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IIMCAA Awards 2024



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IIMCAA PRESIDENT'S MESSAGE



It gives me immense pleasure and happiness to see the IIMCAA Awards reach its 8th Edition.

I have been actively involved in the journey of the Awards since their inception and seeing them achieve many milestones and reach greater heights touches a personal chord somewhere.

The latest development of opening all the categories of the Awards to all professionals of this field from being just an award for our alumni is a major step forward. Hope to see more such leaps in the future.

The team who has worked all along and brought the IIMCAA Awards to its glorious stature today needs to be applauded for all their efforts. This includes our members, volunteers and the esteemed jury.

I wish everyone all the best for this edition of the Awards and for the future ahead.

Best wishes!

Simrat Gulati
Educationist

AUDITOR'S MESSAGE



Dear All,

IIMC Alumni Association's achievements, in reaching out to and connecting old students and setting up a support system for those who need it, have been commendable. Its annual awards, which have become a benchmark for excellence for the alumni, have now been expanded to include other professionals as well in the areas of media, advertising and public relations.

I am happy to be associated with the awards this year as an auditor. It was, indeed, inspiring to see some of the best professionals in these fields, as part of the jury, assess and discuss each entry.

It's been a privilege to watch this organisation emerge and grow into a fine institution, more than three decades after I stepped out of the campus.

Unni Rajen Shanker
Editor
The Indian Express

CONVENOR'S MESSAGE



As the Convenor for the IIMCAA Awards 2024, it gives me immense satisfaction to see the awards culminate in the successful event we envisioned. Being chosen as a convenor for these awards, despite not being an IIMCian, has been both an honour and a privilege. As announced during the alumni meet, Connections 2024, earlier this year, the awards had many firsts. Like every pioneering event, this one will set the tone for adapting to and adopting the changes in our rapidly evolving communications world.

I want to highlight how communication weaves together nostalgia and evolution. Communication is the very essence of human life. Our ability to communicate despite barriers like language and geography only proves that we are a race that thrives on 'Connection,' which is fittingly the theme of IIMCAA's Annual Meet.

With so many changes happening around us, and technology becoming an essential part of communication, debates and opinions arise about whether technology has brought us closer or, in fact, made us more distant. Gen Z has already joined the workforce, and soon Generation Alpha will also be part of it. The younger generation not only brings their own aspirations and dreams for their careers but also a whole new set of lingo and jargon that, frankly, I wouldn't understand even if I heard them every day. Did you know that 'sus' is short for suspect or suspicious, 'skibidi' means bad, and 'mad lit' means stylish?

Yet, amidst all the disruption and evolution, one thing has remained constant: relationships. Relationships have always been the focal point of a successful communications profession and will continue to do so.

Lastly, I want to congratulate all the winners of the IIMCAA Awards. The efforts of the team, the jury, and the association members have ensured that each category was judged impartially. The team has worked tirelessly alongside their full-time jobs and various other responsibilities to ensure that the awards were the success they are. A huge thank you to everyone who worked tirelessly behind the scenes to ensure the event happened without a glitch.

Thank you to all the participants. Till we meet again, keep doing the brilliant work that you are.

Warm regards,

Vineet Handa
CEO & Founder, Kaizzen
Secretary, PRCAl

COORDINATOR'S MESSAGE



Dear All,

As we celebrate the 8th edition of the IIMCAA Awards, it's a moment filled with pride and reflection for all of us. Since the inception of these awards in 2017, our journey has been one of growth, inclusion, and recognition of excellence across the vast and dynamic landscape of mass communication. This year, we have taken another significant step forward by welcoming not only our IIMC alumni but all professionals within the mass communication community to participate.

This year's awards feature a total of 12 categories, thoughtfully curated to represent the diverse facets of our field. Notably, we introduced three new categories dedicated specifically to the work being done by PR, Advertising, and Digital agencies. These additions are a reflection of our commitment to broadening the scope of recognition and celebrating the innovative work being done across the industry.

