



**Association of
Business Communicators
of India**



53rd

Annual Awards

Glimpses of ABCI Annual Awards & ComFest 12



About Us



The Association of Business Communicators of India, (ABCI) is India's premier body of communicators, with membership drawn from India's leading businesses houses like Tata Group, Aditya Birla Group, L&T, M&M, Pfizer India, Banks like Reserve Bank of India, Bank of Baroda, Union Bank, Bank of India, Dena Bank PSUs like Indian Oil, Bharat Petroleum, the media and various communications faculty in educational institutions. The ABCI has distinguished itself as the only body that spans multiple disciplines of communications, viz., public relations, advertising, mainstream journalism, films and audio-visuals and the web space.

Formed in 1956 as Indian Association of Industrial Editors (IAIE), with an aim to recognize, reward the excellence in creative Business Communications, it is the only organization in India that has been working for this cause for the last 52 years. The Annual Awards Nite has been a Gallantry Function in the Corporate Circle in India in which we have felicitated many stalwarts from the profession.

Last year, we received a record 1015 nominations in 32 categories from over 110 companies across the nation. Based on these nominations, the judging took place in two rounds wherein stalwarts from Communications, Printing, Designing, Web designing and senior journalists formed the jury panel. The entire process of judging took place in the most transparent manner and on getting judges views, ABCI has declared the results and communicated to each of the award winning companies.

Following are the Elite Category Awardees

Mr. Deepak Morada, Vice President,
Communication & Brand Larsen & Toubro, Mumbai.
(Communicator of the Year Award)

Mr. Maxim Behar, Chairman, Hill+Knowlton Strategies,
Prague & Chairman & CEO, M3 Communication, Sofia.
(Communicator of the Decade Award)

Mr. Niranjana Rajadhyaksha, Executive Editor, Mint,
Mumbai. **(Excellence in Business Journalism Award)**

Dr. James Gillies, Head of Communication Group,
CERN Geneva, Switzerland.
(Global Business Communicator)

Mr. K. R. Kamath, Chairman & Managing Director
Punjab National Bank, New Delhi.
(Excellence in Financial Communication)

Mr. Ajit Balakrishnan, Founder & Chairman
Rediff.com, Mumbai.
(Strategic Business Communications)

Mr. Anthony B M Good, Founder Good Relations &
PR Consultant, London, UK.
(Life Time Achievement Award)

Mr. Shyam Benegal, Noted Film Maker.
(Life Time Achievement Award)

Champion of Champions

IOCL, Larsen & Toubro Ltd., Mahindra & Mahindra, Tata
Motors & Union Bank of India

Magazine of the Year "Without Reserve" by
Reserve Bank of India

Mr. Manohar Parrikar, Hon'ble Chief Minister of Goa,
had graced the occasion as the Chief Guest.

Categories

1) 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

2) 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

3) Tabloids (Internal Or External):

Periodicals that are simpler in style than magazines and which have mainly news items rather than features. Size would not be over 11.75`` x 16.5`` (this is the international size of Tabloid).

4) Newsletters:

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

5) 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.

6) Bilingual Publications:

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

7) New Publications:

New periodicals launched in 2012. Existing publications which have been redesigned or relaunched are not eligible. For Categories 1 to 7, judging will be based on content and its impact.

8) 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 9 to 11, will be judged on the basis of look & feel, colours combination and diversity in design relevant to content and impact of design on communication.

9) Magazine Design:

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

10) Newsletter Design

11) Brochure Design

12) Prestige Publications:

One-time prestigious publications brought out in 2012 for the purpose of organizational promotion or promotion of an event or cause.



Mr. Deepak Morada



Mr. Maxim Behar



Mr. Niranjan Rajadhyaksha



13) Features (English):

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

14) 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.

15) Features (Language):

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

16) Special Column (Language):

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

17) 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.

18) 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.

19) 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.

20) Illustration:

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

21) Annual Reports:

Reports published for the financial year 2011-12 accompanied by graphic presentations, photographs and illustrations to dramatise and communicate clearly the organization's financial results/activities/achievements.

22) 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 2012 for calendar year 2013)

23) Wall Calendar for year 2013

24) Table Calendar for the year 2013



Dr. James Gillies



Mr. K. R. Kamath



Mr. Ajit Balakrishnan

25) 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.

26) 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.

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) E-zine:

Electronic in-house magazine, with no printed edition.

28) 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) 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.

30) 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. Microsites 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

31) 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.

