

Special Issue

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# **KALEIDO** **SCOPE**

STANDING CONFERENCE OF PUBLIC ENTERPRISES

## Corporate Communication in the Age of Disruptions- Innovative Solutions



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# KALEIDO SCOPE

STANDING CONFERENCE OF PUBLIC ENTERPRISES

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**Minister**  
Petroleum & Natural Gas ;  
Steel  
Government of India  
New Delhi



## **MESSAGE**

It is very heartening to note that Standing Conference of Public Enterprises (SCOPE) has come up with this special issue of KALEIDOSCOPE on the theme 'Corporate Communication in the age of Disruptions- Innovative Solutions' and organizing a summit on the same.

From brand building to averting crises, Corporate Communication is vital to any organization. In the current era, where communication has become fast and responsive, the role of Corporate Communication has also witnessed a paradigm shift. The degree of alertness has to be immense and methodology of communication should be apt and precise. There should be a proper synchronization of the organization's objective and a communicator's job. It is then an organization can develop corporate communication professionals as a strategic partner.

I am optimistic that this Summit would help the professionals to learn about newer strategies and come up with new solutions. I wish the program all success and congratulate the winners of Corporate Communication Excellence Awards.



(Dharmendra Pradhan)

New Delhi  
July, 2019



मंत्री  
भारी उद्योग एवं लोक उद्यम  
भारत सरकार



Minister of  
Heavy Industries & Public Enterprises  
Government of India

अरविंद सावंत  
Arvind Sawant



## MESSAGE

It is a matter of immense pleasure that **Standing Conference of Public Enterprises (SCOPE)** is organizing a two day Corporate Communication Summit, 2019 on theme: Corporate Communication in the age of Disruptions-Innovative Solutions and bringing out a special issue of their magazine **KALEIDOSCOPE** on the same.

Disruption has become the key word in the world of business. It is, therefore, pertinent that the Communication's professionals equip themselves with tools to tackle such disruptions. Their role and responsibilities now exceed their normal domain of work and it is now more than just building and brand management.

I am sure that the two day Summit will create apt platform for the CC professionals and generate a consensus to see their role in a newer light. I also congratulate **SCOPE** for presenting **Corporate Communication Excellence Awards** to encourage the CC teams of PSEs to continue their excellent work and inspire others to follow the suit.

  
ARVIND SAWANT

प्रकाश जावडेकर  
*Prakash Javadekar*



मंत्री  
पर्यावरण, वन एवं जलवायु परिवर्तन और  
सूचना एवं प्रसारण  
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ENVIRONMENT, FOREST &  
CLIMATE CHANGE AND  
INFORMATION & BROADCASTING  
GOVERNMENT OF INDIA



## **MESSAGE**

It gives me immense pleasure to note that Standing Conference of Public Enterprises (SCOPE) is bringing out a special issue of its magazine KALEIDOSCOPE on "Corporate Communication in the age of Disruptions-Innovative Solutions" which would showcase the work done by Public Sector Enterprises (PSEs) in the field of Corporate Communication.

Communication is intrinsic to an Organization's functioning and Corporate Communication has forged itself as a strategic partner in the corporate world. The industry has observed a tectonic shift with the advent of digital media and so has the communication field. In the current scenario, it is apt for the Corporate Communication professionals to devise new strategies and innovate newer dimensions in the field of communication.

I hope that this summit would help the communication professionals in understanding the world of business and come up with innovative solutions to tackle it. I congratulate the winners of Corporate Communication Excellence Awards.

I wish the summit and SCOPE the very best in all its endeavours.

**(Prakash Javadekar)**



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अरजुन राम मेघवाल, आई.ए.एम. (रिटाइरड)  
Arjun Ram Meghwal, IAS (Retd.)



भारी उद्योग एवं लोक उद्यम और  
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## **MESSAGE**

Brand Management is an important and intrinsic part of an organization to insure its sustainability. The volatile market necessitates the presence for a strong Corporate Communication Team as the strategic partner of an organization. It also calls for the Corporate Communication professionals to be ever ready and be on their toes 24/7.

The brand management or image building itself has seen a facelift in recent times with the advent of digital technologies and digital media platforms. The omnipresence of social media in our lives on one hand have eased the process of communication while on the other hand, has increased the level of crises, awareness and responsibility.

I am delighted to see that Standing Conference of Public Enterprises (Scope) has organized the SCOPE Corporate Communication Summit 2019 on the theme "Corporate Communication in the age of Disruptions-Innovation Solutions" and is also bringing out a special edition of its magazine KALEIDOSCOPE on the same theme. I also congratulate the winners of SCOPE Corporate Communication Excellence Awards which will be given during the summit.

I am sure this platform would help the Corporate Communication professionals of PSEs and wish the Summit all success.

(Arjun Ram Meghwal)

फगगन सिंह कुलस्ते  
FAGGAN SINGH KULASTE



Dy. No.....VIP MOS (Steel)/2019  
इस्पात राज्य मंत्री  
भारत सरकार  
उद्योग भवन, नई दिल्ली-110011  
MINISTER OF STATE FOR STEEL  
GOVERNMENT OF INDIA  
JDYOG BHAWAN, NEW DELHI-110011



## Message

I am happy to learn that Standing Conference of Public Enterprises (SCOPE) is bringing out a special issue of its magazine, KALEIDOSCOPE, on Corporate Communication in the age of Disruptions- Innovative Solutions and also organizing a summit on the same.

Corporate Communication has forayed itself into the mainstream business process and established itself as an important pillar towards brand promotion, image building, handling crisis etc. The domain itself has witnessed tremendous facelift in recent times with the advent and domination of digitalization. The communication today is not dependent on traditional mediums and the accountability has raised manifold. Stakeholders, today, are more vigilant and aware. They seek immediate response from the organization. In such a scenario, it is pertinent for the Corporate Communication professionals to come up with innovative solutions to deal with new challenges.

I am confident that the two day summit would prove to be an important platform for all the communication professionals and it would facilitate the process of re-defining their roles and responsibilities. As the award for best practices in the Corporate Communication domain would also be given during the summit, I congratulate all the winners.

I express my best wishes to SCOPE and PSEs.

  
(Faggan Singh Kulaste)



**C**orporate Communication (CC) or Public Relations (PR) is considered to be mouth-piece for an organization which is used as an image management tool which in turn provides a competitive edge to an organization. In this context, the role of Corporate Communication has gained prominence. CC professionals also have a distinct and unique responsibility of building not only the brand image of the organization, but also attracting and retaining stakeholders of the organization. CC professionals along with their roles and responsibilities toward their respective organizations need to work together in building the brand image of Public Sector Enterprises (PSEs) as a whole which have been at the forefront of the Government's agenda and at the helm of nation's service. There is need for concerted and coordinated efforts for Brand image of the sector. For a healthy business model, the CC teams need to convey their community building activities for better image building. Capacity Building of Corporate Communication professionals of PSEs in the changing media matrix and development of technologies for deft handling of new tools have become important to change the brand-image of PSEs.

As government plans to increase people's participation in PSEs, it is also important for CC professionals of PSEs to understand the Investor Relations and Financial Communication Matrix. They need to be well aware of government policy, listing process and requirements, dynamics of

financial markets and imperatives in image building for attracting investors.

Understanding its significance, Standing Conference of Public Enterprises (SCOPE) is organizing a two day Corporate Communication Summit on the theme: Corporate Communication in the Age of Disruptions - Innovative Solutions. The summit would identify the changing landscape of communication and way forward. It would also try to evolve ways through which CC could become strategic partner of an organization. Big Data has grown significance in recent times and the summit would acquaint CC professionals with it to use big data analysis to their own advantage.

