



**PUBLIC RELATIONS SOCIETY OF INDIA**

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**39<sup>th</sup> ALL INDIA PUBLIC RELATIONS CONFERENCE 2017**

**RESULTS PRSI NATIONAL AWARDS 2017**



**Jury for PRSI National Awards 2017 from Left to Right Dr. Ajit Pathak, National President PRSI; Shri. Sarthak Behuria, Ex Chairman, IndianOil & SCOPE; Ms. Yeshi Seli, Associate Editor Business India; Ms. Stuti Kakar, Chairperson ; Ms. Deepak Sandhu, Ex Chief Information Commissioner Govt of India & Ex Principal Director General Press Information Bureau; Shri K G Suresh, Director General Indian Institute of Mass Communication; Ms. Nivedita Banerjee, Sectary General PRSI.**

S No	Category	Result	Name of Organization
1	House Journal (Hindi)	1	HPCL – Mumbai
		2	Bank Of Baroda
		3	NTPC – SINGRAULI
2	House Journal (English)	1	HPCL – Mumbai
		2	EXIM BANK
		3	NRL- NUMALIGARH REFINERY LIMITED
3	Newsletter (English)	1	IndianOil – Mumbai
		2	The Sanmar Group – Corporate Division
		3	Dainik Bhaskar Group

4	Newsletter (Hindi)	1	MP Madhya Kshetra Vidhyut Vitran Company Ltd
		2	IOCL – Northern Region
		3	DAINIK BHASKAR GROUP
5	Special/Prestige Publication	1	IOC – MARKETING HO
		2	DAINIK BHASKAR GROUP
		3	NTPC Ltd – Vindhyachal
6	Coffee Table Book	1	Nuclear Power Corporation of India Ltd.
		2	OTS Advertising Pvt Ltd.
		3	IFFCO

7	Corporate Brochure	1	MOULIS ADVERTISING SERVICE PVT LTD CHENNAI
		2	KRIBHCO
8	Sustainable Development Report	1	ITC
		2	DMRC - Delhi Metro Rail Corporation
		3	NABARD
9	Annual Report	1	HPCL – Mumbai
		2	NRL- NUMALIGARH REFINERY LIMITED
		2	IFFCO
		3	GVK

10	<b>Best Communciation Campaign (Internal Publics)</b>	1	ITC
		2	OTS Advertising Pvt Ltd.
11	<b>Best Communciation Campaign (External Publics)</b>	1	ADFACTORS PR
		2	Nehru Science Centre, Mumbai
		3	Advertising Bureau & Consultant – KOLKATA
12	<b>E-Newsletter</b>	1	INDIANOIL Corporation Limited – Eastern Region
		2	NTPC – SINGRAULI
		3	DAINIK BHASKAR GROUP

13	Corporate Website	1	ITC
		2	EXIM BANK
14	Social Media for PR & Branding	1	NCL - Northern Coal Fields Ltd.
		2	IndianOil Corporation LTD. Corporate Office
15	Public Relations in Action	1	ITC
		1	IOCL – GUJRAT REFINERY
		2	IndianOil Corporation Limited (Southern Region)
		3	NTPC – Corporate Centre

16	Event Management	1	NRL- NUMALIGARH REFINERY LIMITED
		2	Kalyan Bharti Trust
		3	IOC – MARKETING HO
17	Best Public Awareness Program	1	DMRC - Delhi Metro Rail Corporation
		2	NTPC (Mumbai)
		3	MP Madhya Kshetra Vidhyut Vitran Company Ltd
		3	Nuclear Power Corporation of India Ltd. (Mumbai)
18	Best Employee Communication Program	1	Adfactors PR
		2	PWC (Price Water House Cooper Pvt Ltd)
		2	Coromandel International Ltd
		3	MP Madhya Kshetra Vidhyut Vitran Company Ltd
19	Best PSU Implementing CSR	1	HPCL – MUMBAI

20	Best Private Organization Implementing CSR	1	ITC
		2	Hindalco Industries
21	Best CSR Project for Childcare	1	HPCL – Candigarh
		2	Coromandel International Ltd.
22	Best CSR Project for Women's Development	1	ITC
		2	Adfactors PR
		3	Neyveli Lignite Corp. Ltd
23	Best NGO Making Contribution to CSR	1	KALYAN BHARTI TRUST
		2	Natraj Music & Dance Academy
24	Best PSU Implementing RTI	1	NLC - Neyveli Lignite Corp. Ltd
25	Corporate Film (Hindi)	1	NTPC - LUCKNOW
		2	NTPC – SINGRAULI
26	Corporate Film (English)	1	Neyveli Lignite Corp. Ltd
		2	NTPC CORPORATE
		3	DMRC



27	<b>Digital Media - Best Viral Marketing Campaign</b>	1	EXIM BANK
		2	ICAR - National Academy of Agricultural Research Management
28	<b>Digital Media - Best use of social media in campaign</b>	1	NRL- NUMALIGARH REFINERY LIMITED
		2	NCL - Northern Coal Fields Ltd.
29	<b>Digital Media - Best Online Marketing</b>		
		1	ITC
		2	EXIM BANK



Dr. Ajit Pathak  
(National President)



Nivedita Banerjee  
(Secretary General)

Date: 05/12/2017