We were pleased with the quality of entries received this year, and while they were commendable, we look forward to even more exceptional submissions and greater participation in the future. It is our hope that everyone making meaningful contributions in this field will continue to share their work with us, allowing these awards to grow in stature and impact, reflecting the very best of what our community has to offer.

Our selection process has been conducted with the utmost care, ensuring that it is fair, transparent, and rigorous. All entries were reviewed by a distinguished panel of jurors, who are respected veterans and experts in the field of journalism and mass communication. Their expertise and commitment to integrity ensure that the awards truly honour the most deserving talents.

We extend our deepest appreciation to all who participated this year. Your involvement is what makes these awards a true celebration of excellence. We look forward to even more entries in the years to come.

Best Wishes,

Puja Mishra
Manager - Outreach & Corp. Communication
ABP Network

IIMCAA AWARDS 2024 – JURY MEMBERS

PANEL 1 – Journalist of the Year

Mr. Anshu Gupta, Goonj
Dr. Annurag Batra, BW Businessworld & exchange4media Group
Ms. Aparna Dwivedi, Formerly with NewsX
Mr. Ashok Bhattacharya, Business Standard
Mr. Avijit Ghosh, The Times of India
Prof. Govind Singh, Formerly with IIMC
Mr. Kunal Pradhan, Hindustan Times
Mr. Milind Khandekar, Tak Channels, India Today Group
Mr. Rajesh Upadhyay, Jagran New Media
Mr. Rahul Sharma, US India Business Council
Ms. Rupa Jha, Collective Newsroom

PANEL 2 – Reporter of the Year (Publishing) and Indian Language Reporter of the Year (Publishing)

Mr. Ashish Pandey, Navbharat Times
Mr. Chhayakanta Nayak, Press Association
Mr. Gyaneshwar, Live Cities
Ms. Lola Nayar, Formerly with Outlook
Ms. Nandagopal Rajan, The Indian Express
Mr. Nitin Pradhan, Fortuna PR
Mr. Prabhash Jha, Hindustan Times Digital
Mr. Rajesh Priyadarshi, Collective Newsroom
Ms. Suhasini Haidar, The Hindu

PANEL 3 – Reporter of The Year (Broadcast), Indian Language Reporter of The Year (Broadcast), and Producer of The Year (Broadcast)

Mr. Anupam Srivastava, Times Now
Mr. Mihir Ranjan, Formerly with ABP News
Mr. Prasad Sanyal, Times Internet
Ms. Priya Darshan, NDTV India
Ms. Sangita Tewari, Press Trust of India
Mr. Sumit Awasthi, NDTV India

PANEL 4 – Agriculture Reporter of the Year

Ms. Himanshi Dhawan, The Times of India
Mr. Lakshman Roy, CNBC Awaaz
Ms. Laxmi Devi, Press Trust of India
Mr. Om Prakash, Kisan Tak
Ms. Sheela Bhatt, Veteran Journalist
Mr. Shishir Sinha, The Hindu Business Line
Mr. SP Singh, Formerly with Dainik Jagran

PANEL 5 – PR Person of the Year and Ad Person of the Year

Mr. Arijit Banerjee, Bayer
Ms. Gayatri Rath, GE Aerospace
Mr. Harshendra Verdhan, IFFCO
Mr. Samir Kapur, Adfactors PR
Ms. Shruti Jain, Bennett University

PANEL 6 – PR Agency of the Year and Ad Agency of the Year

Dr. Jyoti Kumar, GAIL (India) Limited
Mr. Kalyan Ranjan, Formerly with Hindustan Coca-Cola
Mr. Rohit Dubey, Reliance Jio
Ms. Sonia Sarin, Tata Power Delhi Distribution
Ms. Sumita Singh, Indian Oil Corporation Limited
Ms. Sunila Dhar, Formerly with Maruti Suzuki

