



Dainik Bhaskar INDIA PRIDE AWARDS introduces new category of Advertising for PSUs



27th October, 2012: Dainik Bhaskar Group announced start of nomination process for the INDIA PRIDE AWARDS 2012. The one of its kind awards will be held in New Delhi in the month of December. The awards acknowledge and recognise contributions by Indian PSUs and the excellent work done by them; recognizing the true spirit of excellence in serving the nation.

India Pride Award 2012 (IPA) is the 4th edition of awards which began in 2009 and has graduated to reflect excellence in true colours. It is the only awards ceremony in India by a non-government body that acknowledges relentless efforts of the Indian PSUs in nation building. IPA extended its scope in 2011.

In addition to the Central and State PSUs, two new categories Social Change Agents and Impact Creator – Civil Servants honouring individuals from the society were introduced.

Shri P. Chidambaram, Hon'ble Union Minister of Home Affairs was the Chief Guest in IPA 2009, Shri Pranab Mukherjee, Hon'ble Union Minister of Finance was Chief Guest in 2010. And the awards in 2011 had Shri Montek Singh Ahluwalia, Deputy Chairman, Planning Commission as the Chief Guest, Shri Jairam Ramesh, Hon'ble Union Minister of Rural Development and Shri V. Narayanasamy, Hon'ble MOS for Parliamentary Affairs as Guests of Honour.

2012, its 4th year - IPA is buzzing with the promise of exceeding expectations to be one of the most eventful awards of the year. This year will see introduction of another category 'BEST MEDIA AGENCY- PSU'. The award will recognize the advertising agency for the most impactful PSU campaign. The awarded campaign is expected to have demonstrated in an impactful way the message on PSU competencies and its impact on the society and economy of the nation. The award is media neutral and will consider the best work in print / electronic or any other media.

Speaking on this new category introduction in IPA 2012, Jaideep Dhagat, National Head- Government Business, Dainik Bhaskar group said "Communication and in that extension advertising plays a vital role in reaching out to masses; an important stakeholders in the PSU eco-system. The category of communication in PSU comes with its own challenges and we believe that lot of good work is being done by advertising agencies for the PSU's. This new category will bring alive these efforts and would work towards becoming a benchmark for the category".

The last date of receiving nominations is 10th November 2012. Details about the awards and entry / nomination form can be downloaded from www.dbindiaprideawards.com.

This year "Wital See" is the Title Sponsor, ICRA is the knowledge Partner and CNBC Awaaz is the television partner.