude to our alumni, sponsors and partners for constantly supporting us for 9 years now. We have grown in every aspect in these 9 years. With the support of our alumni we have come a long way.

The year gone by was a difficult one for all of us. With the blessings of the almighty, collectively, we have regained the pace of growth. I would like to thank our sponsors and partners for supporting us in these difficult times.

The pandemic is a learning for all of us. The time of uncertainty gave us the learning of connecting with our loved ones. Connections, as the name amplifies aims to connect as many alumni. We have returned with the same aim this year as well.

The pandemic also taught us the importance of being healthy. IIMCAA Medical Assistance fund was curated with the same thought. Since its inception, the IIMCAA Medical assistance fund has helped the alumni in medical need. Likewise under the IIMCAA scholarship, 28 students will receive scholarships this year.

IIMCAA Awards have been restructured. IIMCAA has reduced the number of awards in the competitive category, but has added a few more for felicitation. The prize money has also been increased.

I would like to urge the state chapters and sub chapters to come forward and help in taking IIMCAA to newer heights.

Let's Connect!

Yours truly,

Harshendra Singh Verdhan

AD & PR, New Delhi

2004-2005 Batch

Head of Brand Communications & PR,
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Madhur Kalra
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Megha

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Jyoti Prakash Mohapatra - Odisha Chapter
Santosh Valmiki - Uttar Pradesh Chapter
Pankaj Jha - Uttar Pradesh Chapter
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Arvind Shukla - Meerut Sub Chapter
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Neeraj Bajpai - Maharashtra Chapter
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Saqib Khan - Bihar Chapter
Manoj Kumar - Jharkhand Chapter
Pranav Pratyush Das - Jharkhand Chapter
Amrita Maurya - Rajasthan Chapter





TEAM IIMCAA

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Amit Pathe - Madhya Pradesh Chapter
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Irene Lalruatkimi - Mizorm Sub Chapter
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Saurabh Chaturvedi - Singapore Chapter
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Zahid Newaz Khan - Bangladesh Chapter
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Rahul Sharma

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TEAM IIMCAA

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TEAM IIMCAA

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Organisation Secretary- Late Aman Brar





TEAM IIMCAA

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Executive Member- Bishnu Kumar (RTV, 2008-09)
Executive Member- Vikash Sahu (HJ, 2014-15)

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TEAM IIMCAA

Mizoram Sub Chapter, North East Chapter

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General Secretary- Christopher Z. Sailo- RTV, Delhi, 2008-09 Batch
Treasurer- Ezrela Dalidia Fanai, EJ, Delhi, 2010-11 Batch
Executive Member- Angela Lalrintuangi- ADPR, Delhi, 1998-99 Batch
Executive Member- K. Lalremsanga- RTV, Delhi, 2003-04 Batch
Executive Member- Lawmsangkimi Pachuau- EJ, Aizawl, 2011-12 Batch
Executive Member- Maria Grace Lalramengi- EJ, Aizawl, 2012-13 Batch
Executive Member- Nigel Hmingthansanga- EJ, Aizawl, 2012-13 Batch
Executive Member- JV Lalnunpuia- EJ, Aizawl, 2016-17 Batch
Executive Member- Amy Felicia Danielle- EJ, Aizawl, 2016-17 Batch

Andhra Pradesh and Telangana Chapter

President- Madhavi Naidu
General Secretary- Vivek Kumar
Organisation Secretary- Rajkumar Ashutosh
Treasurer- Santiswarupa Samantaray
Executive Member- Rajesh Parida
Executive Member- Anshul Shukla
Executive Member- Chetan Mallik

Karnataka Chapter

President- Mr. Rajender Kataria, IAS - AD-PR, Delhi | 1989- 1990 Batch
General Secretary- Mr. A R Hemant - EJ, Delhi | 2004-05 Batch
Treasurer- Ms. Kiran Sharma - EJ, Dhenkanal | 2015-16 Batch
Organisation Secretary - Mr. Chaithanya Krishnaraju- AD-PR, Delhi | 2013-14 Batch

Kerala Chapter

President- Kurian Abraham
Vice President- KSR Menon
General Secretary- Roshni R.K.
Treasurer- Hussain Kodinhi

Tamil Nadu Chapter

Dissolved after committee officials transferred to other cities. Revival attempts are underway.

Singapore Chapter

President- Zafar Anjum, EJ, 1995-96 Batch, Delhi
General Secretary- Saurabh Chaturvedi, EJ, 2006-07 Batch, Delhi
Treasurer- Aradhana Srivastav, HJ, 2005-06 Batch, Delhi

United Arab Emirates Chapter

President- Seema Sangra
General Secretary- Debasree Banerjee
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Executive Member- Gopal Jha
Executive Member- Jagdishwor Pandey
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Executive Member- Sharad Chandra Bhandary
Executive Member- Balkrishna Prasad Shah
Executive Member- Jyoti Tiwari
Executive Member- Dipa Dahal
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Vice President- Azizul Islam Bhuiyan (Editor, Bangladesh News)
Vice President- M Rahmat Ali (National Consultant, WHO)
General Secretary- M Zahid Newaz Khan (Chief News Editor, Channel i)
Joint General Secretary- Angur Nahar Monty (Joint News Editor, News24)
Treasurer- Ranjan Sen (News Editor, Ekushey TV)
Executive Member- Nazrul Islam Mithu (Bangladesh Correspondent, DPA)
Executive Member- Wares Hossain (Senior Asst. Secretary, National Parliament Secretariat)
Executive Member- Naznin Akhter Tonni (Senior Sub Editor, Prothom Alo)

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President- Mr. Beruni S. Alimov
General Secretary- Fotimakhon Makhsimova

Ghana Chapter

President- Gabriel Ahiabor
General Secretary- Zakari Musah
Treasurer- Adwoa Konadu-Yiadom
Executive Member/ Organiser- Delali Sika
Assistant Treasurer- Matilda Tettey

Australia Chapter

President- Melvyn Gilbert, RTV, 2005-06, Delhi
General Secretary- Vrishali Jain, EJ, 2015-16, Delhi

United States of America, East Coast Chapter

Coordinator- Supreet Bains-Sharma, AD & PR, 1990-91 Batch, Delhi





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Coordinator- Rakesh Nayak, EJ, 2002-03, Delhi

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“Hindustan Ke Bane Hain Hum”

World famous artist Sudarsan Pattnaik captures 24 years of HCCB in a unique sand sculpture

Depicts HCCB as a rising sun of the manufacturing sector with a decidedly Indian core.

Padma Shri awardee Shri Sudarsan Pattnaik, rendered his interpretation of 24 years of HCCB's journey in India, through his world-famous art form of sand sculptures at Orissa's Puri beach today. HCCB (Hindustan Coca-Cola Beverages) is one of India's top FMCG companies, which celebrates its incorporation on 14th February, 1997, using traditional India art forms as the medium of expression. The sand sculpture by Shri Pattnaik depicts HCCB as the rising sun of the manufacturing sector, whose values are inspired by the Indian way of living and thinking. It took almost 8 hours for Shri Pattnaik to make this artwork and he used 8 tons of sand in the whole process.



