



Association of Business
Communicators of India

CELEBRATING CROWNING GLORY

CREATING A WORLD RECORD
60TH ABCI ANNUAL AWARDS



CALL FOR NOMINATION 2020-2021

www.abci.in

Awards Winners



Reserve Bank of India



Union Bank of India



IOCL



NABARD



Mahindra & Mahindra



Office of Service Tax



Bank of India



LIC



Ministry of External Affairs



BHEL



Wockhardt Ltd



Glenmark Pharmaceuticals Ltd



ThyssenKrupp



Canara Bank



Kansai Nerolac

Glimpses of Annual Awards



Mr. R K Laxman Life Time Award



Mr. Roger Pereira Life Time Award



Mr. S M Krishna, Governor & Chief Guest at ABCI



**Mr. Manohar Parrikar Chief Guest
Mr. Shyam Benegal Life Time Award**



Mr. Gerson da'Cunha Life Time Award



Dr. James Gillies CERN, Geneva, Switzerland



Deputy Governor, RBI, Receiving Magazine of the Year



Mr. Ameen Sayani Life Time Award



**Mr. Anand Akerkar
1st Life Time Awardee**



Mr. Piyush Pande Honoured at ABCI



Bank of India receiving Magazine of the Year Iconic Shield



**Mr. Ashok Advani
Chairman Business India**



**Ms. K Bhavani Director Comm.
Government of Singapore**



**Mr. K R Kamath, CMD,
Punjab National Bank**



**Sir Mark Tully, Bureau Chief BBC,
India & South Asia**



Mr. Sam Pitroda



**Union Bank
The Champion of Champions**



**Mr. Vasant Sathe,
Hon'ble I & B Minister, India**



Dr. J J Irani MD, Tata Steel



**Mr. A N Jha Indian Oil Receiving
Magazine of the Year Shield**



**Mr. Ram Mohan, Father of
Indian Animation Industry Chief Guest
Mr. H M Nerurkar, MD, Tata Steel**



Mr. K Venkataramanan, MD, L&T



Mr. Sandeep Malvi



**Mr. Alyque Padamsee
The Brand Guru**



**Dr. Dinesh Keskar President &
COO, Boing Inc**



Mr. Sujit Patil



Ms. Shweta Rajpal Kohli



Mr. Bharat Dabholkar Life Time Award



Association of Business
Communicators of India
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"AN IDEA CAN SHAPE
THE COURSE OF HISTORY, AND IT DOES NOT
RECLINE ON GEOGRAPHY"

60th Annual Award

ABCI CELEBRATES THE BIG IDEA

and presents the opportunity
once gain to propel your brand
to the summit of excellence

A platform that
you have been long waiting for to show
what you have achieved and take it to the ne.

A rostrum enchanted
with glory and fame to kneel?
rise above all else
in the communication industry.



ABOUT THE ASSOCIATION

All of us are poised on the doorway to a world record.

Yes, all of us connected with the Association of Business Communicators of India (ABCI) should be proud that we have, within reach, the opportunity to surpass precedent, and set a new world record among associations involved in business communications - 60 years of successfully organizing annual awards functions.

Step back for a moment, and think about this potential achievement. No other professional body engaged in the field of communications anywhere in the world has ever held its 60th Awards Function. And that is exactly what we at the ABCI is poised to hold later this year. You have the opportunity to take part in this epoch-making event.

On this occasion, let us look back along the road we have travelled. Like most great organizations, ABCI too was founded by visionaries. In 1954, a small group of eminent public relations professionals started the 'Indian Association of Industrial Editors' (IAIE) that was later renamed as the Association of Business Communicators of India (ABCI).

The group comprised Mr. Victor Paranjoti, Mr. P. R. Gupta and Mr. Jerboy 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, and later F 71205 as a Trust 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. During his tenure as the President, IAIE was renamed as ABCI, to be affiliated with the International Body, International Association of Business Communicators, IABC. However, ABCI, soon became an independent and more stronger body of Communication Professionals.

Its pace of growth was accelerated further during the tenure of Mr. Yogesh Joshi as President, ABCI. His extraordinary leadership and high benchmark of performance gets him re-elected to this role every year, since 2004 and he made ABCI an Internationally known professional body of Business Communicators from India.

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. ABCI Awards are 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 Lord Timothy Bell, Political Strategist, Shyam Benegal, path-breaking filmmaker, Roger Pereira, 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 ComFest since Mr Joshi took over at the helm. His was elected as the Chairman of the World Communications Forum, Davos, Switzerland.

This year, we propose the following: A Special Event 'Rural Brand India Summit'. 72% of India still lives in Rural Areas. Their accomplishments unfortunately are seldom adequately covered by the media. Instead, what makes it to the headlines are Farmer Suicides, protests, and escalating demands. Does it mean that there are no inspirational stories emerging from our villages ? If India is developing, then rural India, an integral part of India is also developing. We are ABCI after successfully organising an event entitled "Brand India Summit" are now committed to presenting a Mega Event entitled "Rural Brand India Summit" The proposed two-day event will feature success stories of rural india in all walks of life. The Conference will also cover some of the International case studies on Rural Branding, emergence of Business Brands, Innovation in Rural India that can benefit masses. We would like all participating companies in the Annual Awards also send delegates to witness this Grand Event and also share their work done for rural India.