SCOPE would also be presenting CC Excellence Awards 2019 during the summit and I congratulate all the winners and participants. The SCOPE's CC Excellence award recognizes the outstanding work done by PSEs in the field of CC. SCOPE received an overwhelming response from PSEs in the 12 categories of the award. We have also come out with this current issue of our magazine depicting some extraordinary work done by PSEs in the Corporate Communication domain.

We are also working toward creating a better platform for PSEs to express their innovative ideas to better the overall performance of the sector. Recently, we organized a meet of Director (Finance) of PSEs regarding Market Capitalization (M-Cap) as a criterion of MoU. Senior Level Executives of PSEs presented some valuable suggestions towards the betterment of the provision. SCOPE will compile the suggestions to forward the same to the concerned authorities.

As the global environment is becoming more challenging, it is pertinent that PSEs stands up again as in the past to make the nation economically secured. I am confident that, with the undying spirit of PSEs for economic upliftment with social justice, India shall emerge victorious and achieve all that it desires.

  
**Rakesh Kumar**  
Chairman, SCOPE



**Dr. U. D. Choubey**  
Director General, SCOPE

# Developing Corporate Communication as a Strategic Partner

Communication has been the key for human evolution. The journey of winning the space-time continuum has led to miraculous inventions and discoveries. Each Industrial Revolution that the world has witnessed could not be completed without the role of communication in it. From the role of printing press during the first Industrial Revolution to the current fourth industrial revolution, communication has helped human civilization evolve. Such is its role that roughly 281 billion emails were sent and received each day in 2018, 300 hours of videos are being uploaded on YouTube every minute, every second 6,000 tweets are made on twitter and so on and so forth.

Public Relations or its modern avatar, Corporate Communication finds its root deep in the annals of history. Rulers/kings used to hire messengers/ambassadors to spread their goodwill stories among the subjects of their kingdom. The modern-day PR/Corp. Comm profession could be attributed to Ivy Lee or Edward Bernays. Since then PR/Corp. Comm has traversed a large distance and find itself as an intrinsic part of the industry covering the social, political and economic landscape. The PR/Corp. Comm

profession also has transformed itself with the changing times and with the advent of 24/7 media, social media platforms, digital media, the profession itself has undergone complete facelift. It has now become important for the communication professionals to utilize these platforms and be well versed with the big data analytics.

As the profession is on the verge of complete overhaul, it is time to complete the Harold Laswell's Model that PR/Corp. Comm professionals are taught at the beginning of their profession. Laswell's model says, "who says what in which channel to whom with what effect?" For years, communicators produced news clippings to depict effect of their communication efforts, but an important point was given amiss. News clippings are the outputs and not the outcome. Therefore, it becomes important to quantify the result to produce outcome. It is with embracing analytical tools and big data, PR/Corp. Comm professionals could quantify their efforts and become a strategic partner in an organization rather than just a mouthpiece. In coming sections, we shall explore various ways of quantifying Corp. Comm. to develop them as a strategic partner of an organization.

## Communication cum Business Process

For any domain of an organization to succeed, it is important that the outcome, goal or objective is clearly defined. In case of communication, it is pertinent as discussed earlier that output generation is easier than outcome generation. In order to quantify the communication process, Corp. Comm. need to partner with their business counterparts and decide on the outcome the business process wants to achieve. Now Corp. Comm. needs to establish proper communication strategy that would move around the desired business outcome. The communication strategy, in turn, should revolve around identifying resources, barriers and stakeholder behavior.

The outcome thus generated could be also attributed to the communication effort. There exist numerous benefits of carrying out communication process like that. For instance, using various channels instead of sticking to one communication medium can help an organization map the stakeholder behavior or reaction. This in turn could be used to better the communication efforts and once desired output is achieved, it could act as a standard procedure for all future business transaction.



### Top Management Involvement

A typical organization has various departments like, Production, Marketing, Sales, HR, PR etc. that work in tandem to achieve the organizational goal and objective. Communication is key function in it to maintain a sustainable relationship of an organization with all its stakeholders, both internal and external. Every organization, therefore, strategizes the position of Corp. Comm. which either acts independently or under some department. The moment it is reduced to a department that reports to the marketing head or HR head, the vision or the communication strategy is compromised.

Explaining the above conundrum, Corp. Comm. as an independent body or in other words, Corp. Comm. as the C-suite (CEO, COO, CIO, CCO etc.) of an organization acts as a manager that forms an interlink between stakeholders and the organization. Corp. Comm. as a reporting body to a C-suite department acts as a technician producing press releases, reports, communication messages etc. The important point that goes amiss here is that, they are debarred from the direct role in meeting the organization's goal.

As a Chief Communication Officer, an individual could give the due diligence on key strategic decisions and help an organization find its own voice when it comes to communication. Now when it is established that we need a communication representation at the board level, it is important to understand the job of a Corp. Comm. professionals. Traditionally, it is understood that Corp. Comm. only deals with press releases, press meet/conference, newsletters etc. whereas, on the hindsight majority of the organization fail to understand the pivotal role of Corp. Comm. which is way more than the stereotypical roles. When it comes to an Organizational objective and goals, Corp. Comm. uses various tools to propagate the company's goal through the channels of stakeholders.

### Understanding Business

According to the Page Society Survey, the most important quality that a Chief Executive Officer (CEO) sees in a Chief Communication Officer (CCO) is their business acumen. On one hand, when we say that Corp. Comm. profession needs to find itself at the board level position, it is also important for Corp. Comm. professionals to understand the business of their organization. Being the spokesperson carries a lot of responsibilities and goes beyond the conventional talking point agenda. It is then the stakeholders, media could rely on the spokesperson.

It is not that a Corp. Comm. professional needs to have the acumen of that of a CFO or CTO, but apart from the domain knowledge, they need to have hands-on-skill about the organizational business

process and management.

### Analyzing Communication Effort & Stakeholder Behavior

The world today stands at fourth Industrial Revolution. First Industrial revolution (1765) was about mechanization, the second (1870) about arrival of automation, telegraph and telephone, the third (1969) was about rise of nuclear energy and electronics. The fourth that we are witnessing now is about digitization. The whole world is going through this churning of a huge amount of data that comes in every day, every hour, every minute.

The internet 2.0 is about data analytics and Artificial Intelligence. It is used to predict the outcomes with newer tools and methods. Organizations all over the globe are going through it, adopting it and Corp. Comm. should be no different.

When it comes to stakeholders it sums down to understand a comprehensive overview of their attitude and behavior that has direct impact on business results. This trivial aspect has a complex algorithm attached to it which basically deals with new media or popularly known as social media.

Over the past two decades face of the internet has also undergone a rapid and a radical change. The internet has particularly seen a paradigm shift with the increasing use of social media. The use of social media has been progressing at a very fast speed with a new mode being launched every day with Facebook, Twitter, LinkedIn, WhatsApp etc. being the pioneers and leaders in the social media space. This has compelled companies to explore new avenues

to connect with the stakeholders so as to maintain a healthy relationship thereby enforcing Corp. Comm. professionals to change their gears from being reactive to proactive.

Data Analytics, therefore, can help Corp. Comm. professionals to tap into the huge amount of the information and it can also help an organization to analyze the communication effort by their corp. comm. professionals, thus, quantifying their efforts.

Data Analytics can be roughly classified into three sub-categories viz.

- Collecting the data
- Filtering the data
- Generating Outcome

All these three steps though they sound easy but it's a tough nut to crack. Internet is a busy place. 6,000 to 7,000 tweets are shared every second which equals to more than 350,000 every minute, 500 million per day and around 200 billion tweets every year. At any given second there are 20,000 people on Facebook and during this time five more people open an account (<http://www.daily-mail.co.uk>).

In this buzzing platform, collecting data, filtering it to your need and generating an outcome comes with a bunch of codes and tech-heavy algorithms. Using social media for better communication is just one aspect, but analyzing the impact, assessing the future change or tapping onto the market sentiment is a different ball game.