The sand sculpture portrays the modernity of the machines at HCCB with the wisdom of its people – a fine balance of head and heart. Through motifs in the sand like fruits, farm, factory, and forklifts, he beautifully captures the farm-to-table journey of HCCB's products. Engineering tools, truck and bottling lines capture the contribution of partners, suppliers, farmers, transporters, distributors, and retailers that are so integral to the successful operations of HCCB. The warmth of the sun rays as the sand sculpture's background is meant to amplify the radiance, hope, positivity, and inclusivity in HCCB employees. The entire depiction is neatly summarised in a pithy description "**Hindustan ke Bane Hai Hum**" which translates as "**HCCB is a creation of India**".

The sand sculpture remained a visual treat for visitors for almost the entire second half of the day. Several employees of HCCB with their family members, masked and alert; also made trips to the beach.

For more details, visit www.hccb.in or follow our social media handles.



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IIMCAA FOUNDING MEMBERS



Mr. Mukesh Kaushik
HJ, Delhi
1987-88 Batch



Mr. Harshendra Singh Verdhan
AD & PR, Delhi
2004-05 Batch



Mr. Gaurav H. Dikshit
AD & PR, Delhi
2004-05 Batch



Mr. Animesh Biswas
EJ, Delhi
2005-06 Batch



Mr. Ritesh Verma
HJ, Delhi
2005-06 Batch



Mr. Anand Saurabh Upadhyay
HJ, Delhi
2008-09 Batch



Late Kunwar Abhishek Bhagat
EJ, Amravati
2011-12 Batch



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Ms. Simrat Gulati
AD & PR, Delhi
1984-1985 Batch



Mr. Mukesh Kaushik
HJ, Delhi
1987-1988 Batch



Mr. Anupam Srivastava
HJ, Delhi
1989-1990 Batch



Ms. Renu Kakkar
EJ, Delhi
1989-1990 Batch



Mr. Rajender Kataria, IAS
AD & PR, Delhi
1989-1990 Batch



Mr. Kalyan Ranjan
HJ, Delhi
1990-1991 Batch



Mr. Nitin Pradhan
HJ, Delhi
1990-1991 Batch



Mr. Supriya Prasad
HJ, Delhi
1994-1995 Batch



Mr. Sarvesh Tiwari
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1994-1995 Batch

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EJ, Dhenkanal
1994-1995 Batch



Ms. Gayatri Rath
EJ, Dhenkanal
1994-1995 Batch



Mr. Pramod Kumar
HJ, Delhi
1995-1996 Batch



Mr. Braj Kishore
EJ, Delhi
1995-1996 Batch



Mr. Santosh Kumar Dubey
HJ, Delhi
1995-1996 Batch



Mr. Rajesh Parida
EJ, Dhenkanal
1996-1997 Batch



Mr. Neeraj Bajpai
HJ, Delhi
1996-1997 Batch



Ms. Gayatri Srivastava
EJ, Delhi
1996-1997 Batch



Mr. Anuranjan Jha
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2000-2001 Batch



Mr. Chetan Malik
EJ, Delhi
2000-2001 Batch



Mr. Prasad Sanyal
RTV, Delhi
2000-2001 Batch



Mr. Dahey Sangno
EJ, Dhenkanal
2000-2001 Batch



Mr. Neeraj Jha
RTV, Delhi
2000-2001 Batch



Mr. Devidutt Tripathy
EJ, Delhi
2003-2004 Batch



Mr. Harshendra Singh Verdhan
AD & PR, Delhi
2004-2005 Batch



Mr. Gaurav H. Dikshit
AD & PR, Delhi
2004-2005 Batch



Mr. Venkatram Reddy Sureddy
EJ, Delhi
2004-2005 Batch

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2004-2005 Batch



Mr. Rahul Chandra
HJ, Delhi
2005-2006 Batch



Mr. Animesh Biswas
EJ, Delhi
2005-2006 Batch



Mr. Ritesh Verma
HJ, Delhi
2005-2006 Batch



Ms. Vrinda Mathur
AD & PR, Delhi
2006-2007 Batch



Mr. Pee Lee Ete
EJ, Delhi
2007-2008 Batch



Mr. Anand Saurabh Upadhyay
HJ, Delhi
2008-2009 Batch



Ms. Vartika
RTV, Delhi
2009-2010 Batch



Mr. Mohit Agarwal
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AD & PR, Delhi
2011-2012 Batch



Mr. Muni Shankar Pandey
HJ, Delhi
2011-2012 Batch



Mr. Gourav Choudhary
AD & PR, Delhi
2014-2015 Batch



Mr. Ajit Singh Dara
EJ, Aizawl
2014-2015 Batch



Mr. Badri Nath
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2015-2016 Batch



Mr. Narender Soni
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2016-2017 Batch

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AUDIT REPORT OF IIMC ALUMNI ASSOCIATION

The Members of **IIMC ALUMNI ASSOCIATION**

We have audited the accompanying financial statements of **IIMC ALUMNI ASSOCIATION**, which comprise the Balance Sheet as at March 31, 2020, and the Income and Expenditure statement for the year then ended, which are in agreement with the books of account maintained by the said Association.

Board's Responsibility for the Financial Statements

Board is responsible for the preparation of these financial statements in accordance with the Income Tax Act, 1961. This responsibility includes the design, implementation and maintenance of internal control relevant to the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the Standards on Auditing issued by the Institute of Chartered Accountants of India. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Association's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of the accounting estimates made by board, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion and to the best of our information and according to the explanations given to us, the financial statements of **IIMC ALUMNI ASSOCIATION** for the year ended March 31, 2020 give a true and fair view:-

- i) in the case of the Balance Sheet, of the state of affairs of the IIMCAA as at 31st March, 2020;
- ii) in the case of the Income and Expenditure Account, of the profit for the year ended on that date.

For PAC & Co.

Chartered Accountants
ICAI Firm Registration No: 027195 N

Sd/-

CA. Puneet Gupta

Partner
Membership No: 529247

Date: 09th Jan 2021

Place: New Delhi

UDIN: 21529247AAAAAE4443

Corporate office : Suite No B-357A, 1st Floor, New Ashok Nagar, Delhi-110096
Contact us : 011-65-8000-20 ,+91-99999-72014, +91-99682-27574, Email: info@pragsadvisors.com
Website : www.pragsadvisors.com



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

BALANCE SHEET (AS ON 31st MARCH 2020)			
LIABILITIES	As on 31-03-2020	ASSETS	As on 31-03-2020
CAPITAL A/C		Fixed Assets (As Per Annexure 1)	7,046.00
Opening balance (2,60,331.60)		CURRENT ASSETS LOANS AND ADVANCES	
Add: Net Surplus 8,42,757.22	5,82,425.62	Sundry Debtors (As Per Annexure 2)	14,57,786.00
Current Liabilities		Cash & Bank	
Sundry Creditors (As Per Annexure 5)	10,03,056.68	Cash at Bank	6,22,328.52
Provision for Expenses (As Per Annexure 6)	1,43,600.00	Cash in hand	3,344.00
Award & Prize Distribution Exp Payable	5,97,000.00	Loans & Advances	
TDS Payable (As per Annexure-7)	44,346.00	Balance with Revenue Authorities	2,97,288.78
Advance for Sponsorship	62,600.00	(As Per Annexure 3)	
(As per Annexure-8)		Advance to Supplier	45,235.00
		(As Per Annexure 4)	
Total	24,33,028.30	Total	24,33,028.30

