



57th
ANNUAL AWARD



Association of Business
Communicators of India



• ELITE CATEGORY AWARDEES •



Dr. Anil Kumar Khandelwal
Former CMD,
Bank of Baroda



Sir Mark Tully
Former Bureau
Chief, BBC, for
India & South Asia



Mr. Roger Pereira
Internationally
Known PR Guru



Dr. Pragnya Ram
President,
PR & CSR,
Aditya Birla Group



Mr. Sam Pitroda
Founder of India's
Telecommunication
Revolution



Mr. Ameen Sayani
The Presenter of
BINACA Geet Mala
from Radio Ceylon
He is the First
Radio Jockey



**Mr. Gerson
Da'Cunha**
He is the PR
Professional who
set-up UNESCO's
Communication
Department
& also the First
Indian to be the
CEO of Lintas



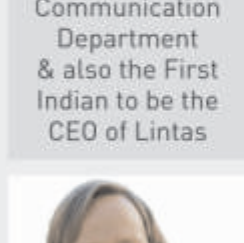
Mr. R K Laxman
The Most Famous
Cartoonist



Mr. Maxim Behar
Chairman,
Hill + Knowlton
Strategies, Prague,
Chairman
& CEO, M3
Communications,
Sofia, President,
ICCO, Former
Chairman, WCF,
Davos



Mr. Piyush Pandey
Chairman, O&M



Lord Timothy Bell
PR Adviser to
Mrs. Margaret
Thatcher, Former
British Prime
Minister



Dr. James Gillies
Head of
Communications,
CERN, Geneva,
Switzerland



Mr. Ashok Advani
Chairman &
Founder,
Business India,
India's First
Business Magazine



Mr. Shyam Benegal
Noted Film Maker



Sir Anthony Good
Founder Good
Relations PR,
London & Global
Chairman, Cox &
Kings



**Mr. Alyque
Padamsee**
Brand Guru





Association of Business
Communicators of India

THE STAGE OF FAME!

The Stage that recognizes
the level of your excellence in Communication.
The Stage that will give you pure
recognition in the Industry
and raise your Standards which would help you
gain more Respect.

ABCI is the Stage which would
gift you with **FAME**
in the Communication Industry.
This Fame will change your Story and
add more Success to it.

This Fame will get you more work
from them who did not give you time
to share your sample work.



57th
ANNUAL AWARD



● ABOUT THE ASSOCIATION ●

Now the global center for excellence in communication: ABCI

In the ever-expanding universe of communication a few stars are constant and shine brighter than all others. One among these is an organization whose reach and foot print cross new frontiers with each passing year: Association of Business Communicators of India (ABCI).

Like most great organizations, ABCI too was founded by visionaries. In 1957, a small group of eminent public relations professionals started the 'Indian Association of Industrial Editors' (IAIE).

The group comprised Mr. Victor Paranjoti, Mr. P. R. Gupta and Mr. Jerboj Joseph. IAIE's Founder President Mr. Paranjoti was then Chief P. R. Officer for leading cement manufacturer ACC. Being a non-profit organization, IAIE was formed under the Society Act, 1860, under the registration number, F 2772, at the office of the Charity Commissioner, Mumbai.

With the passage of time and milestones at every turn, IAIE grew and acquired new wings. It metamorphosed from a small community of media and PR professionals into a guild that encouraged excellence in the field of communication. With a new leadership now guiding its growth trajectory, it was rechristened Association of Business Communicators of India (ABCI) in 1980 by Mr. John Monteiro, who was then head of communications department at L&T. Under his presidentship, ABCI took a quantum leap in its performance and soon encompassed communication professionals from other industries as well.

Its pace of growth was accelerated even further under the presidentship of Mr. Yogesh Joshi. His extraordinary leadership and high benchmark of performance gets him re-elected to this role every year, since 2004.