Here comes the role of Artificial Intelligence (AI) or Data Analytics 2.0. Through AI it would be possible to extract trivial facts from the

sea of data. AI can handle data faster, analyze it quicker than humans. AI or machine learning could soon analyze the efforts of communication, its reach, impact and effect on business overall. It could also predict the future course of actions. This in turn can help Corp. Comm. practitioners to shape their communication and strategies to an extent that they could know what, when, where and how to communicate and help organizations to understand the way Corp. Comm. team performs.

### What does the Future behold?

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**A typical organization has various departments like, Production, Marketing, Sales, HR, PR etc. that work in tandem to achieve the organizational goal and objective. Communication is key function in it to maintain a sustainable relationship of an organization with all its stakeholders, both internal and external. Every organization, therefore, strategizes the position of Corp. Comm. which either acts independently or under some department. The moment it is reduced to a department that reports to the marketing head or HR head, the vision or the communication strategy is compromised.**

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According to a report, there are only 16 directors from the communication background who have held the board level positions in the Fortune 500 companies.

This result is not astonishing as when it comes to Board level position or C-suite, management looks a professional from the business background and communication professional, therefore, don't qualify for the position.

The future of the Corp. Comm. in terms of board level representation still stands bleak until necessary steps are taken by both Corp. Comm. professionals and the organization.

In nutshell, most important attributes that can turn around this profession are:

- Make the outcome measurable
- Align the communication process to the organizational objective
- Be proactive rather than reactive
- Develop Business Acumen
- Generate Strategy Formulation Methods for the organization
- Use of Big Data Analytical tool

In the new digitized world, it is not impossible to quantify the efforts and as the digital world gets more active and investor activism gain its peak, the new age organization will look for better communication, better investor relations, crises management, reputation management and here the role of Corp. Comm. professionals would become pivotal. It is in these situations, through some introspection at both professional and organizational front; Corp. Comm. could be developed into a strategic partner of an organization. ■



# SCOPE Corporate Communication Excellence Awards 2019



Mr. Bimal Julka, IAS, Information Commissioner and Chairman of the Jury (in the centre) along with other Jury Members at the Final Evaluation of the CC Excellence Awards 2019.

Corporate Communication (CC) has forged itself as an intrinsic part of the corporate world. We at SCOPE understand the value CC Professionals bring to the table and therefore, SCOPE came up with SCOPE CC Excellence Awards in the year 2016. In its third edition this year, SCOPE enhanced the level of evaluation in order to bring more transparency, objectivity and also to create an ethical standard, instituted two tier evaluation of the entries received from PSUs across India.

The 183 entries from 57 Public Sector Companies in 12 categories had to go through a tough & objective evaluation process during the Preliminary Evaluation. Post Preliminary Screening, the entries again had to stand the expectations of Final Jury Members. Both, the Preliminary and Final Jury Committee consisted of eminent personalities ranging from Civil Servants, Academicians, Communication and Media personalities. The Preliminary Evaluation Process was judged by Mr. P. K. Sinha, SCOPE (CC Summit and

CC Excellence Awards Director), Dr. Anand Pradhan, Associate Professor, IIMC, New Delhi, Mr. Rajat Gupta, Adviser, Business India and Mr. Rajeev Ranjan Jha, Editor, Nivesh Manthan. Following the preliminary round, during the Final Evaluation Process was carried out under the chairmanship of Mr. Bimal Julka, IAS, Information Commissioner: Former Secretary, I&B, GoI.

Other member of the jury committee were Mr. Satyendra Prakash, IIS, DG, Bureau of Outreach & Commendation (BOC), DAVP, GoI, Dr. K G Suresh, Former DG, IIMC, Prof (Dr.) J. Jethwaney, Project Director (ICSSR) ISID & Former Professor & Program Director, IIMC, Mr. Shishir Sinha, Sr. Deputy Editor, The Hindu Business Line and Ms. Shruti Jain, Associate Prof., Times School of Media Bennett University. Mr. P. K. Sinha, Awards & Summit Director facilitated the final evaluation process. Subsequently the winners decided are as follows:



Jury Members of the preliminary evaluation process along with the SCOPE CC Excellence Awards 2019 team.



# Winners of SCOPE CC Excellence Award 2019

## Category 1

### BRAND BUILDING THROUGH INCLUSIVE GROWTH INITIATIVES

First Prize : NTPC Limited (Rihand)  
Second Prize : Central Coalfields Limited  
Third Prize : RINL (Vizag Steel)  
Commendation : MOIL

## Category 7

### BEST HOUSE JOURNAL [ENGLISH]

First Prize : REC Limited  
Second Prize : MRPL  
Third Prize : HPCL

## Category 2

### BEST CORPORATE COMMUNICATION CAMPAIGN & PROGRAM- INTERNAL COMMUNICATION

First Prize : BPCL  
Second Prize : REC Limited  
Third Prize : HPCL & SAIL

## Category 8

### BEST HOUSE JOURNAL [HINDI]

First Prize : MDL  
Second Prize : HPCL  
Third Prize : WAPCOS

## Category 3

### BEST CORPORATE COMMUNICATION CAMPAIGN & PROGRAM- EXTERNAL COMMUNICATION

First Prize : WAPCOS  
Second Prize : GRSE Limited  
Third Prize : HAL

## Category 9

### BEST ANNUAL REPORT

First Prize : HPCL  
Second Prize : ONGC Limited  
Third Prize : Power Grid Corporation of India Limited & PFC Limited

## Category 4

### INNOVATIVE STAKEHOLDER INTERFACE

First Prize : NTPC Limited & HPCL  
Second Prize : Northern Coalfields Limited  
Third Prize : NMDC Limited

## Category 10

### SPECIAL BRAND BUILDING PUBLICATION

First Prize : Nuclear Power Corporation of India Limited  
Second Prize : Balmer Lawrie & Co. Limited  
Third Prize : NTPC Limited

## Category 5

### CRISIS HANDLING

First Prize : WAPCOS  
Second Prize : SAIL  
Third Prize : PNB

## Category 11

### BEST CORPORATE FILM

First Prize : GAIL (India) Limited  
Second Prize : ONGC Limited  
Third Prize : Naini Aerospace Limited (NAeL)

## Category 6

### EFFECTIVE USE OF DIGITAL MEDIA

First Prize : GAIL (India) Limited  
Second Prize : Cotton Corporation of India Ltd  
Third Prize : REC Limited  
Commendation : Balmer Lawrie & Co. Limited

## Category 12

### PUBLIC RELATION & CORPORATE COMMUNICATION PERSON OF THE YEAR

Mr. Rajeev Goel, CGM, Public Relations & Corporate Communication Department, HPCL

**Recipient of Brand Building through Inclusive Growth Initiatives Award**  
**1<sup>ST</sup> POSITION**

# NTPC Limited

## Girl Empowerment Mission (GEM) Program - A Unique CSR Initiative

**N**TPC Ltd., a Maharatna Power Sector Company of Govt. of India launched a unique CSR programme "Girl Empowerment Mission" GEM Program at its VSR Region comprising of NTPC Vindhyachal which is the largest power plant of the country, NTPC Singrauli, the flagship power plant of the company and NTPC Rihand. Both Singrauli and Rihand are in Uttar Pradesh, whereas Vindhyachal is located in Madhya Pradesh. The GEM project has been initiated by the CMD, NTPC Ltd.

### Event

Girl Empowerment Mission (GEM) was launched on 21.05.18 for a month long during summer vacations. Program was organised for girl children in the age group of 10-12 years, who belonged to class-VI. All the participating girls were from Village schools from

around the three projects.

A total of 400 girls participated in the camp with consent from their respective parents.

### Objective

The objective of (GEM) was to give an exposure to the girls and their parents and guardians on quality of life, importance of education, requirement of discipline, self-defence, personal hygiene, consciousness about health, cleanliness, collective development, communication skills, awareness on hormonal changes and bring out their latent talent give an exposure to the kids and expand their horizon prepare them for life management skills, personal hygiene, physical and Cyber Security.