INCOME & EXPENDITURE ACCOUNT For the Year ended 31st March 2020			
PARTICULARS	AMOUNT	PARTICULARS	AMOUNT
To Alumni Meet Expenses	26,23,595.00	By Sponsorship Fees	38,20,000.00
To Donation Expenses	9,70,000.00	By Advertisement Income	13,09,746.00
To Award & Prize Distribution Exp	7,19,800.00	By Donation Received for Scholarship	7,00,000.00
To Travelling Expenses	2,99,732.73	By Bank Interest	14,381.00
To Souvenir Expenses	2,27,000.00	By Membership Fees	6,000.00
To Web Site Expenses	45,000.00		
To Accounting Expenses	42,000.00		
To Professional Charges	33,980.00		
To Audit Fees	15,000.00		
To Courier Charges	10,314.00		
To Interest and Late Fee on GST	8,441.00		
To W/off	6,235.51		
To Interest and Late Fee on TDS	4,260.54		
To Depreciation	1,244.00		
To Bank & TDR Charges	767.00		
To Income	8,42,757.22		
Total	58,50,127.00	Total	58,50,127.00

For PAC & Co.
Chartered Accountants
Firm Regn No: 027195N

Sd/-

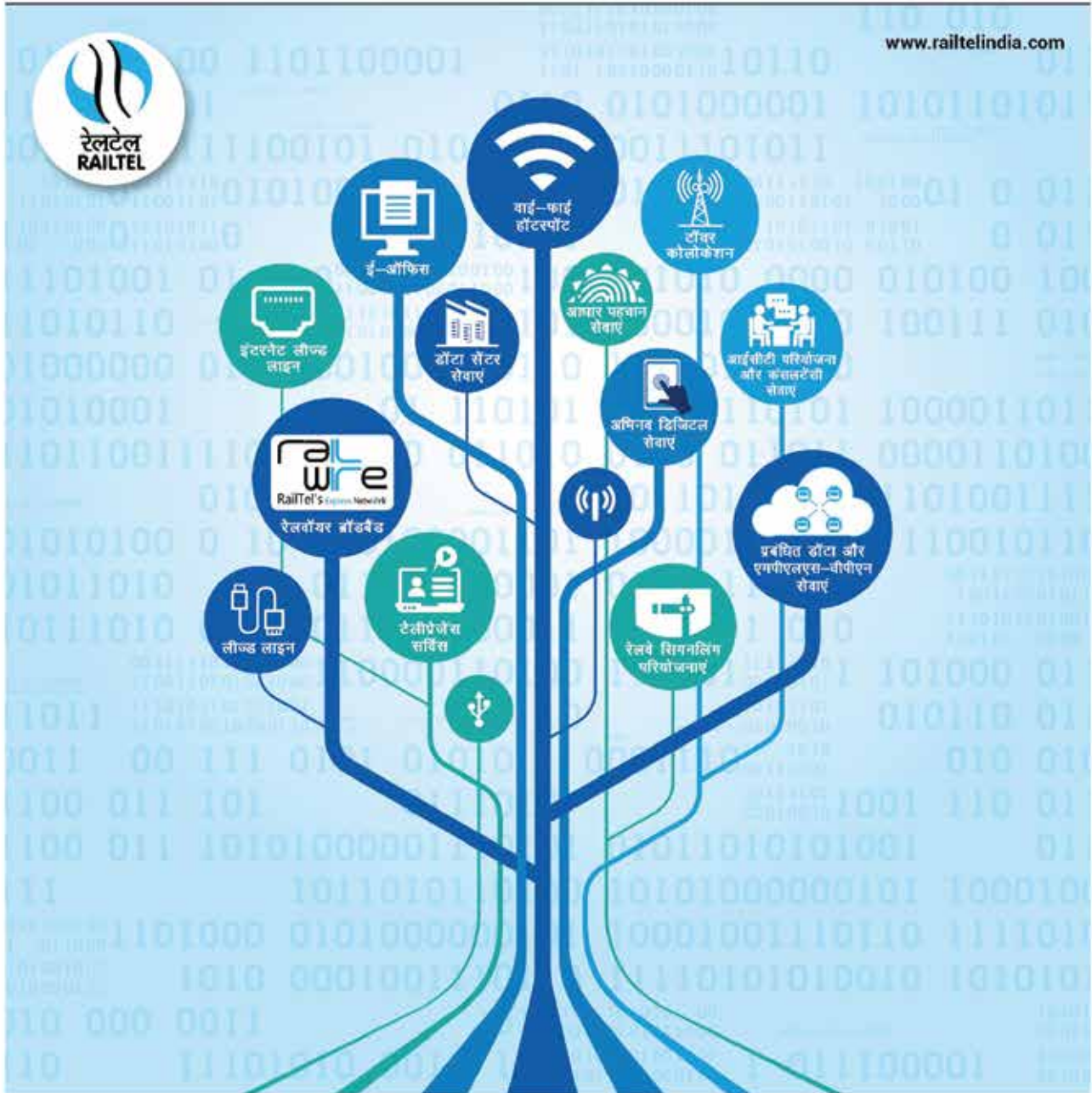
Puneet Gupta
Partner
M.No : 529247
UDIN: 21529247AAAAAE4443

Date : 09/01/2021
Place:- New Delhi

For IIMC Alumni Association

Sd/-

Animesh Biswas
(Treasurer)



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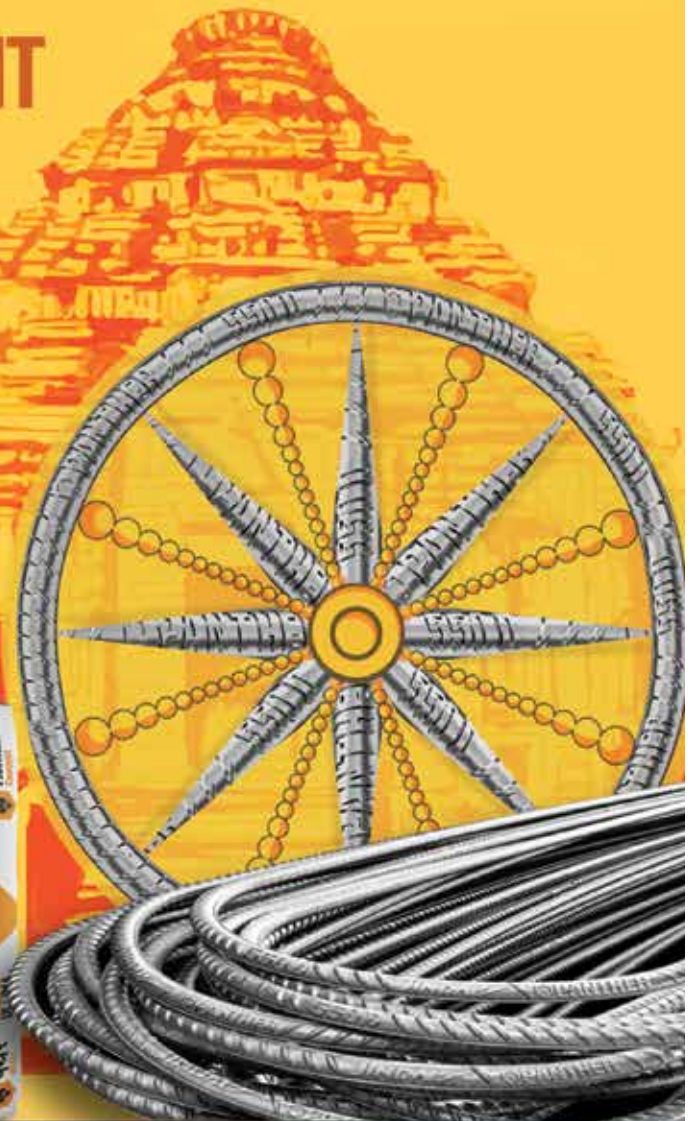