On a personal note, let me add that this year, I want ABCI nominations to cross a mark of two thousands nominations. The records await us. Let us take ABCI to the next level.

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



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Categories

09 BROCHURE DESIGN

10 PRESTIGE PUBLICATIONS

One-time prestigious publications brought out in 2020 or 2021 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.



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Categories

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 2019-20 and 2020-21 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 2021 for Calendar Year 2022)

21 WALL CALENDAR FOR THE YEAR 2022

22 TABLE CALENDAR FOR THE YEAR 2022

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.



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Categories

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.

25 E-ZINE:

Electronic in-house magazine, with no printed edition.

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.

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.).

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.

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.

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 2020 and 2021. 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 specialization in the wake of boom in the stock markets since 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 have 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, 08th October 2022

Judging starts on Friday, 21st October 2022

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: _____ WhatsApp No.: _____

Fax: _____

Three Email Ids: 1) _____

2) _____

3) _____

Frequency of Publication: _____

Print Run: _____

Cost per copy: _____

Number of Issues Brought out During 2020 or 2021: _____

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

| | |
|--|--|
| <input type="checkbox"/> Member: Rs. 2,000/- per entry | <input type="checkbox"/> Non Member: Rs. 2,500/- per entry |
| <input type="checkbox"/> Cheque (payable at Mumbai) | <input type="checkbox"/> 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, 08th October 2022

Judging starts on Friday, 21st October 2022

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 2020 or 2021.

- ▶ **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 8) 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 2020 or 2021 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. 2000/- per entry for members and Rs. 2500/- per entry for non members.
- ▶ Deadline for entries is Saturday, 08th October 2022. 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.
- ▶ Kindly send the Company Logo in JPEG or Corel File. In case of winning as Award, the Company Logo will be displayed during Awards Night & also on ABCI Website.
- ▶ Decision of the judges will be final and binding.

Watch out for the date for 60th Annual Awards Night

| | | | | |
|---|--|---|---|---|
| AAKRITI Promotions and Media Ltd. | ACC | adani | adani Natural Resources | बैंक ऑफ इंडिया BOI |
| balco | Bharat Petroleum | BE <i>Biological E. Limited</i> Celebrating Life Every Day | BROKERS FORUM | BRAND No Rules to Creativity |
| केनरा बैंक Canara Bank | Charutar Arogya Mandal | CHILD LINE 1098 NIGHT & DAY | CLARIANT | Coromandel |
| DISHA | doit advertising | elixir | एक्झिम बैंक EXIM BANK भारतीय निर्यात-आयात बैंक EXPORT-IMPORT BANK OF INDIA | FES |
| gsk do more feel better live longer | glenmark A new way for a new world | Gujarat Co-operative Milk Marketing Federation Limited, Anand 388001. | GVK | HDFC WITH YOU, RIGHT THROUGH |
| HP | IDBI BANK | Indian Overseas Bank | IndianOil | IPE GLOBAL Expanding Horizons Enriching Lives |

Your LOGO Might be here



Association of Business Communicators of India

| | | | | |
|--|--|--|-------------------------------------|--|
| ITC ITC Limited | ARTCO | LST Metro Rail | LARSEN & TOUBRO | LIC भारतीय जीवन बीमा निगम LIFE INSURANCE CORPORATION OF INDIA |
| marshmallow | Mindtree A Larsen & Toubro Group Company | NABARD | NOVARTIS | OPPI |
| punjab national bank | PRADDICTABILITY media sciences | RESERVE BANK OF INDIA | SAINT-GOBAIN | SBI General INSURANCE ET Best BFSI Brands 2018 |
| SECURENS Prevent crime before it happens | SPENTA DIGITAL MEDIA ENTERPRISES | Synechron Digital Business Consulting Technology | TATA TATA POWER | TATA POWER-DDL |
| TATA sky | Union Bank | IHCL | SANMAR | THERMAX |
| thyssenkrupp | यूनिजन बैंक Union Bank | vedanta transforming elements | पश्चिम रेलवे Western Railway | WOCKHARDT LIFE WINS |

COMFEST 2022

Rural Brand India Summit

"A HARVEST OF CHANGE"

The words 'Indian village' usually brings 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 where youths migrated to cities in search of employment or business opportunities. Today, however, the reality is very 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 the picture is changed now, today villages are flourishing with 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 an oxcart to SUV, from accepting drought-like conditions as 'kismet' to ensuring good harvest with drip irrigation and revitalized groundwater 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.





Association of Business Communicators of India



— Announcing —

Rural Brand India Summit



A Must Attend & Never Happened Event Before.
The Biggest Communication Exercise for Rural India



BEST OF INDIA COMES FROM RURAL INDIA

Research By: Akshay Foundation
Designed By: BrandSwitch.in

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