The program also wanted to create a dream and aspiration and wanted them to learn a path to achieve the dreams and higher

goals in life. GEM tried to catch young girls of class 5 promoted to class six in the age of 10-12 as they are in the moulding stage.

Educate a girl or change a girl's mind and you actually change the society is the key thought behind this programme.

In the Indian Villages it is seen that there is hardly any family member who can help these young minds to cope with their physical changes at this tender age of 10 -12 and accept it as a natural phenomenon. Usually the young girls become too conscious and hence tend to become shy and their parents force them to leave school and settle down for household work. The lack of confidence in these innocent girls make them vulnerable to many social miscreants.

### Programming

Initially, a baseline study was conducted at village schools around the three NTPC projects in the VSR Region. Namely, Vindhyachal, Singrauli and Rihand. This preliminary study by NTPC CSR officials from Corporate and Projects revealed that the girls studying in Class V in the age group of 10-12 were not only weak in English, Hindi, Maths and GK but were also shy to communicate and answer questions. Various Government schools were identified and NTPC officials heading the CSR



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team from Corporate and project level met the teachers, principals and parents and guardians of the girls to discuss the objective of GEM residential camp and convince their wards to participate. After a month long planning, similar groups regularly met the parents and counselled them regarding the benefits of the camp. After a number of sessions, parents of 400 girl students of Class VI were convinced and accorded their consent to send their wards to participate in the month long summer camp.

### Planning

As the objective was to provide the best facilities to the young girls, committees were formed at different levels with members from each of the three projects to plan and implement the numerous activities related to GEM event at each location. Keeping in view the safety and security of these girls, accommodation and all other activities were provided within the premises of the Training Centres of each project. Facilities like stay, travel, transport, food, health and medical issues, sanitation, security, control room and other related activities required minute planning and precision.

### Implementation

Groups of NTPC officials at the three projects comprising of one lady employee along with other members were formed to bring the participants and their parents or guardians to the camp venue from the respective village schools on 20.05.2018.

Mission started from around 7 am. Once they started arriving, registration formalities were taken care by the committee

formulated for the work with support from volunteers from Ladies Club, and others. Consent from parents, details and other formalities were fulfilled and an identity card was issued to each of the participants.

All the girls were greeted by a puppet which made them happy. Wardens and another set of volunteers comprising of lady employees and members of Ladies club guided them to the respective hostel rooms. Ladies Club and Project school teachers and lady residents willingly volunteered to associate themselves with this novel project. Parents were seen off from here after they made a brief survey of the rooms where the girls were being accommodated. Each AC room accommodated 3-4 girls as per size of the room, with individual beds, Cupboards, tables and other necessities. Once in their rooms, the wardens handed over their bags as per their ID numbers.

Bags contained two sets of Uniforms, two track suits, one pair shoes, two pairs of socks, towels and toiletries and stationaries as per their individual sizes.

An NGO was hired to plan the Academic Curriculum for the participants, make the assessment at intervals and also enhance overall aptitude of the participants.

### Curriculum

This novel CSR programme comprised of Academics which included English, Hindi, Basic Maths and EVS. It included special co-curricular subjects like life science, life skills, health and hygiene, computer familiarisation, self-defence, cyb-er security, 5S, good touch - bad touch, cleanliness, importance of environment,

safety, water consumption and tree plantation.

Cultural activities included music, dance, drama, art and crafts, yoga, karate and skit reading were also the part of curriculum.

### Daily Routine

The mornings at the summer camp- GEM began at about 6 am with either yoga, karate or learning self-defence techniques at all the three projects.



Breakfast was followed by academic classes. At each of the projects girls were divided into three groups based on their acumen and general aptitude assessed during the base line survey done by the CIF members along with NTPC officials. All the subjects in the curriculum were taught through unique methods by which the girls were able to grasp faster and with more eagerness. May it

be making of sentences, speaking in English, understanding grammar, learning maths ratio or life skills and effective communication was being taught either through videos or play method. Like for example the girls learnt to make angles by the use of match sticks. Multiplication, division or subtraction and addition were also taught through storytelling and became a fun time for the girls. Lunch and recess from 1.30 to 3 pm was followed by Computers, film shows, story reading, magic shows or simply play time till 5.30 pm. Evening schedule included music, dance, skit reading, painting, arts and crafts in groups.

This was followed by dinner and the day rounded off with some indoor and outdoor games like carom, badminton, skipping, kho-kho and kabaddi. The month long curriculum gave each girl child an exposure and opportunity to observe and learn basic skills and also enhance their inner talent.

### Parent Child Meet

Girls were allowed to meet their parents twice a week on Wednesday and Saturday between 6 - 7pm. During the meet, wardens, ayahs and lady employees played a major role in coordinating the visit of the parents health check up.

### Socio economic Profile

A sample survey was conducted by the CSR trainees during the last week of the GEM event to prepare and analyse the social and economic profile of the participants.

It revealed a few challenges in

our society. A questionnaire was prepared and all the girls were interviewed individually by the trainees during their free time. Findings show a common system in each family and attitude towards the girl child. Similarities in the family set up show that almost 100 % girls belong to joint families which are economically weak. Parents are either labourers or working as farmers. There are at least three to four daughters in the family. Son is considered more precious in almost all the families. All best things and opportunities are usually kept for the son. Girls are expected to complete household chores before going to school. Most of the girls walk to school, though the brother may be having the privilege to own a cycle. Most of the mothers are housewives. All the girls expressed that they love to go to school. One of the most shocking result of the survey was that the girls who had all amenities like TV and bicycle lacked one basic essential that is a toilet in their respective homes. This reveals the attitude of the parents and guardians towards a healthy life style. Situations are painful when the father has re-married or drinks and fights almost every day.

A stark reality also emerges that usually the girl is not heard. She cannot voice her problems. Her cry is most of the time ignored even if she has been manhandled or even molested by her relatives.

One very heartening observation from the survey reveals that it is basically the mother who has encouraged the girl to participate in the GEM camp organised by NTPC. This shows that the women aspire to give a better life to the girl child.

### Final Assessment

A day before the concluding talent showcase, a final assessment of the academics showed 100% improvement in the girls. They were more communicative. Their basic knowledge found a clarity. Acumen, interest, aptitude saw a vast enhancement. Girls who were not conversant in Hindi, were speaking both in English and Hindi. Maths felt easy.

### Talent Showcase

The spontaneity, inner talent of the girls were revealed in the final show at each of the projects where every child participated on stage. Either in Yoga, Self Defence, Games, Skit, Music, Dance or a chance to bring out the best in them. Also, their paintings and craft items like paper flowers, bags, wall hangings were displayed during the final talent show. Keeping in view the changes observed in the participants, a



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counselling session was also organised for the parents.

**Farewell**

On 17.06.2018, the girls were given a farewell. Buses and cars were arranged by each project once again to bring the parents and guardians from their respective villages.



Every girl was presented with a Participation Certificate, a group photograph and a fruit bearing sapling. Girls along with their parents were provided buses and cars to them help go back to their respective villages.

**Media Support**

Extensive Media Coverage print and electronics has been obtained at the local and national level of the event. Being unique as an activity, media representatives were eager to follow every event and



also interview the participants. At the end, the girls wanted to stay back and continue their camp activities. The event was also extensively covered by DD National and DD MP channel. A consolidated Film and Coffee Table Book, "नई ऊर्जाएं" was produced and published by PR Team.

**Conclusion**

This unique CSR program of Girl Empowerment Mission (GEM) launched at the VSR region of NTPC shows that the quality of our life can only be raised if the texture of our thoughts and the depth of our understanding is raised.