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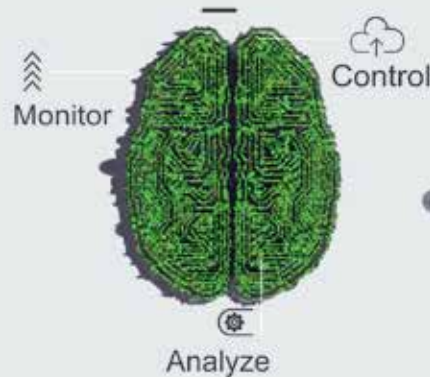
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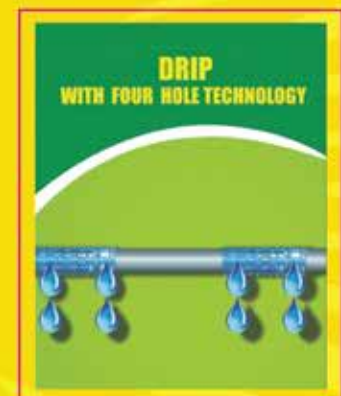
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Connections 2020, Bhubaneswar Meet, 15 February



Connections 2020, Lucknow Meet, 23 February



Connections 2020, Amravati Meet, 24 February



Connections 2020, Jammu Meet, 29 February



Connections 2020, Mumbai Meet, 1 March





CONNECTIONS 2020 STATE CHAPTER MEETS



Connections 2020, Guwahati Meet, 7 March



Connections 2020, Kolkata Meet, 8 March



Connections 2020, Hyderabad Meet, 14 March



Connections 2020, Pune Meet, 15 March



Connections 2020, Singapore Meet, 22 March



Connections 2020 Ranchi Closing Meet, 20 December



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YEAR GONE BY IN PICTURES



Mccluskieganj - Jharkhand Chapter Annual Picnic 9 February, 2020



Delhi - Remembering our beloved alumnus Late Aman Brar



Delhi - Remembering our beloved alumnus Late Aman Brar



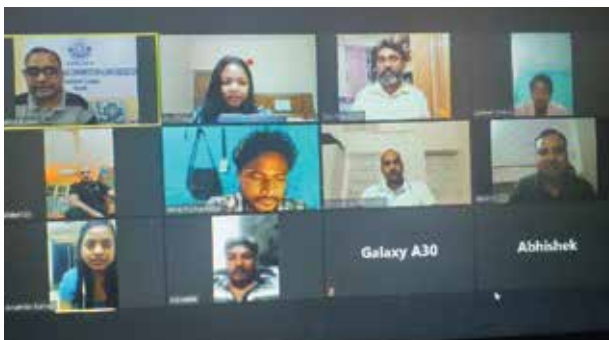
Raipur - Chhattisgarh Chapter Meeting 7 March, 2020



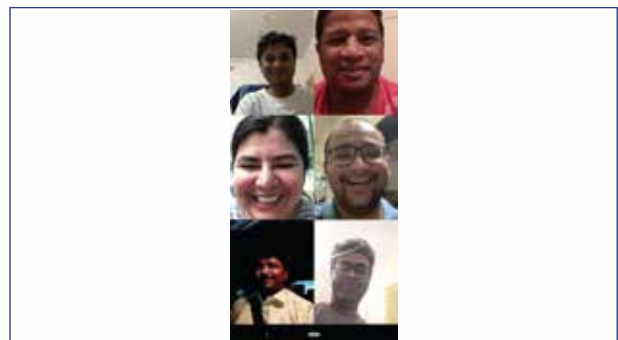
Mumbai Maharashtra Chapter Meeting 19 June, 2020



Ranchi Jharkhand Chapter Corona Lockdown Supporting Activities



Ranchi Jharkhand Chapter Meeting 6 June, 2020



Bengaluru Karnataka Chapter Meeting 14 June, 2020





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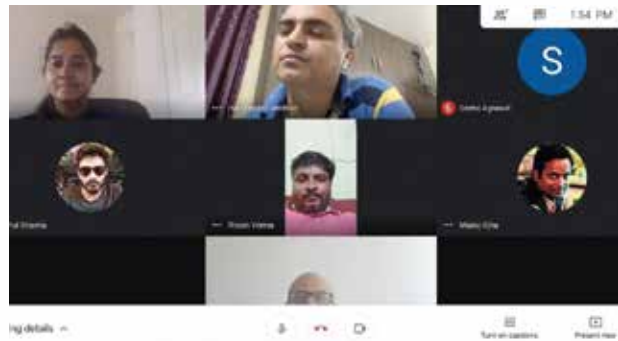
Bhopal Madhya Pradesh Chapter Meeting 8 July, 2020



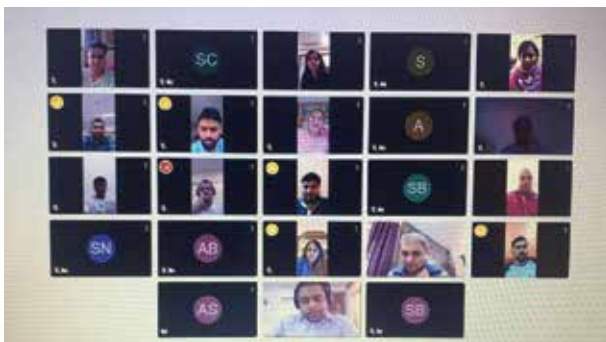
Team IIMCAA Calls On Prof. Sanjay Dwivedi, DG- IIMC 17 July, 2020



Delhi CC Meeting 13 September, 2020



IIMCAA Canada Chapter Informal Meeting 20 September, 2020



IIMCAA Governing Council Emergency Meeting 20 September, 2020



Remembering Late Parth Sarthi Nigam 11 October, 2020



Remembering Late Parth Sarthi Nigam 11 October, 2020



Delhi Central Committee Meeting 1 November, 2020





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(Planting a greener future)

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(मिशन-सम्पूर्ण हरियाली)

हर ओर हरियाली, हर घर खुशहाली
(15,000 से ज्यादा स्वयंसेवकों का देशव्यापी अभियान)

उपलब्धियाँ

- 🌱 पौधारोपण के क्षेत्र में 44 वर्षों का व्यापक अनुभव
- 🌱 देश के 18 राज्यों के अंतर्गत, 202 जिलों तक पहुंच
- 🌱 2 करोड़ 27 लाख पेड़ राष्ट्र को सपरिचित किया
- 🌱 1 करोड़ से ज्यादा पीपल वृक्ष
- 🌱 नीम अभियान के अंतर्गत 74 लाख नीम का पेड़
- 🌱 लाखों की संख्या में 40 स्थानीय प्रजातियों के वृक्ष
(जामुन, शीशम, बकाईन, अर्जुन, अनार, बरगद....)
- 🌱 100 से ज्यादा शहरी पौधशाला का निर्माण
- 🌱 राष्ट्रीय राजधानी क्षेत्र में 13 लाख 70 हजार से ज्यादा पेड़
- 🌱 63 देशों के पौधारोपण से जुड़े व्यक्तियों को प्रशिक्षण

हमसे जुड़ें

📷 [instagram.com/givemetreestrust](https://www.instagram.com/givemetreestrust)