IIMCAA AWARDS 2024 - GLIMPSES OF JURY MEET



IIMCAA AWARDS 2024 - GLIMPSES OF JURY MEET



IIMCAA AWARDS 2024 – LIST OF WINNERS

WINNERS

Journalist of the Year – Anup Pandey
Agriculture Reporter of the Year – Shagun Kapil
Reporter of the Year (Publishing) – Rajat Mishra
Reporter of the Year (Broadcast) – Abhinav Goel
Producer of the Year (Broadcast) – Surabhi Singh
Indian Language Reporter of the Year (Publishing) - Muhammad Sabith U M
Indian Language Reporter of the Year (Broadcast) – Shatarupa Samantaraya
Ad Person of the Year – Saransh Jain
PR Person of the Year – Shillpi A Singh
Ad Agency of the Year - Ofactor
PR Agency of the Year – Kaizzen

JURY SPECIAL MENTION

Journalist of the Year – Abhishek Angad
Journalist of the Year – Ritwika Mitra
Journalist of the Year – Ashutosh Mishra
Journalist of the Year – Manish Mishra
Journalist of the Year – Nidhi Tiwary
Agriculture Reporter of the Year – Diwash Gahatraj
Reporter of the Year (Broadcast) – Parimal Kumar
Reporter of the Year (Broadcast) – Vishnukant Tiwari
Producer of the Year (Broadcast) - Rohan Kathpalia
PR Person of the Year – Supriya Sundriyal
PR Person of the Year – Nikhil Swami

august



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 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.

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advertising with a digital spin

IIMCAA AWARDS 2024 – WINNERS PROFILE



Journalist of the Year
Anup Pandey, Navbharat Times

Anup Pandey has been recognised as Journalist of the Year for his impactful series exploring the lives and challenges of students preparing for the UPSC, JEE, and NEET exams. His in-depth ground reports from Delhi and Kota, the epicenters of competitive exam preparation, shed light on the immense pressures these students endure. Through his compelling storytelling, Pandey has brought national attention to hardships and struggles faced by India's future leaders and professionals.



Agriculture Reporter of the Year
Shagun Kapil, Down to Earth

Shagun Kapil has been named Agriculture Reporter of the Year for her incisive reporting on the growing influence of large corporations over Farmer Producer Companies (FPCs). Her investigative work highlighted how these entities, originally designed to empower small farmers, are increasingly being manipulated, undermining their core mission and jeopardizing the livelihoods of the very farmers they were meant to support. Kapil's reporting has brought critical attention to this issue, revealing the challenges faced by India's agricultural sector.



Reporter of the Year (Publishing)
Rajat Mishra, Outlook Business

Rajat Mishra has been honoured as Reporter of the Year (Publishing) for his insightful investigation into the 14 crore citizens left untouched by India's food security scheme. His reporting casts a sharp light on how delayed population updates have tangled the threads of essential ration distribution, revealing a stark gap in the nation's welfare framework. Mishra's work compels a deeper look at the unspoken struggles of millions caught in this unseen divide.



Reporter of the Year (Broadcast)
Abhinav Goel, BBC News Hindi

Abhinav Goel has been named Reporter of the Year (Broadcast) for his powerful investigative coverage of the tragic death of Waris, a young man who lost his life following an encounter with alleged cow vigilantes. Goel's detailed reporting exposed the delayed police response and the numerous unanswered questions surrounding the incident, shining a critical spotlight on issues of justice and accountability. His work has brought attention to the broader implications of this story for India's legal and social systems.



Producer of the Year (Broadcast)
Surabhi Singh, Newsreel Asia

Surabhi Singh has been honoured as Producer of the Year (Broadcast) for her outstanding series on the struggles of Dalit Sikhs in Punjab confronting land discrimination. Through compelling storytelling and thorough research, Singh brought national attention to the systemic injustices endured by marginalised communities. Her work exemplifies the power of broadcast journalism in amplifying voices that are too often silenced, shedding light on critical issues of inequality and social justice.



Indian Language Reporter of the Year (Publishing)
Muhammad Sabith U M, Mathrubhumi.com

Muhammad Sabith U M has been recognised as Indian Language Reporter of the Year (Publishing) for his investigative series uncovering the dark underbelly of social media and video platforms, particularly their role in promoting drug use and endangering children. Through meticulous reporting in Malayalam, Sabith brought critical issues of online safety and exploitation to light, influencing policy discussions and raising public awareness on the urgent need for stronger digital safeguards.



