

indiacsr | Corporate
Sustainability &
Responsibility

Presents



NATIONAL
HOUSE JOURNAL
AWARDS 2024

Innovation Partner



Gurukshetra Consultancy Pvt. Ltd.



OBJECTIVES



- House Journals or News Letters are reflection of employee engagement in an organization. How a House Journal is curated, designed, paginated, represent management and employee's sentiments, participation and distributed; marks its acceptability as a tool of internal communication and also builds a deep relation and belongingness between the management and employees.
- The **National House Journal Awards 2024** being first-time organized by INDIA CSR, in technical collaboration with GURUKSHETRA CONSULTANCY would recognize efforts of the organizations and corporate communication teams of an organization.

THE JURY



- The Jury would be of veterans who have been in the Corporate Communication field and have been bringing out House Journals in different sectors. The Jury would also be represented by creative heads to assess creativity and innovation.
- Kindly note that the decision of the Jury would be final and binding to all and no recommendation would be entertained
- As per the decision of the Jury, the selective House Journals would be displayed at the time of Award Function which would be held most like in NCR.

Jury Chair



Pavan Kaushik

Pavan Kaushik is a renowned Storyteller - Author - Co-founder of Gurukshetra Consultancy, and Independent Consultant to Gerson Lehrman Group, Inc. (GLG) – Insight Alpha – Atheneum - International Zinc Association in his areas of expertise. With over 35 years of professional experience, spread across government and corporate sector, including Ministry of Information & Broadcasting, the National Institute of Fashion Technology, Vedanta Group, Hindustan Zinc and DS Group; Pavan is a nationally and globally recognized Communication & PR professional and speaks as an expert on Infrastructure development - metals & mining - real estate and CSR portfolios. His strength lies in aligning CSR with business objectives & stakeholders engagement and leadership positioning. Pavan Kaushik has curated and brought out more than 100 House Journals, Annual Reports, Sustainability Reports and Financial Reports in his extremely rich career. For his strategic communication skills he has received many national and international recognitions, including “India CSR Person of the Year -2018.”

Jury Members



Monika Rawal

Monika Rawal is a seasoned Entertainment Editor and Film Critic with over 18 years of experience in digital and print media. A member of Film Critics' Guild and having worked with organisations such as Hindustan Times, Times of India, Dainik Bhaskar and Mid-Day, she has written extensively on Hindi Cinema, OTT Trends and Fashion & Lifestyle. Her 'No Rating Movie Review' property for HT City, launched in 2019, has been one of the highly regarded in the film business. Besides leading editorial content and social media strategy, she has also been actively involved in the planning and execution of several marquee events such as HT Most Stylish Awards, OTT Play Awards, Critics' Choice Awards, HT City 30 Under 30 Awards, HT Leadership Summit involving celebrities from the world of entertainment. With a well-knitted network with celebrities and their management agencies, Monika has contributed significantly towards onboarding of talent and influencers for various events, and fashion cover shoots for HT City Showstoppers.

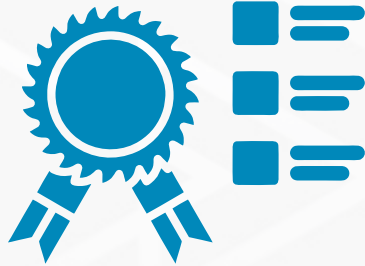


Swati Gupta

A distinguished digital marketing professional currently working with Adani Digital Labs. With years of experience in the digital marketing realm, Swati has excelled in building brands from scratch, leveraging comprehensive 360-degree strategies in content creation, SEO, SEM, social media marketing, performance marketing, and digital advertising. Swati has had the opportunity to build brands from the ground up, utilizing her proficiency in Google Analytics, HubSpot, and PPC advertising, combined with her expertise in A/B testing, CRO, and marketing automation. Her innovative and data-driven strategies have led to successful campaigns that optimize performance and maximize ROI, helping brands grow from scratch to ten or even fifty times their original size. Her extensive knowledge and experience have allowed her to work across different regions, bringing fresh and effective solutions to the table. Swati's contributions have not only driven exponential growth for brands but have also set new benchmarks in the industry.

CATEGORIES OF AWARDS

Print | Digital | Innovation | Employee Engagement | Designing



Best Newsletter in Educational Institution Category

- Best Design category
- Best Content Category
- Overall Best in Consistency, Design & Content

- Best House Journal in Government / PSU Category – in Print
- Best House Journal in Corporate Sector Category – in Print
- Best House Journal in Digital Category in Government
- Best House Journal in Digital Category in Corporate Sector
- Most innovative Designing) House Journal in Government Sector
- Most innovative House Journal in Corporate Sector
- Most Engaging House Journal in Government Sector
- Most Engaging House Journal in Corporate Sector
- Best Designed House Journal in Government Sector
- Best Designed House Journal in Corporate Sector
- Best House Journal Award for a Startup

- There would be three awards in each category – 1st, 2nd and 3rd.
- **The Best House Journal Award in all Categories**, which would surpass all criteria and expectations. This would be decided assessing all the applicants.

CRITERIA

Applying For The Awards



- The companies are publishing (whether in print or digital format) House Journal for the last 3 years at least. For the Startups it would be two years.
- The frequency of the House Journal needs to be Quarterly, being printed regularly without any drop.
- The minimum number of pages for the House Journal needs to be 24 in case of Corporate/Government sector and 16 pages in case of Startups.

HOW TO APPLY

Application Requirements

The Companies are required to fill the following application form, enclosing 4 print copies of House Journals, and courier on the given address; besides sending digital version as well via email.

Digital Submissions

Companies releasing digital versions may email a copy of the House Journal along with the application form. The digital version in PDF format also needs to be sent via email to – **awards@indiacsr.in**

Deadline

Open.

Where to Send

The application form along with the print version of the House Journal can be couriered at, also enclosing the payment details:

India CSR

2nd Floor, Nivesh Well Chamber, Near Hanuman Mandir, Mandi Gate, Pandari - 492004, Raipur, Chhattisgarh | M : 70005 09962 (Manish Kumar) | Kamal Yadav : 75872 02500

Application Processing Fee

The application processing fee is Rs. 20,000/- (Rupees twenty thousand only). You can apply in up to three categories for the same fee.

18% GST Applicable.

Bank Details

- **Bank Name:** Axis Bank
- **Type of Account:** Current Account
- **Account Name:** India CSR Network
- **Account No.:** 918020014926747
- **IFSC Code:** UTIB0000490
- **GST No.:** 22AWBPM8507B1Z1

CONTACT



For any further information, you can speak to:

- **Name:** Pavan Kaushik
- **Mobile:** 91166 99949
- **Email:** pavan@indiacsr.in



INDIA CSR NETWORK

REGISTERED OFFICE:

222, Krishn Vatika, Church Road, Boirdadar, Raigarh-496001, Chhattisgarh, INDIA
E : info@indiacsr.in | M : 99810 99555 | W : indiacsr.in

 indiacsr.in/summit  twitter.com/indiacsr  facebook.com/indiacsrnetwork/  linkedin.com/in/indiacsrnetwork/