📺 [youtube.com/give me trees trust](https://www.youtube.com/give%20me%20trees%20trust)

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जन्मदिवस, स्थापना दिवस.... को, हरियाली दिवस के रूप में मनाएं।
पूरे भारतवर्ष में हरियाली लायें।।

161 G, Pocket-4, Mayur Vihar Phase-1, Delhi-110091



YEAR GONE BY IN PICTURES



Remembering Late Prabir Pradhan, Bhubaneswar, 8 November, 2020



IIMCAA Governing Council Meeting 11 December, 2020



Delhi - Central Committee Meeting 13 December, 2020



Bengaluru Karnataka Chapter Meeting 27 December, 2020



Delhi - Central Committee Meeting 3 January, 2021



Bhopal - Madhya Pradesh Chapter Meeting 10 January, 2021



Ranchi - Jharkhand Chapter Committee Meeting 10 January, 2021



Patna - Bihar Chapter Meeting 11 January, 2021





YEAR GONE BY IN PICTURES



Delhi - Central Committee Meeting 10 January, 2021



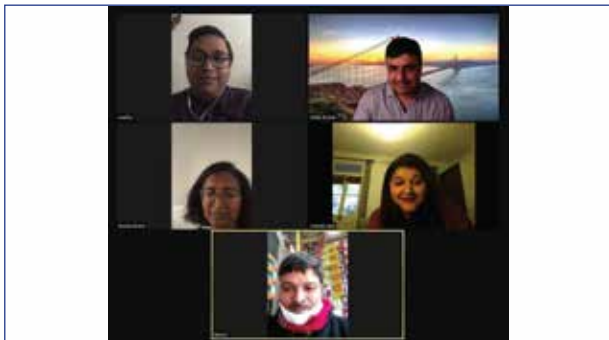
Delhi - Central Committee Meeting 17 January, 2021



Kathmandu IIMCAA Nepal Welcome Dinner to Indian Ambassador 23 January, 2021



Mumbai Maharashtra Chapter Meeting 23 January, 2021



Australia Chapter Virtual Meeting 24 January, 2021



Delhi - Central Committee Meeting 24 January, 2021



Patna - Bihar Chapter Meeting 26 January, 2021



Bengaluru - Karnataka Chapter Meeting 26 January, 2021





YEAR GONE BY IN PICTURES



Delhi - Central Committee Meeting 31 January, 2021



Delhi - Central Committee Meeting 7 February, 2021



Delhi - Central Committee Meeting 14 February, 2021



Netarhat - Jharkhand Chapter Annual Picnic - 13-14 February, 2021



Dhaka - IIMCAA Bangladesh Greets Indian HC - 16 February, 2021



Delhi - Central Committee Meeting 21 February, 2021



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KANNADA PRABHA

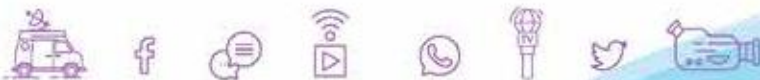
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IIMCAA SCHOLARSHIPS 2020





IIMCAA SCHOLARSHIPS 2020





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IIMCAA SCHOLARSHIPS 2020



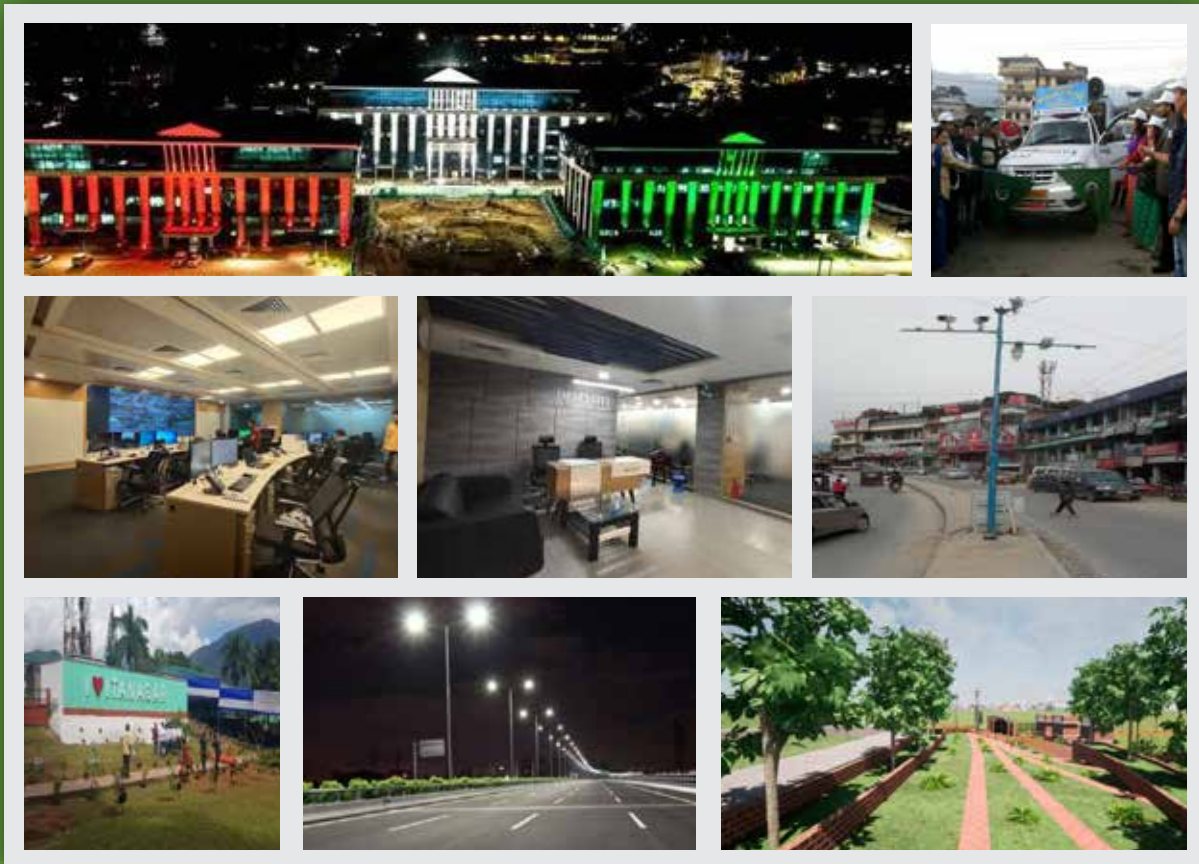


IIMCAA SCHOLARSHIPS 2020





ITANAGAR SMART CITY



ITANAGAR SMART CITY DEVELOPMENT CORPORATION LIMITED

The Itanagar City under Smart City Project was selected on 19th January, 2018 in round four by the Ministry of Urban Development and Housing, GOI.

The Govt. of Arunachal Pradesh has constituted the Special Purpose Vehicle (SPV) for implementation of Smart City project.

The Itanagar Smart City Project mainly focuses on Area Based Development and Pan City Solutions and most of the

interventions are being planned by leveraging upon its natural beauty and ethno-cultural identity.

Itanagar Smart City ABD area is spread across 270 acres of land and focuses on retrofitting, redevelopment and green development.

Pan City development covers the entire Itanagar capital region including Naharlagun, Nirjuli and Banderdewa towns.