With patience, proper guidance, soft behaviour, concern and care from the faculty members and wardens the best in these village girls were brought out within one month. One of the objectives of this programme was to touch the lives of the villagers through their children. This way they can dare to dream first and then achieve for higher goals in life. The amount of exposure and guidance accorded to these girls at this tender age will surely go a long way in building an inner strength and confidence in these girls to voice their positive opinion in their

growing years. At the end of the camp, girls wanted to be teachers, doctors or even pilots and dancers.

**Enclosed**

presented during the evaluation process following items were

- Coffee Table Book- Nayee Urjaayen
- Film Made For GEM Program



Recipient of Brand Building through Inclusive Growth Initiatives Award  
**2<sup>ND</sup> POSITION**

## Central Coalfields Limited

Sports Academy (A Central Coalfields Ltd and State Govt of Jharkhand joint initiative)

The Sports Academy at Khelgaon, Ranchi is a unique CSR initiative of Central Coalfields Ltd, Ranchi which administers and operates the Mega Sports Complex, Khelgaon at Ranchi, Jharkhand. It is a jointly funded venture of CCL and State Govt of Jharkhand.

A one of its kind and noble thought to infuse Sports at grass root level and to select and nurture raw talent present in Children was planned at Jharkhand. Here, the existing infrastructure prepared for National Games, 2011 was proposed to be utilized to its optimum capacity at Khelgaon, Ranchi.

### Our Entity

In September 2015, a MoU was signed between CCL and State

Govt of Jharkhand which had a clear plan to promote Sports at a large scale level. This included bringing up 15 Sports Disciplines and a Sports University besides maintenance and upkeep of the large assets and inventory of this World class infrastructure. The Jharkhand State Sports Promotion Society (Sports Academy) was born.

### Road Map

With a mandate to provide World class Sporting infrastructure and training, 1400 Children were to be admitted in the Sports Academy which included both from within Jharkhand and all over India. Today, in its fourth year of operation, 348 young players (both boys and girls aged 8 to 12 years) are part of this

Academy. Here, basic facilities such as boarding, lodging, School, Medical and most importantly world class training is being provided for the overall development of the Children into International standard Sportsmen. Our Cadets are being imparted education in a reputed English Medium School. A stipend of Rs. 500.00 is paid on a monthly basis to ensure that the Cadets learn the importance of spending money early.

### Selection Process

Khel-Mahakumbh- The largest Talent hunt programme organized anywhere in India, Our Sports Academy boasts about three important things- A good talented child, a good coach and excellent infrastructure. In



Visit of Shri Piyush Goyal at Sports Academy.



Visit of Shri Rajyavardhan Singh Rathore.

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the lead up to preparing future Olympians, a transparent and fair selection trial selects the most meritorious children to join the Sports Academy. Young Talent is raw and needs to be nurtured for the big Sports challenges. Our procedures are simple and effective. Our Team of experts carries out simple Motor ability Tests across the 24 Districts of Jharkhand and brings in the best children for further training.

The Sports Academy is presently running 09 (Nine) Olympic Sports disciplines in Archery, Athletics, Boxing, Cycling, Football, Shooting, Taekwondo, Weightlifting and Wrestling at Grass-root level. Besides, a World Class Sports University is being commissioned for ensuring end-to-end Sports education programme at both graduate and post graduate levels in Ranchi, Jharkhand under this CSR initiative. This Year (for Academic Year 19-20), we are aiming towards outreach and bring in 100 Children from 24 districts of Jharkhand.

### Beneficiaries

Out of total 348 Children getting training in our Sports Academy which are selected through a



34<sup>th</sup> National junior Athletics Championship 2018 At Khelgaon, Ranchi.

transparent and fair selection trial, 96% belongs to SC, ST and OBC category. This ensures that CCL through CSR besides promoting sports in the state also focus on the development of the disadvantaged and marginalized section of the society.

### Facilities Created

Our various facilities include separate hostels for boys and girls, cashless shop, injury management centre, Wi-fi campus, indoor air-conditioned playing arenas, outdoor training facilities e.g. Hill & Sand Training Centre etc.

### Achievement so far

We have a small and humble start

in our run up to the Olympic Medals:

Year	No. of Applications received	No. of Children selected
2016-17	4200	78
2017-18	18500	100
2018-19	1.89 Lakh	170
2019-20	3.28 lakh	100*

\* Proposed to get admission in June 2019.

### Way Forward

- It is our firm belief that, Sports alone can be a catalyst to continuous sustainable development for a State. A natural resource rich State can be benefitted in totality only if its children are provided equal opportunity to stay fit and healthy and simultaneously focusing on multiple sports disciplines. Here, we focus on overall development of the children and provide them with state of the art infrastructure, access to quality par excellence training and school education. Each of our 'Sports Cadets' is imbued with true values of Patriotism, integrity, honesty and leading by



Winners of East Zone Athletics Championship Patna 2018-19.

Sports Discipline	District				State				National			
	G	S	B	T	G	S	B	T	G	S	B	T
Medals												
Athletics	15	05		20	23	18	12	53	21	06	06	33
Archery		01		01	04	13	10	27			01	01
Cycling	01		01	02	03	02	01	06	02	02	01	05
Taekwondo	09	01	01	11	02	07		09	01	02	05	08
Wrestling					56	31	23	110	01	01	07	09
Football	01			01	02			02				

G- Gold ,S- Silver ,B- Bronze , T- Total



Sushil Kumar Olympian Visited Sports Academy and taught skills to Sports Cadets.



Visit of International Sports Person Deepa Mallick.



Winners of State Level School Wrestling Championship 2018.



example. The various facilities in our world class maintained indoor and outdoor stadiums and outreach to more than 3.28 Lakh beneficiaries across Jharkhand has made us a valued entity within a short span of time. We believe that, with a persistent and focused approach to scientifically

evaluate and train the children, we shall achieve the coveted dream of Olympic Gold Medals.

- World Class Sports University with both graduate and post graduate programmes in Ranchi, Jharkhand.
- (Six) New Sports disciplines

which include Badminton, Table Tennis, Karate, Fencing, Hockey and Swimming.

**Links to Videos and Photos**

All activities related to Sports Academy are uploaded on the dedicated website [www.jharkhandcclsports.in](http://www.jharkhandcclsports.in). Media clippings can also be seen on this website.



## Recipient of Brand Building through Inclusive Growth Initiatives Award 3<sup>RD</sup> POSITION

# Rashtriya Ispat Nigam Limited

The concept of inclusive growth and societal expenditure has been perfectly woven into the fabric of RINL which is evident with the integration of CSR values in its "Vision 2025" document. The Company's commitment to socio-economic transformation of communities in and around its Plants and Mines has been well placed even before the emergence of the concept of CSR.

Various efforts for branding of the organization through inclusive growth initiatives are follows:

### Media releases

Each and every CSR activity is publicized in the news papers with photos through media releases as soon as the activity is completed. This gives an immense mileage in terms of publicity for the company. The media releases thus published create a goodwill feel about the organization and it is discussed among the public.

### Special Stories

Special articles describing the CSR initiatives being taken up by the company are published in the print media from time to time. This brand building publishing activity enhances the image of the company.

### Social Media

Social media is used as the

powerful tool to improve the brand image of the firm by regularly posting news items about the CSR activities in the social media handles like, Twitter, Facebook and Instagram etc. Because of its fastness, easy accessibility and worldwide presence, Social media postings are used extensively for boosting up the brand image of the company.

### Exhibitions

RINL-VSP participates in many national and international exhibitions and trade fairs pan India being organised by reputed organizations like FICCI and CII etc. In all such exhibitions, a separate wall or space is dedicated for the inclusive growth initiatives like Project "Siksha"- free and quality education to children belonging to 'Below Poverty Line', Project "Chethana"- Adult literacy classes, "Vidya Vikas"- an endeavor to bridge the infrastructure gap in the Government Schools, Project "Kaushal".