Mr. Joshi has almost single-handedly led ABCI across many horizons, past many milestones and on to unprecedented glory each year. Its trademark annual function 'ComFest' now enjoys a new international status. It is regarded as the "Oscars" of the communication industry where top-notch communicators from around the world have been feted for their accomplishments.

Leaders from different walks of life have graced the ABCI stage. These include Sir Timothy Bell, political strategist, Shyam Benegal, path-breaking filmmaker, Roger Perreira, PR Guru, Alyque Padamsee, advertising Guru, Sir Mark Tully, famed journalist, and more. Apart from these luminaries, many eminent political leaders have also been part of ComFests since Mr Joshi took the helm. His latest accomplishment is being elected chairman of the World Communications Forum, Davos.

In the 56th Annual Awards, ABCI felicitated Mr. Mr. Saurabh Uboweja Founder, Brands of Desire, New Delhi with Promising Business Communicator, M/s. Indian Oil Corporation Limited, Chennai with Excellence Exemplified in Handling Crisis Communication Management, M/s. Larsen & Toubro, Mumbai with Top Communications Team of the Decade and M/s. BSNL, New Delhi with Social Media Outreach Campaign During Calamity. The 'Champion of Champions' Awards were won by Bank of India, Larsen & Toubro Limited, Maxposure Media Group India Pvt Ltd., Ministry of External Affairs, National Bank for Agriculture and Rural Development (NABARD), Reserve Bank of India and Union Bank of India. The coveted Magazine of the Year Awards was bagged by IndianOil News, Indian Oil Corporation Limited and received by board member of the company. The Awards event had the august presence of Chief Guest Mr. Dr. A. Velumani, CMD & Founder, Thyrocare Limited.

• ELITE CATEGORY AWARDS 2016 •



**Bank of India,
Champion of the Champion**



**Indian Oil Corporation Limited,
Magazine of the Year**



**Excellence Exemplified in
Handling Crisis Communication
Management, Indian Oil
Corporation Limited, Chennai**



**Maxposure Media Group,
Champion of the Champion**



**Ministry of External Affairs,
Champion of the Champion**



**NABARD,
Champion of the Champion**

**Top Communicators Team
of the Decade, Larsen & Toubro,
Mumbai**



**Union Bank of India,
Champion of the Champion**



**Reserve Bank of India,
Champion of the Champion**



**Promising Business Communicator,
Mr. Saurabh Uboweja, Founder,
Brands of Desire, New Delhi**

**Social Media Outreach Campaign
During Calamity, BSNL, New Delhi**





• CATEGORIES •



01

INTERNAL MAGAZINES

Periodical in the magazine format primarily for employees. Printed in 2 and 4 colours. Size would not be over 8.2" x 11.6" / 21cms x 29.7cms

02

EXTERNAL MAGAZINES

Periodical in the magazine format mainly for an external audience. Size would not be over 8.2" x 11.6" / 21cms x 29.7cms

03

NEWSLETTERS

Periodicals that are simpler in style than magazines and which have mainly news items rather than features.



04

INDIAN LANGUAGE PUBLICATIONS

Magazines / Newsletters / Tabloids published exclusively in any Indian language other than English. There will be a separate award for each language provided minimum standards are met.

05

BILINGUAL PUBLICATIONS

Magazines / Newsletters / Tabloids that combine two or more languages.

For Categories 1 to 5, judging will be based on content and its impact.



06

WALLPAPER

This is a single-sheet, single-sided, poster style newsletter put up in offices, shop-floors, etc. to communicate current news and events to employees.

DESIGN

Overall design excellence throughout the publication, including appropriateness, use of typography, treatments and production techniques. Category 7 to 9, will be judged on the basis of look & feel, colours combination and diversity in design relevant to content and impact of design on communication.

07

MAGAZINE DESIGN

Size would not be over 8.2" x 11.6" / 21cms x 29.7cms



08

**NEWSLETTER
DESIGN**



09

**BROCHURE
DESIGN**



10

PRESTIGE PUBLICATION

One-time prestigious publications brought out in 2016 for the purpose of organizational promotion or promotion of an event or cause.