IIMC GOLDEN & SILVER JUBILEE ALUMNI BATCHES

GOLDEN JUBILEE | 1970-1971 BATCH

Mohan K Tikku | Journalism, Delhi
Prof. Baldev Raj Gupta | Journalism, Delhi
PV Satheesh | Journalism, Delhi

SILVER JUBILEE | 1995-1996 BATCH

Abhay K. Chaudhari | AD & PR, Delhi
Ajay Nandan | HJ, Delhi
Alaka Sahani | EJ, Dhenkanal
Alekha Sahoo | EJ, Dhenkanal
Amish Srivastava | HJ, Delhi
Anil Kumar Singh | HJ, Delhi
Anurag Bhagat | EJ, Delhi
Asim Kumar Hembrom | EJ, Delhi
Braj Kishore | EJ, Delhi
Brajesh Kumar Singh | HJ, Delhi
Dhiren A. Sadokpam | EJ, Delhi
Geeta Bose | EJ, Dhenkanal
Irshadul Haque | HJ, Delhi
Dr. Jyoti Kumar | AD & PR, Delhi
Jyotsna Dash Nanda | EJ, Dhenkanal
Kaamna Jain | EJ, Delhi
KS Meher | EJ, Dhenkanal
Madhu Paswan | HJ, Delhi
Malobi Nair | AD & PR, Delhi
Mohnish Kumar | HJ, Delhi
Pallavi Yadav Sen | EJ, Delhi
Pramod Kumar | HJ, Delhi
Prasanta Kumar Sahoo | EJ, Dhenkanal
Prem Prakash | HJ, Delhi
Pritiman Mohapatra | EJ, Dhenkanal
Purabi Das | EJ, Dhenkanal
Rajeev Ranjan Jha | HJ, Delhi
Rashmi Kiran | HJ, Delhi
Santosh Kumar Dubey | HJ, Delhi
Santosh Sahoo | EJ, Dhenkanal
Saswata Patnaik | EJ, Dhenkanal
Satya Siddharth Rath | EJ, Dhenkanal
Seema Pathania | HJ, Delhi
Shefali Lakhina | AD & PR, Delhi
Sherin Mammen | EJ, Dhenkanal
Shweta Verma | EJ, Delhi
Sisir Mishra | EJ, Dhenkanal
Subodh Tripathi | EJ, Delhi
Sumeet Pahwa | AD & PR, Delhi
Sumit Osmand Shaw | HJ, Delhi
Sunita Patnaik | EJ, Delhi
Sushil Bahuguna | HJ, Delhi
Sushila Kumari | HJ, Delhi
Tariq Siddiqui | AD & PR, Delhi
Umashankar Singh | HJ, Delhi
Vibhas Ratanjee | AD & PR, Delhi
Vidyut Prakash Maurya | HJ, Delhi
Vidyut Sahu | EJ, Dhenkanal
Zafar Anjum | EJ, Delhi





IIMC GOLDEN JUBILEE ALUMNI BATCH 1970-71



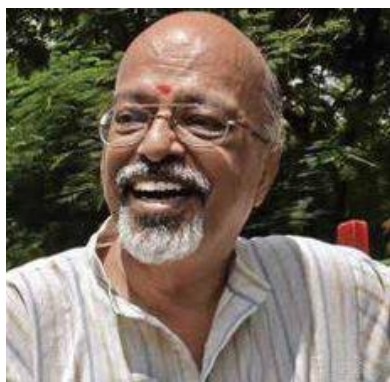
MK TIKKU

MK Tikku was a leader writer and Sri Lanka Correspondent at HT. He was also a Fellow of 'Journalists in Europe' programme, Paris. Mr. Tikku has authored two books on Sri Lanka. He was the India Coordinator of Millenium Project, Washington DC.



PROF. BALDEV RAJ GUPTA

Prof. BR Gupta is Group Editor, EMS. He started his career with Swaraj and then worked with the Delhi Govt. He established Mass Communication department at BHU & Jabalpur. He revived at Sagar University. He has been Editorial Advisors to Aaj, Dainik Bhaskar, APN. He has also been a PCI Member and has penned down 12 books on media.



PV SATHEESH

PV Satheesh is Founder & Director of Deccan Development Society. He started Asia's first Community Radio & Community Video run by all women & dalits. He has spent two decades in media and major part of it was with DD. Mr. Satheesh has taught Journalism in several Universities. He is the Convenor for many national and international civil society networks.



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IIMC SILVER JUBILEE ALUMNI BATCH 1995-96



ABHAY K. CHAUDHARI

AD & PR, Delhi

Abhay K. Chaudhari began with market research to telecom serving in Airtel, Reliance, Idea & Aircel in India and abroad, working as marketing advisor to Hospitality and Technology sector.



AJAY NANDAN

HJ, Delhi

Ajay Nandan interned with Hindustan. He is a stage artist and a member of Kedar Nath Kala Mandir, Patna. He started as freelancer and later joined LIC. Presently, he is working as Programmer at LIC.



ALAKA SAHANI

EJ, Dhenkanal

Alaka Sahani is Associate Editor with The Indian Express, Mumbai. She has been part of Features department for 14 years. Alaka has also worked with HT, TOI, Asian Age & Sun Times. She has received the National Film Award for Best Critic in 2013.



ALEKHA SAHOO

EJ, Dhenkanal

Alekha Sahoo joined CBI & worked until VRS in September, 2020 as Deputy SP, CBI. Currently, he is practicing as lawyer in Bhubaneswar.



AMISH SRIVASTAVA

HJ, Delhi

Amish Srivastava is an International Broadcaster at Voice of America. He has reported Iraq, Afghanistan & Kargil wars. His documentary works include Hell and Hope. Amish has also worked with Siddhartha Basu, Rajat Sharma, Arup Ghosh, Ajit Sahi and Ajit Anjum.





IIMC SILVER JUBILEE ALUMNI BATCH 1995-96



ANIL KUMAR SINGH

HJ, Delhi

Anil Kumar Singh joined as Nayab Tehsildar in UP State Services. Currently, he is posted as SDM Sadar in District Saharanpur.



ANURAG BHAGAT

EJ, Delhi

Anurag Bhagat is a Gurugram based marketing communications professional. He runs his own Digital Marketing Agency - Campaign Digital. He has previously worked with Indian Express, Coca-Cola India and Draft FCB.



ASIM KUMAR HEMBROM

EJ, Delhi

Asim Kumar Hembrom started with TVI (BiTV). Presently, he is working with BOC, formerly DAVP, handling print media campaigns for Ministries of I&B, Finance, Defence and Home.



BRAJ KISHORE

EJ, Delhi

Mass Communications Professional turned entrepreneur, Braj Kishore picked on campus by HUDCO, moved to BHW Home Finance, Artemis, SREI, SBI Life and Reliance Infra. He is the Founder of ASB Communications.



BRAJESH KUMAR SINGH

HJ, Delhi

First generation TV Journalist Brajesh K. Singh started with Amar Ujala in 1996 and then moved to Zee News, Aaj Tak, STAR News - ABP, Zee Hindustan. Currently, he is the Managing Editor at Network 18.





IIMC SILVER JUBILEE ALUMNI BATCH 1995-96



DHIREN A. SADOKPAM

EJ, Delhi

Dhiren A. Sadokpam started with TVI and moved to India Today Group as Associate Senior Producer. He edited Eastern Quarterly. Currently, he is Editor-in-Chief at The Frontier Manipur.



GEETA BOSE

EJ, Dhenkanal

Passionate learning professional Geeta Bose started with Asian Age, BT. She is now into learning consulting & org design. Geeta has been an entrepreneur for 12 years, mother of two kids and now L&D strategist at ThoughtWoks.