The Placement linked Skill Development Programme for the Youth belonging to Scheduled Castes, Project "Saksham"- Vocational training programmes in various trades for the unemployed youth and women and Project "Green Vishakha"- Program for mass plantation trees etc.

The brand image promotion on posters and LED walls on such

famous platforms through the inclusive growth initiatives always benefits the organization a lot. Our motto of serving society with humility is rightly and profoundly presented with suitable posters and pictures, thus judiciously availing the space at the exhibitions and trade fairs.

### Tableau show

On special occasions like Visakha utsav, a tableau decorated with colorful posters and cutouts depicting the highlights of RINL in all aspects is made to march in front of huge gatherings. On that tableau too, RINL's initiatives for inclusive growth are being well presented, so that the impact of the show results in brand image endorsement in the minds of the public.

### Print Media Advertisements

Most of the advertisements of RINL that are being published in print media like, souvenirs, magazines and special booklets are designed in such a way that they talk about the CSR initiatives promoting our brand.

### Smart City Swachh Bharat Campaign

To address the infrastructure needs of waste management, big dumber bins are provided to Greater Visakha Municipal Corporation. Our brand marking



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is given on all these dustbins thus winning a place in the hearts of citizens of Visakhapatnam for our efforts in keeping the city green and clean.

**Mobile Brand Promotion**

• **Van for Midday meal Scheme:** A vehicle fitted with vessels of different sizes and meeting the storage of cooked food items in hygienic condition was provided to Akshaya Patra Foundation for

distribution of midday meals to children in Govt. schools.

- A van with all the facilities for conducting cancer tests is being run in the surrounding villages of the Visakhapatnam ensuring free and full health care to the people.
- An ambulance was handed over to the reputed blood bank for meeting its emergency needs.
- During summer time, safe drinking water is served with

tankers in the villages surrounding Visakhapatnam steel plant thus quenching the thirst of the needy citizens.

All these mobile facilities are vividly marked with our brand images, thus ensuring that the beneficiaries, people seeing those on roads, media and the public are made well aware the Vizag Steel not only produces steel but also helps the society with wide spread wings of the service.



## Recipient of Brand Building through Inclusive Growth Initiatives Award COMMENDATION

# MOIL Limited



Corporate Social Responsibility in MOIL is a continuous process. MOIL has been carrying out CSR activities in a resolute manner for last several years.

CSR vision of the company is to improve lives to create healthier and happy society through social commitments to help and building education, skill and sustainable society by supporting processes that lead to sustainable transformation.

MOIL has been continuously striving towards 'Make in India' through following the following flagship programs:

### Education

MOIL in association with DAV is running a CBSE - PATTERN SCHOOL at Sitasangi, near Chikla mine. DAV is known for its quality education and is operating several CBSE schools across the country. The school has emerged the best school for

education in that area. The school started its first batch in the year 2014-15 with a total strength of around 400, which has now grown to 1000+. The students, who were earlier required to travel about 35-50 kms for getting quality education, have now the option to get the same in their area and, that too, at subsidised rates. The school run in deficit financing mode, and, thus, net value of expenditure minus school fees is borne by MOIL under its CSR program. It has not only helped in providing education but has also given employment to nearby people.

Encouraged with the success of this school, MOIL has initiated to open similar school near Munsar mine in Nagpur district.

MOIL has taken various programs under :

- Expenditure for Deficit Financing DAV Public School
- Adoption of RNT School at

Balaghat, Ukwa, Chikla & Dongri Buzurg.

- Adoption of Vivekananda Polytechnic, Sitasangi, Dist. Bhandara
- Skill Development Activities for 200+ local youth trained.
- Construction of Hostel Building for Navin Desai Residential School, Panchgaon Distt Nagpur
- Construction of Compound wall at two Govt. Schools at Khairlanji, Tah. Katangi, Dist. Balaghat (MP). Total length of wall is 915 metres.

MOIL has selected 21 villages near its area of operation and the company has taken up various activities like agriculture training, water resources management, infrastructural development, women empowerment, community resources development etc.



## Rural /Integrated Village Development

### Livestock Development

- MOIL turns farmers into entrepreneurs-Livestock development, wormy composting increases income multifold
- MOIL propagates Kadaknath which is the rarest poultry breed with high levels of proteins, iron, amino acids and low cholesterol
- MOIL gives thrust on Female calves breeding by Artificial

insemination->90% Assurance of female calves

### Agricultural Development

- MOIL propagates big time scientific farming-2200 SOIL Health Card Issued based on soil quality
- Drip Irrigation Facility introduced
- Organic Farming Techniques were taught.

### Water Resource Development

- Drive Towards providing

safe drinking water-Installed 26 RO/UV water filter units provided by MOIL in villages

### Community Development

- MOIL boosts confidence and self esteem of rural women - 250 + Self Help Groups promoted
- 466 Integrated Solar Street Lights installed in villages by MOIL
- Construction of roads & community halls

MOIL has been continuously striving to ensure that the CSR work reaches out to common man and has used multiple platforms to ensure that MOIL is a partner in Social Development through radio jingles, hoardings, social media updates and short videos released and aired in public gatherings external and internal.

All these posts, hoardings and videos have reached lakhs of people. ■



Recipient of Best Corporate Communication Campaign & Program - Internal Communication Award  
**1<sup>ST</sup> POSITION**

# Bharat Petroleum Corporation Limited

## BRAND QUIZ BAADSHAH

**B**harat Petroleum Corporation Limited (BPCL) is a “Navratna” Public Sector Enterprise, with a turnover exceeding Rs 2500 billion. BPCL produces and markets a diverse range of petroleum products, from vehicle fuel to LPG, Petrochemicals and Solvents to Aircraft Fuel and Speciality Lubricants. In the past few years, BPCL has taken up several trendsetting customer initiatives to achieve competitive excellence, primarily by creating innovative brands, e.g. MAK, Speed, Pure for Sure, PetroCard, Smart Fleet, Bharatgas, In&Out, Ghar, etc. BPCL’s Corporate Brand has been at the forefront of Branding Initiatives with the Corporate Campaign which links all the business brands with the Corporate Brand’s USP “Energizing Lives”.

Internalizing branding, has always been a Herculean affair for any organisation, and requires immense efforts and skills to build the same. BPCL has devised various means to address the same. One such approach devised by BPCL is to conduct a BRAND QUIZ BAADSHAH (BQB) cutting across the organization for its employees.

The year 2018’s quiz programme was thus a knowledge enhancement initiative for larger BPCL audience. After the programme was concluded it was considered as the Largest Corporate Brand Engagement Program in Asia.



The whole property converged on a single platform called the BPCL Brand Quiz Baadshah—2018 and was popularized as “The Chanakya Challenge”. Not surprisingly, therefore, with 12646 participants, this mega event entered the Asia Book of records and India Book of Records in 2018. The participants were from all Strategic Business Units, Entities, and Refineries across regions and states. Out of this, 6320 participants were employees and the rest of the 6326 contestants were channel partners. 8 teams comprising 16 participants qualified for the Grand finale.

The objective of Brand Quiz Baadshah is to energize employees and enhance their brand and business knowledge. After 2 Online rounds, there were 22 Quarterfinals at Sate Level and 8 live Semi final rounds at Regional and Refinery level.

### Back Drop

Brand Quiz Baadshah is conducted as a super quiz. The initiative

started as a brand quiz among employees in the year 2007 and moved on to becoming a super brand quiz for all internal customers of BPCL (employees and channel partners). The objective of Brand Quiz Baadshah (BQB) on an annual basis has been expanding its knowledge tributaries from BPCL family to BPCL fraternity. The organization took this expanding factor and have included the BPCL channel partners (RO dealers, LPG Distributors, Lube Distributors).