11

FEATURES (ENGLISH)

In-depth treatment of a subject, usually descriptive and interpretative in nature. Generally of two or more pages.

12

SPECIAL COLUMN (ENGLISH)

A regular column of communication with a view to entertain, inspire or inform the entire year's output of the column will be required.

13

FEATURES (LANGUAGE)

In-depth treatment of a subject, usually descriptive and interpretative in nature. Written in an Indian language.

14

**SPECIAL COLUMN
(LANGUAGE)**

A regular column written to entertain, inspire or inform. Written in an Indian language.

15

HEADLINES

Use of headlines in a single publication. Do they catch the readers attention? Are crossheads, strap lines and other effects used effectively and appropriately.

16

PHOTOGRAPHY

Photograph published in any organizational publication, periodical or otherwise the photograph should have been commissioned for the article or submitted by an employee. Please clearly mention picture taken by an amateur or by a professional.



STOCK PICTURES ARE NOT ALLOWED.

17

PHOTO FEATURE

A series of photographs accompanied by text, depicting a definite theme. Space devoted to the photographs should exceed 60% of the total space of the feature.



18

ILLUSTRATION

Use of illustration in a publication to attract and sustain interest, and complement the subject matter. Please specify the illustration to be judged.

19

ANNUAL REPORTS

Reports published for the financial year 2015-16 accompanied by graphic presentations, photographs and illustrations to dramatise and communicate clearly the organization's financial results / activities / achievements.



20

EXHIBITION COLLATERAL

Collateral is a collection of publications like folders, brochures, catalogues, danglers, display materials, signage, posters, printed exclusively for an exhibition that helps you disseminating your message to visitors. They convey the purpose of the exhibition and provides a branding opportunity.

CALENDAR (designed in 2016 for calendar year 2017)

21

WALL CALENDAR FOR YEAR 2017

22

TABLE CALENDAR FOR YEAR 2017

23

SOCIAL RESPONSIBILITY COMMUNICATION

A campaign that has as its main purpose the communication of a company's efforts in meeting its social responsibilities beyond its main business. Communication through Print/Electronic/Outdoor may be used.



24

ENVIRONMENTAL COMMUNICATION

A campaign that has as its main purpose of communication of a Company's efforts in protecting the environment. Any communication medium/media may be used. Include any examples of positive feedback from your target audience.



25

E-ZINE

Electronic in-house magazine, with no printed edition.



DIGITAL MEDIA / DIGITAL COMMUNICATION

Communications to an internal/external audience using digital media-on-line publications, website, corporate profiles, interactive presentations, etc. Entry should be sent on a CD or via internet access.

27

WEB - COMMUNICATION - ONLINE CAMPAIGN

A campaign is a series of synergetic communication on the internet, using various web promotions techniques (banners, roadblocks, landing pages, emails etc) for a promoting a common goal (product, service) etc.

26

MULTIMEDIA CD-ROM BASED PRESENTATION

Professional quality Presentations made using various media such as audio, slides, videos etc. These are menu driven presentations, which the user explores. These presentations are generally developed using Flash or Director. Corporate Films, AV etc are excluded from this category. Judging criteria could be innovation in interactivity, classification system, the effectiveness of the communication, the overall appeal and look and feel.

29

CORPORATE INTRANET

These sites which are used as internal communication platforms in corporates need to be provided on CDs/ DVDs or login based access can be given if they are to be considered as entries under these category. A company may send any number of entries in this category. These sites will be judged on the basis of look and feel, ease of navigation, and to the extent to which they aid communication activities for the purpose they have been set up.



28

CORPORATE WEBSITE

Official full-fledged Internet websites of the companies will be judged on the basis of creative and inspiring designs, ease of navigation, functionalities, availability of up-to-date information and to the extent to which they aid brand and marketing communication. Micro sites are not accepted. Websites which have won the award will not be considered as entries for a period of 3 years from the year they have won the award, even if they have been re-launched with major revisions.