IRSHADUL HAQUE

HJ, Delhi

Irshadul Haque worked with Hindustan & Tehelka. He received Ford Foundation International fellowship and has studied at Birmingham University. He has also contributed to BBC. Irshadul is the Founding Editor at naukarshahi.com



DR. JYOTI KUMAR

AD & PR, Delhi

Dr. Jyoti Kumar started with GAIL as a Management Trainee and is currently DGM, Corporate Communications at GAIL. He is handling a diverse portfolio of natural gas value chain, skilled in crisis management.



JYOTSNA DASH NANDA

EJ, Dhenkanal

Passionate PR Professional Jyotsna Dash Nanda started with The Times of India & moved into PR soon. She has worked with Lowe, Brodeur & MSL. Currently, she is Director- Perfect Relations, part of Dentsu.



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IIMC SILVER JUBILEE ALUMNI BATCH 1995-96



KAAMNA JAIN

EJ, Delhi

Kaamna Jain worked with TV18, CRISIL, iSOURCE. Currently, she is working with NASSCOM, working on India's skilling revolution FutureSkills PRIME. She also runs Kool Stop, a dance, music and well-being YouTube channel.



KS MEHER

EJ, Dhenkanal

KS Meher is currently working with the The Times Group in New Delhi as Senior Assistant Editor. Before this, he has worked with Eastern Media Ltd., The Press Trust of India and Dubai Media Inc.



MADHU PASWAN

HJ, Delhi

Madhu Paswan started with Kuber Times and later moved to MPC, IMAC to work on Subeh Savere show and Rajdhani Serial. She has directed 10 documentaries on Chhattisgarh. She is a Practicing Psycho Counsellor & Hypnotherapist.



MALOBİ NAIR

AD & PR, Delhi

Malobi Nair started with Essar Cellphone and further moved to EXL to Cognizant Technology, handling Learning & Development portfolio.



MOHNISH KUMAR

HJ, Delhi

Mohnish Kumar started working with TVI and moved to ANI followed by Sahara Samay (2002-2004). Currently, he is serving at India TV since 2004, as Senior Producer.





IIMC SILVER JUBILEE ALUMNI BATCH 1995-96



PALLAVI YADAV SEN

EJ, Delhi

Pallavi Yadav Sen started with Asian Age and then moved on to Management Consulting and Corporate Roles. She has worked for NABARD, M-CRIL, MFIN, BMGF Project, Delhi & Mumbai. Since 2019, she has been working with Halifax Port Authority, Canada.



PRAMOD KUMAR

HJ, Delhi

Pramod Kumar interned at AajTak. He also had a short stint at Amar Ujala. Pramod joined Income Tax Department and served at Ahmedabad, Vadodara and Delhi. Presently, he is I-T Officer in Kolkata. Some of his interests include photography & writing.



PRASANTA KUMAR SAHOO

EJ, Dhenkanal

Prasanta Kumar Sahoo is Senior Assistant Editor with The Times of India at Ahmedabad. He started with The Indian Express, Ahmedabad, then moved to DNA. He is also the Gujarat Chapter President of IIMCAA.



PREM PRAKASH

HJ, Delhi

Prem Prakash joined IOFS, Civil Services in 1997. He has served at various Ordnance Factories, Ministry of Defence, Delhi. Presently, he is Director- Industrial Relations at Ordnance Factories Board HQ at Kolkata.



PRITIMAN MOHAPATRA

EJ, Dhenkanal

Pritiman Mohapatra started with Sun Times. He has also worked with OTV, New Indian Express, Deccan Chronicle and The Times of India. Pritiman is passionate for writing and editing. Currently, he is looking after city pages at TOI, Bhubaneswar.





IIMC SILVER JUBILEE ALUMNI BATCH 1995-96



PURABI DAS
EJ, Dhenkanal

Journalist turned PR Professional and writer Purabi Das has reported for The Indian Express and Outlook. Currently, she is Jt. Director, PR at Odisha Electricity Regulatory Commission. She has also authored eight books.



राजीव रंजन झा
HJ, Delhi

राजीव रंजन झा संस्थापक-संपादक: निवेश मंथन, शेयर मंथन, देश मंथन. पूर्व संस्थान- अमर उजाला, आजतक, एनडीटीवी, जी बिजनेस.



RASHMI KIRAN
HJ, Delhi

Rashmi Kiran started with TVI and has also reported for AajTak. She then moved to Star News and IBN7. Currently, She is Senior Producer at AajTak.



SANTOSH KUMAR DUBEY
HJ, Delhi

Santosh Kumar Dubey is presently, DIG- RPF. He started with Jansatta and Dainik Jagran. He further joined UPSSC and finally IRPFS through UPSC 1997. He is passionate about culture, literature and environmental issues.



SANTOSH SAHOO
EJ, Dhenkanal

TV Journalist Santosh Sahoo started with Odissi Films and then moved to OTV. He has also been an integral part of Kanak TV since its launch. Currently, he is serving Eastern Media Ltd., Bhubaneswar in a management position.





IIMC SILVER JUBILEE ALUMNI BATCH 1995-96



SASWATA PATNAIK

EJ, Dhenkanal

Saswata Patnaik opted bar after a brief stint in Media with Ajira Odisha channel. Saswata, 3rd generation lawyer in family, is Additional Government Advocate for the State in the Orissa High Court.



SATYA SIDDHARTH RATH

EJ, Dhenkanal

Satya Siddharth Rath started with PTI, then Asian Age, Indian Express, DNA, Times of India. He also has a 4-year stint in Qatar. Currently, he is managing TOI's AP editions from Hyderabad.



SEEMA PATHANIA

HJ, Delhi

Seema Pathania started as sub-editor, Kuber Times, Delhi. She then moved to Divya Himachal. Currently, she is running a Delhi based creative agency 'Baanyan Tree Productions', making films & managing media projects.



SHEFALI LAKHINA

AD & PR, Delhi

Shefali Lakhina worked with PR agency, Tupperware Inc. She then studied for 2 years in the USA for Early Childhood Education for Primary schools and taught in the USA at schools in Dallas & Atlanta. She returned back to India in 2007. Currently, she is the Deputy Principal of Pathways School, Gurugram. Shefali is also a qualified workshop leader for IB Educational Network.



SHERIN MAMMEN

EJ, Dhenkanal

Sherin Mammen started her career with Cyber Media and then moved to Advertising and E-Learning. She is now an independent writer, tutor & baker. Her works have been published in Rediff, TOI, ET, IE, Mumbai Mirror, etc.





IIMC SILVER JUBILEE ALUMNI BATCH 1995-96



SHWETA VERMA

EJ, Delhi

Shweta Verma is a Content Development Consultant specialising in digital content. She has worked with TV18, The Asian Age, Businessworld, Dataquest and Infosys. Shweta has also won Polestar Award 2001 for IT journalism.



SISIR MISHRA

EJ, Dhenkanal

Sisir Mishra is Deputy Editor - Orissa Post. Previously, he has worked with The Indian Express, Hindustan Times, Money Control, The Pioneer, Free Press Journal. He also has a 4-year stint as VP- National Bulk Handling Corporation.



SUBODH TRIPATHI

EJ, Delhi

Subodh Tripathi started with Arun Kaul Productions and has also worked for ANI and Khaleej Times. He also established a Media Company, Mani Media Pvt. Ltd., an Educational Institute and an Export House.