### The Program

The team at BPCL planned the following four key objectives in 2018 for Brand Quiz Baadshah with all employees and channel partners as the Target Group:

1. To build 'Brand Equity' of BPCL by instilling pride through engagement of this unifying communication program that cuts across the hierarchy, geographies, and businesses within the company.
2. To enhance knowledge of BPCL products and services and about other companies, brands and branding in general among the target group
3. To unleash the latent potential in the target group across the country and provide them a platform to encourage the same
4. To engage and develop employees and channel partners as brand ambassadors of BPCL

### Strategy

To maximize the reach of the program through various tools for highest achievements of the objectives of the program as detailed above. The tools used in 2018 to spread the communication are detailed in the following section.

### Tools Used in 2018

#### Communication exercise done to popularize Brand Quiz Baadshah

1. Personal presentations to create awareness were made and presented at 25 places across the country covering over a 1000 employees.
2. 3 audio visuals were used to popularize the program.
3. Regular Emailers to over 12000 employees through corporate broadcast in the internal mail system
4. Several desktop /Laptop wall-papers to communicate various stages of the competition
5. 15 Whatsapp groups of various influencers and leaders across the country were uploaded with various updates and creatives to enthruse participation
6. Audio Interviews of 26 Business leaders and influencers were broadcast in the internal radio program of BPCL: BPC Tarang to enthruse participation. This 30 min internal radio program reaches all employees of BPCL everyday through intranet and Mobiconnect on the mobile phone
7. Fun learning launch events at 9 locations in the country which involved participation of over 2000 employees

8. Team Prizes were announced for maximising participation.
9. 12646 internal public participated in the quiz in the first online round
10. 6138 internal public participated in the second online round
11. 510 internal public participated in live and written quarterfinals
12. 90 in Semifinals and 16 in finals
13. The live rounds of quarterfinals (15), semifinals (8) and finals were attended personally by about 5000 internal publics. Creating direct engagement at a very large scale.

The following technology platforms were used to reach out to the Employees and channel partners to enable them to participate in the quiz.

BQB 2018	Category of participant
My Portal: iconnect/VPN	Management staff and clerical staff
Saksham Kiosk/z login systems	Workmen staff
EFP/IMPportal	Retail Outlet dealers, LPG distributors and Lubricants distributors

QUIZ COMPANY	
Year	Quizzing company
2018	M/s. Grey Caps. The renowned Mr. Giri Subramaniam for the finals and his team of quiz masters for the quarterfinals and semifinals live quizzes held at 23 locations. The complete question bank was also developed by this company in coloration with BPCL officers.
2017	Same as above

### Major Achievements of Brand Quiz Baadshah - 2018

1. The program has been recognized as Largest Corporate Brand Engagement program for employees and channel partners in Asia Book of records and India Book of records at the Grand Finale held on 12th Oct at Mumbai which was attended by senior and top management of the company.
2. Brand Quiz Baadshah – 2018 has won First prize in the category of “Best Communication Campaign (Internal Public)” at the National Annual awards
3. Created large scale engagement of 12646 internal public in a unifying knowledge enhancement program and energized them. The overall feeling of learning and winning together was palpable in the entire organization at various events of Brand Quiz Baadshah.
4. Widely covered and appreciated in press in Economic times, Business Standard and DNA as a highly successful and impactful communication program for internal public.

Recipient of Best Corporate Communication Campaign & Program - Internal Communication Award  
**2<sup>ND</sup> POSITION**

## REC Limited

**REC ENGAGE: An initiative of CCPR Division, REC Limited**

### Objective

On the occasion of completing 50 years as an organization, we launched REC Engage, an internal initiative, created to instill a positive ambiance around the office by organizing innovative activities involving all the employees of the company (Including contract employees).

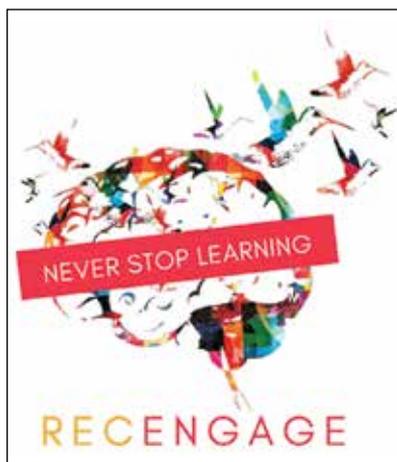
### The Name - The Tagline - The Logo

As the name suggests, REC Engage collaborates cross-functionally with internal teams to identify and support their needs and objectives by creating engaging content, branding collaterals, organizing employee events and conducting workshops.

The Logo showcases a brain and vibrantly colored flying birds depicting the freedom of thought and creativity. Creative thoughts nourish the brain and rejuvenate the minds of the employees. The tagline 'Never Stop Learning' is the attitude we would like to reflect in the organization through all the activities being undertaken under the REC Engage flag.

### Dissemination of Information

The organization has 30 offices across India with 3 offices in Delhi



itself. The basic measurement for judging an activity is counting the footfalls and that can only be achieved by increasing the awareness amongst employees of the organization.

And to do so, the Corporate Communication team started using the server connected wallpapers to disseminate the information among the employees. Setting the wallpaper, meant every PC of REC in India has REC ENGAGE wallpaper. We also use REC SMS system to spread the information as it gives the activity more credibility when it comes from the RECs account.

Apart from that, we use e-office mailers, standees, WhatsApp messages and posters as a tool for

sending out the activity details. In the whole process, we touch each employee a minimum of three times with our messaging using the help of technology, making the event eventually a success.

### Activities

#### Film Screenings

'REC Cine Club' as we call it, was formed so as to create a platform for the employees to express their ideology and feelings through a discussion on films. The group shares information about any new screening happening in and around the area. We also organize a monthly screening of a critically acclaimed movie which would create a dialogue amongst the employees of REC. The screening is followed by a discussion moderated by a film critic invited as a guest.

#### Painting Competitions

The painting competition is organized on a frequent basis to encourage the employees to use their creativity which indirectly works as an Art Therapy. The activity is open to all the employees and their family members with no restriction on the number of entries. The activity is helping employee use art as a means of self-expression and as a mean of

relaxation and to unwind. It has also helped them enjoy art as a family bonding exercise. Recently we organized a painting competition on World Art Day and Swachh Bharat Initiative.

### Chair Yoga

Most of REC employees' jobs are sedentary in nature from which neck, back and posture problems usually emanate. Therefore, we started a session on 'Chair Yoga', to be organized for all employees (regular and contract) to promote fitness, wellness, and engagement of the employees.

### Internal Newsletter

The initiative to start the internal newsletter, 'Watts up' for the first time in REC was inspired by the thought of creating content through the internal pipeline. The newsletter is not only an "employee publication" and an "internal communication device," but can also be used as a tool for advertising and public relations. The REC newsletter 'WattsUp' is distributed by way of physical copies as well as through digital medium and it is designed in-house. The newsletter includes content/updates from corporate office employees, regional office employees, articles written by CCPR division, cartoon strips, informative columns, company, and industry news etc.

### Media Updates

Media Updates Mobile Application keeps track of the traditional/ online reputation of REC and helps us stay one step ahead by following the latest industry happenings which could directly or indirectly impact an organization's decisions. This app is



available to all employees of REC to keep them updated about all the company and sector news in media.

### Quizzes

'Winning Wednesday' was started as an exercise to increase the knowledge of the employees using gamification. This was an online weekly quiz taken on every Wednesday during working hours. The aim was to get people involved in a healthy banter around the office. We also used this exercise to increase an employee's knowledge about the organization by including

one question every quiz regarding REC as a company. The quiz was posted on REC's innovation portal which acted as an informal discussion forum for the employees.