30

CORPORATE FILM

A documentary on company showing audio visual format, highlighting profile business and services rendered.

● PRESTIGE AWARDS ●

Suggestions / Recommendations are invited for the following Prestige Awards

PROMISING BUSINESS COMMUNICATOR: Any Male/Female in the Age Group of 25 years to 35 years with 8 to 10 years of experience in Corporate Communications, Public Relations and or in the related professions with excellent track record and achievements can file the nomination. The entry needs to be certified by the current employer stating the facts mentioned therein about his/her career and achievements are factually correct. Innovation or bringing effective and visible change through internal/external communication system and set-up, contribution to the organization in changing perception will be taken into consideration for the Award.

BUSINESS COMMUNICATOR OF THE YEAR: A Communications Professional who has dominated and influenced the profession of Communications and dealt very efficiently with crisis in the calendar year 2016. The Award is given to a professional, who has left behind his footprints, thus becoming a Role Model for the younger professionals.

COMMUNICATOR OF THE DECADE: A Communications Professional who has dominated and influenced the profession of Communications and dealt very efficiently with crisis in the last few years. The Award is given to a professional, who has left behind his footprints, thus becoming a Role Model for the younger professionals.

EXCELLENCE IN BUSINESS JOURNALISM: The Award is given to a person at the Editor's level for his/her outstanding contribution in Print or Electronic Media that has given a new dimension to the Business Media. Person introduced or responsible for an investigative or Analytical Business Journalism that has given a new direction; influenced the Generation Next or shaped-up the profession Business Journalism.

EXCELLENCE IN FINANCIAL COMMUNICATIONS: Financial Communications has become an area of specialization in the wake of a boom in the stock markets since the last few years. The Award is given to a Financial Wizard from Corporate or Agency or an Institution responsible for his outstanding contribution in making an IPO fully subscribed or bringing innovative ways into Financial Communications.

EXCELLENCE IN BRAND COMMUNICATIONS: Marketing and Brand have become buzz words in an open economy. Right Communications with Right Option can Create a Super Brand or a Mother Brand. Success of a Brand largely depends upon Communications Strategy. The Award is given to a Person or an Institution instrumental in shaping up the Brand through a launch of a successful campaign or making a powerful impact of the Brand.

EXCELLENCE IN STRATEGIC BUSINESS COMMUNICATION: Many years ago Mr. Nani Palkhiwala / Mr. Eknath Thakur, former Director, SBI & Hon'ble MP (Rajya Sabha), Mr. Ajit Balakrishnan, Founder & Chairman, Rediff.com were felicitated with this Award. Any one, who is not essentially in the Profession of Business Communications but has done exceptionally well and is a powerful Business Communicator will be bestowed upon with this honour. Successfully launching a new concept or a brand, bringing about change in the organization and perception of people for the organization he/she belongs to and enhancing its image through Business Communications will be the basis for considering this Award.

GLOBAL BUSINESS COMMUNICATOR: As India is going Global, many Mergers & Acquisitions (M&A) have taken place in the last few years. Award is given to an Indian who has done exceptional contribution in handling the Challenges faced by the Communications set-up during M&A to create a Global Impact for the organization he/she belongs to OR any Indian living abroad having contributed to the cause of Business Communications and have attained excellence in the profession.

LIFETIME ACHIEVEMENT: The Life Time Achievement Award is given to a Person who has been essentially a Communications Professional par excellence. However, his/her contribution is beyond the boundaries of Communications is also taken into consideration for conferring an Award. He/She who is responsible for Nation Building or depicting a role as a Catalyst or rendering service to the Society through Corporate Social Responsibility, is being felicitated with this Award.