Indian Language Reporter of the Year (Broadcast)
Shatarupa Samantaraya, Argus News

Shatarupa Samantaraya has been named Indian Language Reporter of the Year (Broadcast) for her powerful coverage of the financial hardships faced by national-level Kabaddi player Namita Bhoi. Samantaraya's reporting not only brought attention to the struggles of athletes in lesser-known sports but also spurred significant governmental action, leading to job offers for both Namita Bhoi and fellow athlete Sunita Majhi. Her work underscores the ability of broadcast journalism to create real change and uplift marginalised voices.



Ad Person of the Year
Saransh Jain, Disney Star

Saransh Jain has been honoured as Ad Person of the Year for his exceptional work on the "Hands Up for India" campaign for Asia Cup 2023. Jain's campaign brilliantly captured the fervour and unity of Indian cricket fans, leading to record-breaking viewership and making Asia Cup 2023 the most-watched edition in history. His innovative approach has set a new benchmark for sports marketing in India, demonstrating the power of effective advertising to engage audiences and elevate sporting events.



PR Person of the Year
Shillpi A Singh, NABARD

Shillpi A Singh has been recognised as PR Person of the Year for her pioneering efforts in advancing digital innovations for financial inclusion. Through strategic campaigns, Singh effectively highlighted the impact of mobile ATM vans and financial literacy initiatives, significantly enhancing financial access and literacy in underserved communities across India. Her work has been instrumental in bridging gaps and fostering greater financial inclusion through innovative PR strategies.

Ad Agency of the Year
Ofactor



Ofactor has been named Ad Agency of the Year for its groundbreaking and effective campaigns. Notable achievements include the "Rohit Badal Gaya Hai" campaign for Infinity Learn, which reached over 7 million people, and a remarkable 400% social media turnover for Truemeds. Additionally, their impactful "Care Hero" campaign for Eleanor further demonstrates their creative prowess and ability to drive significant brand engagement through innovative strategies.

PR Agency of the Year
Kaizen



Kaizen has been awarded PR Agency of the Year for its exceptional work in advancing India's skill gaming industry and improving road safety in Gurgaon through the Park+ campaign. By employing a 360-degree integrated approach, Kaizen effectively influenced policymakers, normalised the gaming industry's image, and secured over 1,500 media coverages, establishing the All India Gaming Federation (AIGF) as a credible voice. Concurrently, their efforts with Park+ significantly raised awareness and fostered community engagement around road safety in Gurgaon.

IIMCAA AWARDS 2024 – JURY SPECIAL MENTION WINNERS



Journalist of the Year - Jury Special Mention
Abhishek Angad, The Indian Express

Abhishek Angad has received the Journalist of the Year Award - Jury Special Mention for his investigative reporting on the exploitation of farmers in Jharkhand by companies and middlemen under the subsidised 'Per Drop More Crop-Micro Irrigation Scheme.' His thorough investigation uncovered numerous violations and fraud, revealing how the verification process itself was compromised. By backing his findings with detailed data, Angad highlighted the depth of the deception and the urgent need for reform in the implementation of such schemes.



Journalist of the Year - Jury Special Mention
Ritwika Mitra, FiftyTwo

Ritwika Mitra has been honoured with the Journalist of the Year Award - Jury Special Mention for her compelling narrative that follows Ayesha and her daughter Sumaiya over seven months in the climate-vulnerable Sunderbans. Her in-depth reportage explores the effects of intergenerational trauma in this ecologically fragile region, highlighting the absence of climate-focused policymaking and social safety nets. Mitra's groundbreaking work not only sheds light on the challenges faced by Ayesha and Sumaiya but also emphasizes the broader impact of environmental neglect on vulnerable communities.