SUMEET PAHWA

AD & PR, Delhi

Sumeet Pahwa is a marketer, working in Technology, Media & Telecom (TMT) sector. He is Head - Brand Marketing at Tata Teleservices. He has earlier worked with RK Swamy/ BBDO, FCB & Zenith Optimedia.



SUMIT OSMAND SHAW

HJ, Delhi

Sumit Osmand Shaw started as a sub-editor with Kuber Times, Delhi. He joined BBC World Service later. He further started a creative agency - Baanyan Tree Productions Pvt. Ltd.





IIMC SILVER JUBILEE ALUMNI BATCH 1995-96



SUNITA PATNAIK

EJ, Delhi

Sunita Patnaik began with Computers Today, joined The New Indian Express and then moved to Corporate Communications in Scope Intl, Cargill, Walmart. Currently, she is working with Facebook.



SUSHIL BAHUGUNA

HJ, Delhi

Sushil Bahuguna is a Senior Editor & Anchor in NDTV India. He has been working with NDTV for 18 years. Earlier he has worked with AajTak and TVI (BITV). Sushil is passionate about environmental & developmental issues.



SUSHILA KUMARI

HJ, Delhi

Sushila Kumari is running a content & communication consultancy - Medi Media & a publication agency. She has written books on women empowerment, health & film. Sushila is a recipient of Bharatendu Harishchandra Award.



TARIQ SIDDIQUI

AD & PR, Delhi

Tariq Siddiqui started with an Ad agency and then moved to British Corporate, Hamdard, Realty. He is now heading Media & Communications of SPML Infra. He is Editorial Advisor to International Publications.



UMASHANKAR SINGH

HJ, Delhi

Umashankar Singh started with Current News. He has previously worked with Signet/ ANI/ Sahara. He joined NDTV in 2003. Umashankar is twice the recipient of RNG Awards. He is also #Mojofest Finalist. Currently, Umashankar is Senior Editor-Political & Foreign Affairs, NDTV India.





IIMC SILVER JUBILEE ALUMNI BATCH 1995-96



VIBHAS RATANJEE

AD & PR, Delhi

Vibhas Ratanjee is Senior Practice Expert with Gallup, Los Angeles. He is a well known speaker, author on leadership development and future of work. He is also an executive coach and succession management expert.



VIDYUT PRAKASH MAURYA

HJ, Delhi

Vidyut Prakash Maurya started with Kuber Times, worked with Amar Ujala, Jagran, Bhaskar, ETV, Live India, Mahuaa Channel. Presently, he is working with Hindustan. His blog is <http://daanapaani.net>



VIDYUT SAHU

EJ, Dhenkanal

Vidyut Sahu moved from a career in Science & Education to explore Journalism. From a brief stint in TERI, she moved back to her first love - teaching.



ZAFAR ANJUM

EJ, Delhi

Zafar Anjum is a journalist, author, publisher & filmmaker. He has worked with global media (Britannica, MediaCorp, Fairfax, etc). He founded Kitaab Filmwallas. He is also the President of IIMCAA's Singapore Chapter.





AADHAAR- Simplon study shows that women generally represent less than 30% of the digital workforce, and are not considered for field jobs. They are most represented in low-skilled jobs, such as data entry or call centers. The more technical the job, the fewer number of women can be found within the position. Similarly, many young graduates demonstrate an absence of practical knowledge and concrete skills. Attitude towards work is sometimes problematic, with differences between expectations and reality. Also, workplace behavior and etiquette is yet to be understood by many, and there is an important lack of communication: understanding and being understood in English can result difficult for this target audience.

To meet out some of the skill gap in IT sector (digital literacy) in India, AADHAAR in consortium with its resource partner Capgemini India Ltd., and others is trying to create a cadre of youths enabled with required digital skills in IT sector and Digital Factories called “Digital Academy” powered to train youths from disadvantaged social background. The beneficiaries of the trainings would be mainly underprivileged

youth coming from disadvantaged backgrounds and territories, including people with disabilities, with a focus on women/young girls. The training curriculum, pedagogy, modalities vary from one sites/locations to the other. Some courses are of short duration, other run for several months (3 to 6), some would focus on specific programming languages, other offer professional training pathways and on digital literacy. The overall objective of the project is to ensure access to work for youth facing the risk of exclusion, who are NEET (not in education, employment or training), or people struggling with long term unemployment.



AADHAAR is seeking resource support and partnership to scale its mission - Digital Skilling of Million Youths.

About AADHAAR

AADHAAR- An Association for Development, Harmony and Action Research came into a formal existence on January 29th, 2011 as a nationally registered not for profit organization. AADHAAR believes that only strong models of community engagement could bring necessary changes at the grassroots and can be point of references for policy advocacy.

For more information, please visit: www.aadhaarassociation.org

Contact: Kamleshwar Singh, Mob: +918171660669;email: Kamleshwar@aadhaarassociation.org; mailaadhaar@gmail.com



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.



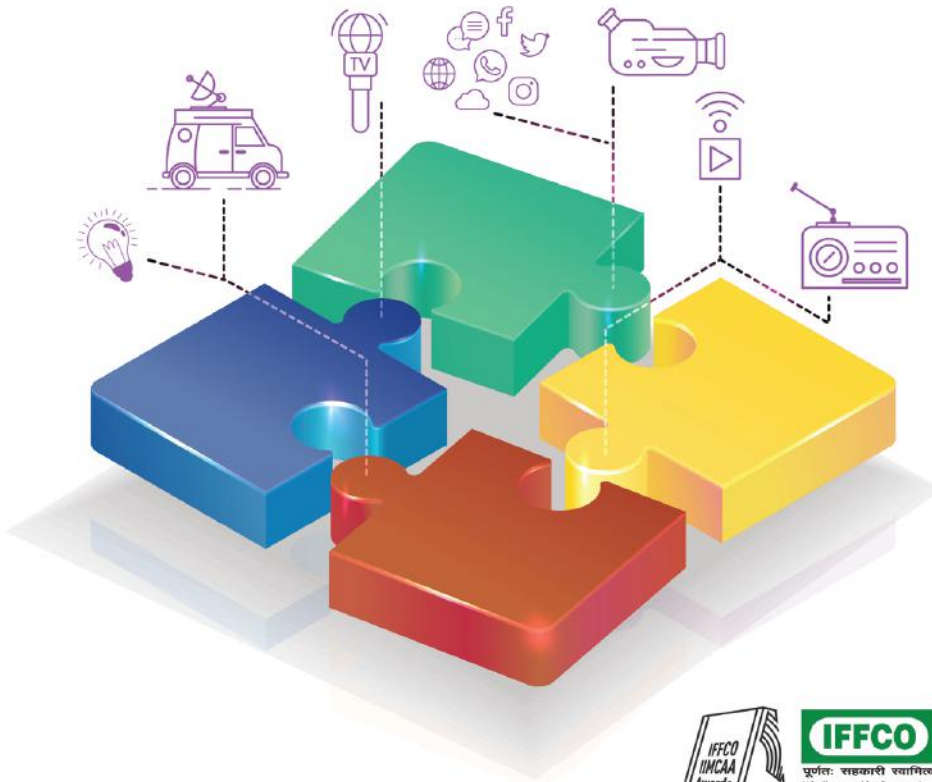
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Annual Alumni Meet



JUBILEE BATCHES CELEBRATIONS



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