32) Corporate Film:

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



Mr. Anthony B M Good



Mr. Shyam Benegal

53rd Annual Awards
Friday, 18th October, 2013
Crystal Room, Hotel Taj Mahal,
Apollo Bunder Road, Mumbai - 400 001
at 5.45pm
Dress Code - Business Formal



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 systems 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 2012. 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 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 Communications: Many years ago Mr. Nani Palkhiwala / Mr. Eknath Thakur, former Director, SBI & Hon'ble MP (Rajya Sabha), Mr. Rajendra Darda, Hon'ble Industries Minister, Govt of Maharashtra were felicitated with this Award. Any Indian, 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.

ComFest-13

Communication Unlimited

With a grand success of ComFest-12 ABCI is geared up to organise the next round of ComFest this year.

ComFest-13 will feature Guest Speakers of International Repute & of equal eminence as that of the last two years as follows.

Lord Timothy Bell - Chairman and Managing Director of Saatchi and Saatchi Compton, Chairman, Chime Communications, London. Lord Bell was instrumental in the Conservative general campaign victories of Mrs. Margaret Thatcher and was her PR Advisor while she was Prime Minister of the United Kingdom. In the reputation management, Lord Bell will unravel the saga of Thatcher era and how he contributed in building her reputation as an "Iron Lady" and was instrumental in building her image as an uncompromising politics and leadership style thus creating what is known as Thatcherism. Lord Bell will be visiting India for the first time at the invitation of ABCI.

Sir Mark Tully - The Former Bureau Chief of BBC, was born in Calcutta. Tully Sahab, as he is famously known, has covered major incidents in India & South Asia during his tenure, ranging from Indo-Pakistan conflicts, Bhopal Gas Tragedy, Operation Blue Star, Demolition of Babri Masjid and Assassination of Mrs. Indira Gandhi & Rajiv Gandhi. Sir Mark Tully was conferred with an Order of the British Empire and was knighted in the New Year Honours in 2002. He received Padma Shree in 1992 and Padma Bhushan, both by the Government of India.

Other Speakers - Mr. Maxim Behar - Chairman, Hill + Knowlton Strategy, Prague, Mr. Luiz Brandao - CEO, in futuro Consulting Company, Brazil, Ms. Elena Dugina - CEO & Founder, I-Consulting, Moscow, Russia, Mr. Solly Moeng - President, PRISA, South Africa, Mr. Juan Carlos Belosso, CEO - Futureplaces, Barcelona, Spain, Dr. Grigory Rozhkov - Director General, St Petersburg-London 2003, Dr. Matthew Hibberd, Director Communication Studies, University of Stirling, UK, Mr. Arturas Jonkus, Chairman of the Board, Meetpoint UAB, Vilnius, Lithuania, Ms. Olga Rink, Executive Director, ARFI, Moscow, Russia, Mr. Gianni Catalfamo, Chairman, Pleon Ketchum, Italy, Srba Jovanović Country Manager Action Global Communications Belgrade, Serbia, Ms. Stafenia Fussi, Italy, Mr. J K Menon, Singapore, Mr. Roger Pereira, Mr. Jitender Bhargava and many more....

Mark the following dates on your calendar

Day & Date : Thursday, 17th October, 2013 & Friday 18th October, 2013
Venue : Ball Room, Hotel Taj Mahal Palace & Tower, Opp. Gateway of India,
Apollo Bunder Road, Mumbai - 400 001.

Entry Form



Last Date for Filling Nominations is 31st August 2013

Category No.

Judging starts on Saturday, 7th September, 2013

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 1-9 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 10 to 32): _____

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 2012: _____

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` 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. 1,500/- per entry _____ Non Member: Rs. 2,000/- 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 : _____

Last date for Filing Nominations 31st August 2013 • Judging starts on Saturday, 7th September, 2013 • Kindly send your Company Logo in JPEG or Corel File. In case, if you win an award, the same will be displayed during Awards Nite & also on ABCI website • Cheque / DD should be in the name of Association of Business Communicators of India.



Prestige Awards

All entries must have been published during calendar year 2012.

- 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 9) 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.
- 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.
- An entry under the ``New Publications`` category should carry some proof to show that it is a new publication brought out for the first time in 2012.
- 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. 1,500/- per entry for members and Rs. 2,000/- per entry for non members.
- Deadline for entries is 31st August 2013. 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.



**Association of
Business Communicators of India**



Entries to be sent at :

C/o KIRIT VARMA, CREATIVE LINE,
20, Blaze Business Centre, 1st Floor, Nagindas Master Road,
Birla Mansion, Next to Commerce House, Fort, Mumbai 400 001
Mob: 98207 17858 • Website: www.abci.in