MEMBERS OF GOVERNING COUNCIL AND PAST COMMITTEE MEMBERS ARE NOT ALLOWED TO FILE THEIR NOMINATION FOR PRESTIGE CATEGORY

● ENTRY FORM ●

Last date for Submission will be Saturday, 9th September, 2017
Judging starts on Saturday, 16th September, 2017

Category No.

One copy of the form should be sent with each entry. Please type or write clearly in block letters

Description of category: _____

Titles of Entry: _____

Issues Submitted: (for categories 1-8 two consecutive issues) _____

Issue to be judge: (Mark as ENTRY COPY) _____

Name of editor / publisher / producer: (all entries) _____

Name of writer / photographer / producer: (for categories 9 to 30) _____

Name of Entrant: _____

Company Name & Address: _____

Telephone: _____

Fax: _____

Three Email Ids: 1) _____

2) _____

3) _____

Frequency of Publication: _____

Print Run: _____

Cost per copy: _____

Number of Issues Brought out During 2016 : _____

Entry Produced In-House Totally:

Yes

No

Entry Produced with Freelancer / Agency Help

Yes

No

Name of freelancer / Agency: _____

● ENTRY FORM ●

Please state briefly the aim and scope of your publication / entry with particular regards to the role it plays in achieving your organizations's communication objectives and meeting the audience's needs. (not applicable for photography / illustration) if space is not sufficient, an additional sheet may be attached.

Entry Fee

Member: Rs. 1,750/- per entry

Non Member: Rs. 2,250/- per entry

Cheque (payable at Mumbai)

Demand Draft

Cheque/DD No.: _____ Dated: _____

Drawn on (Bank): _____

Total Amount (in word): _____

Name: Mr. / Mrs. / Ms.: _____

Designation: _____

In case, if you win an award, following matter will be printed on the trophy presented to you. Filling in the following matter is mandatory.

Magazine / Product Name :

Edited / Photographer / Written by :

Company Name :

Signature

**Last date for Submission will be Saturday, 9th September, 2017
Judging starts on Saturday, 16th September, 2017**

**Kindly send the Company Logo in JPEG or Corel File. In case of winning as Award,
the Company Logo will be displayed during Awards Nite & also on ABCI Website**

(Cheque / DD should be in the name of Association of Business Communicators of India)

Entries to be sent to: Association of Business Communicators of India, st c/o. 20, Blaze Business Centre,
1 Level, Birla Mansion, Next to Commerce House, Nagindas Master Road, Fort, Mumbai - 400 001

Contact Person: Kirit Varma, Mob. No.: + 91 98207 17858 • Email: admin@abci.in • Website: www.abci.in



• GUIDELINES •

All entries must have been published during calendar year 2016.

- ▶ One copy of the entry form duly filled, should be sent with each entry.
- ▶ There should not be more than one entry in one category by a publication. However, the same publication may be entered in various categories if required.
- ▶ In each category concerning periodicals (1 to 7) please submit two consecutive issues of your publication. Please specify the issue to be judged by marking "ENTRY COPY" on the back cover of the relevant issues, and "SUPPORTING COPY" on the other issue.
- ▶ Entries created/produced and published in the calendar year 2016 are eligible for applying.
- ▶ In the Special Column categories, the publication in which the column to be judged is printed should be sent, accompanied by photocopies of the entire year's output of the column in order to establish regularity.
- ▶ For entries in the Photography section, please submit one of the original photograph (minimum size: 10 x 15cms), along with a copy of the publication in which it is reproduced. The page should be clearly marked.
- ▶ In the Writing categories, the entry will be judged on the basis of readability, depth, originality of theme, presentation and suitability to audience. Please clearly mark the page/pages of the entry to be judged.
- ▶ The judges will take particular note of the entry's objectives, and its role within the organization and/or market. Publications will be judged vis-à-vis the stated objectives, on quality and balance of the written and visual content, layout, design, production, overall appeal and periodicity, target audience and cost of production.
- ▶ Each entry must be accompanied by the fee and one copy of the entry form. Entry form may be photocopied if necessary.
- ▶ Entrants must complete all the questions asked on the entry form or indicate that they are not applicable. The entry form must be firmly attached to the top of the publication. The two consecutive issues (in the Periodicals categories) may be firmly secured together.
- ▶ The category number of the entry must be clearly marked on the top right-hand corner of the back cover of the entry and on both issues in the Periodicals categories.
- ▶ Entry fee is Rs. 1750/- per entry for members and Rs. 2250/- per entry for non members.
- ▶ Deadline for entries is Saturday, 9th September, 2017. No liability on ABCI for entries lost or delayed in the post.
- ▶ Kindly send us email ids of 3 different executives to communicate results of the judging round.
- ▶ Decision of the judges will be final and binding.