Journalist of the Year - Jury Special Mention
Ashutosh Mishra, India Today and Aaj Tak TV

Ashutosh Mishra has been awarded the Journalist of the Year Award - Jury Special Mention for his courageous frontline reporting from violence-hit Manipur. His in-depth coverage of conflicts, political upheavals, and sensitive war scenarios has provided crucial insights into the region's turmoil. Mishra's commitment to delivering comprehensive and impactful reporting in challenging circumstances highlights his dedication to journalism and his role in bringing critical issues to the forefront.



Journalist of the Year - Jury Special Mention
Manish Mishra and Nidhi Tiwary, Dainik Bhaskar

Manish Mishra and Nidhi Tiwary have received the Journalist of the Year Award - Jury Special Mention for their courageous sting operation, 'Operation Gudiya,' which exposed a gang of child traffickers. Their investigative reporting led to the arrest of multiple gang members and prompted Supreme Court intervention, resulting in a CBI inquiry into the matter. Their work not only brought a critical issue to light but also played a significant role in addressing and combating child trafficking.



Agriculture Reporting - Jury Special Mention
Diwash Gahatraj, The Guardian

Diwash Gahatraj has received Jury Special Mention in Agriculture Reporting for his compelling coverage of Laheri Bai, renowned as India's 'millet ambassador.' Gahatraj's story spotlighted Bai's efforts to preserve ancient millet varieties and promote food security amid climate change. His reporting brought national attention to the significance of traditional farming practices in India and highlighted the critical role of individuals like Bai in safeguarding agricultural heritage and sustainability.



Reporter of the Year (Broadcast) - Jury Special Mention
Parimal Kumar, NDTV India

Parimal Kumar has been awarded the Jury Special Mention in the Reporter of the Year (Broadcast) category for his revealing documentary on the increase in cancers and other deadly diseases attributed to unknown causes due to inadequate testing facilities. His investigation included Ecotoxicology tests on milk, vegetables, and other items, uncovering rising levels of heavy metals and harmful elements. Kumar's reporting has shed light on a critical public health issue, emphasising the urgent need for better testing and monitoring to protect human health.



Reporter of the Year (Broadcast) - Jury Special Mention
Vishnukant Tiwari, The Quint

Vishnukant Tiwari has been honoured with the Jury Special Mention in the Reporter of the Year (Broadcast) category for his poignant coverage of widows in Maoist-hit Bastar. His reporting vividly captured their stories of loss and the impact of alleged fake encounters on their lives, bringing crucial attention to the complex and often overlooked issues in the region. Tiwari's work has provided a powerful and humanising perspective on the struggles faced by these women amidst ongoing conflict.



Producer of the Year - Jury Special Mention
Rohan Kathpalia, Bisbo

Rohan Kathpalia has been awarded the Producer of the Year Award - Jury Special Mention for his innovative three-part series "Raid," which explored the IT department's creative strategy of posing as wedding baratis to conduct secret raids on tax-evading businesses in Maharashtra's Jalna. Kathpalia's storytelling approach, using 2D animation to transform the narrative into a short film, brought a unique crime mystery and thriller element to the news, while remaining faithful to the facts of the case. His work exemplifies a fresh and engaging way to present investigative journalism.



**PR Person of the Year - Jury Special Mention
Supriya Sundriyal, Jindal Stainless Ltd.**

Supriya Sundriyal received the PR Person of the Year Award - Jury Special Mention for her leadership in elevating the profile of stainless steel within the industry and enhancing category recognition. Her strategic storytelling effectively addressed critical issues such as countervailing duties, CBAM, and budget-related responses, resulting in impactful coverage and significant industry impact.



**PR Person of the Year - Jury Special Mention
Nikhil Swami, NBCC India Ltd.**

Nikhil Swami has been honoured with the Jury Special Mention in the PR Person of the Year Award category for his transformative campaign at NBCC (India) Limited, which revived the stalled Amrapali projects. His strategic PR initiatives restored trust among homebuyers and effectively repositioned NBCC as a dependable leader in managing distressed real estate projects.



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dream and light up a million smiles. We know
it takes each one of us to build a nation,
and anything can be achieved if we come
together as one.