Watch out for the date for 57th Annual Awards Nite



• COMFEST--17 •

Brand India Summit-2

“A HARVEST OF CHANGE”

The words 'Indian village' usually bring to mind the quaint image of a cluster of little homes nestling amid idyllic settings like sprawling fields. Villages were once thought to be lacking in electricity, education, healthcare and other basic amenities. Not very long ago, villages were also the place from where youths migrated to cities in search of employment or business opportunities. Today however, the reality is far different from what is perceived. Rural India remains the main food source for the country. It still is home to nearly 70 percent of the population. But today villages are a picture of prosperity, better road connectivity, higher literacy levels and lifestyles that are vastly different from what was perceived a generation ago.

The farmer has come a long way - from the 'idiot box' to smart phones, from oxcart to SUV, from accepting drought-like conditions as 'kismet' to ensuring good harvest with drip irrigation and revitalized ground water sources. Today's farmer can read, write, compare prices of produce on his mobile phone and sign a cheque. His daughter goes to the same school or college as his son. And he is proud of these changes, as any Indian should be. So when, where and how did change arrive at the village doorstep? Rural Brand India Summit (RBIS) sets out to discover the new reality of rural India.

For its second edition RBIS brings you a whole new bouquet of inspirational case studies that have transformed rural India. It will offer a closer look at the four engines of change: [1] Corporate CSR, [2] Government Initiatives, [3] NGOs and Social Entrepreneurs [4] Home-grown Brands like VRL Logistics which have had a profound impact on both the local economy and the social fabric. Today's emerging and positive developments in rural India are the culmination of unstinted effort and commitment by individuals and organizations that power these engines yet never cared to hit the headlines. These achievers will now receive due recognition on Brand India's global stage.

Come November 2017, Rural Brand India Summit will unfurl the full glory of their amazing harvest of change.



BRAND INDIA AWARDS 2016



**Mr. H. R. Gaikwad, CMD,
BVG India Limited, Pune
Indian Service Brand**



**Dr. A. Velumani, Founder & CMD
Thyrocare Technologies Ltd., Navi Mumbai
Indian Brand of the Year**



**Mr. Pankaj Poddar,
CEO, Cosmo Films Ltd., New Delhi
Indian Service Brand**



**Mahashay Dharampal Ji
MDH Group, New Delhi
Indian of the Year**



**Ms. Priya Dhavan and Pradeep Jolly
Early Learning Village, New Delhi
Most Promising Education Brand in India**



**Mr. Naunihal Singh
Strands Salon, Chandigarh
Startup Evangelist of the Year**



**Mr. Jai Kumar Agarwal and Mr. Anuj Agarwal
Gyan Dairy, Lucknow
Young Indian Entrepreneur of the Year**



**Vote of thanks by
Mr. Jairam Menon
Vice President, ABCI**



Association of Business Communicators of India

Your **LOGO** Might Be Here

Address:
 Association of Business Communicators of India, st/c/o. 20, Blaze Business Centre, 1 Level, Birla Mansion,
 Next to Commerce House, Nagindas Master Road, Fort, Mumbai - 400 001
 Contact Person: Kirit Varma, Mob. No.: + 91 98207 17858 • Email: admin@abci.in • Website: www.abci.in