### Feedback

We consistently search for ways to make our events and activities better and more engaging for the employees. Through a proper feedback channel, we have been able to make small but important changes to the activities which we would normally neglect if not communicated to us. ■



Recipient of Best Corporate Communication Campaign & Program - Internal Communication Award  
**3<sup>RD</sup> POSITION**

# Hindustan Petroleum Corporation Limited

## Objective

To communicate effectively with all employees across a spectrum of mediums for varying reasons across the country.

## Strategy

A range of tools are being used at HPCL to fulfil this objective:

## HP On Air

Hamari Awaaz, Hamara Parivaar is a specialized radio service for all HPites. HP On Air—our Corporate Radio platform is a communication medium to connect with all HPites in an innovative way and to broadcast leaders' views, company-wide news, and updates, internal communications, recognition of contributions/ achievements of individuals and teams, industry news, latest updates on what is happening around us and music.

The objective of HP On Air is to inform, educate, engage and keep HPites connected anytime, anywhere.

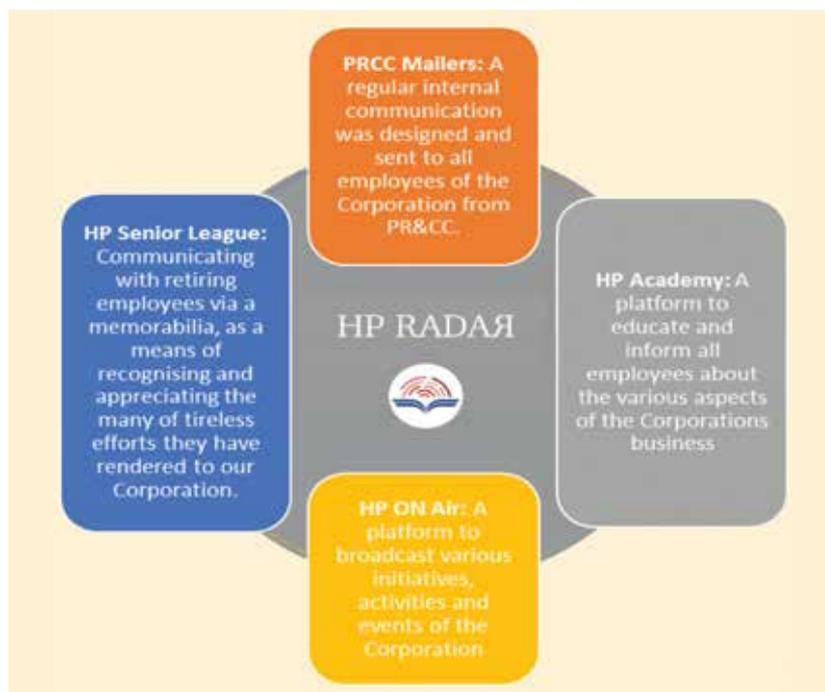
From the technology perspective, it operates as a pre-recorded broadcast using a professional digital delivery system which is recorded by the Radio Jockeys and sent to all HPCL locations for broadcasting through Public Address (PA) systems during lunch hours.

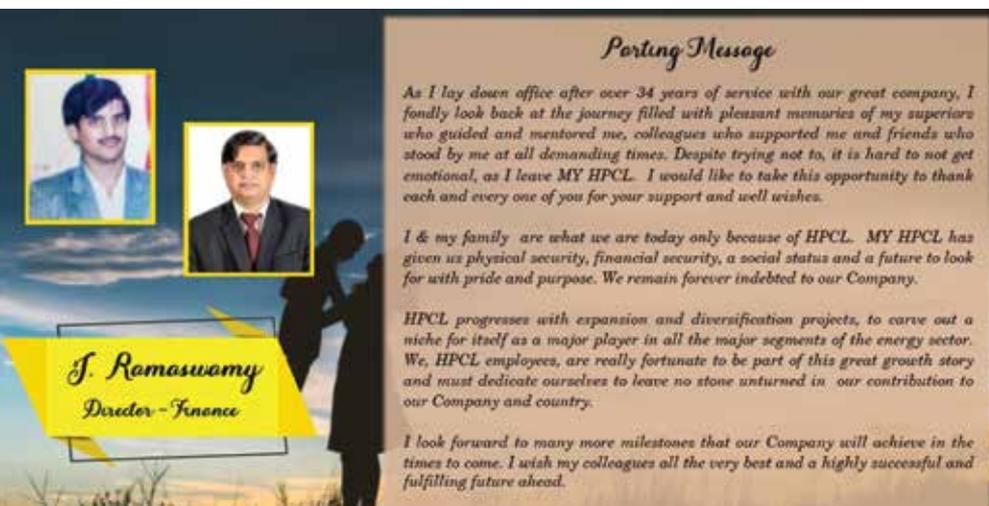
Some of the regular features of the 1 hour daily show are:

- **Leadership Series:** Senior leaders sharing their journey in HPCL, cutting across hierarchy and spatial distance. Thus, inspiring employees to deliver better and elevate their performances.
- **Youth ki Awaaz:** Young officers talking about their experiences in Yuvantage and other achievements.
- **HPCL Round up:** A 360 degree look at all new initiatives, events happening in

our Corporation, events, HPCL in news etc. to make all employees aware of latest happenings.

- **HPCL Victory:** Highlighting the officers who have received the HP ICON Award, Outstanding Achievement Award, HP Gaurav Award.
- **HP Parivar:** Family members i.e. Spouses and Children share their experience of the Employee Connect events.
- **HP Got Talent:** Officers who wish to showcase their talent and talk about their passion





like singing, adventure sports etc.

The latest shows are uploaded on <http://hponair.hpcl.co.in>. Feedback or requests for songs are taken on [hponair@mail.hpcl.co.in](mailto:hponair@mail.hpcl.co.in)

### HP Academy

Training forms a crucial part of employee satisfaction and development. It is also a foundation to strong employee performance. But often, this aspect is neglected due to demanding timelines and hectic work schedules. Monotony in work, without learning opportunities, creates dissatisfaction. Trainings, therefore, create a sense of fulfillment for employees and is one of the major aspects that Gen X values. Most PSUs rely only on classroom trainings for providing learning opportunities to employees. But that often takes the employee away from their work, and when work is pressing, it becomes hard for managers to release their employees for the training. Adding to that, learning spaced out in a couple of months does not yield concrete results. To translate learning into action, continuous

reinforcement is needed – which is not available once the employees are out of the classroom and back to their workplace. Keeping all these factors in mind, we have designed a learning management system – called HP Academy for all our officers. It is an online platform through which we are rolling out web-based technical and behavioral courses for employees. These courses on HP Academy are available to all the employees at all times. They only need to go to the website, log-in using their employee ID and ADS password and enroll themselves in the course to access it. The courses can be accessed from any device such as mobile, laptop, tablet, etc. So if the employee is commuting in a bus or train to office for an hour, they can conveniently log into the Academy and complete a training of their choice. There are assessments for each training, and the employee can get a badge for that training – a certification of expertise in that topic. Additionally, trainings from all SBUs are open for everyone. So, for example, someone in Aviation wants to know more about O&D, they can take

a course on HP Academy for the same. No approvals are required for taking a training of one's choice. We are planning to add more detailed technical courses on HP Academy given the response and user adoption. The idea is to provide opportunity to every employee to build expertise in their area of choice, without having to depend on anyone for providing on-the-job training.

### Benefits to the Corporation

Well developed, objective oriented online training can significantly improve employee productivity and performance. It is also a much more cost-effective alternative to classroom trainings. It provides employees flexibility to complete the training as per their convenience before the fixed end date. Thus, reduce the feeling of training being “imposed” or “forced upon” the employees. Since employees can also complete trainings of their choice, it is bringing a cultural shift in the way trainings are viewed in the Corporation and would take us a long way on our journey to become a learning organization. HP Academy also serves as a best practices and knowledge management repository where “how-to” of business can be stored. Consequently, if a position is vacated suddenly and another employee steps in, the academy serves as the best place to start learning about the new roles and responsibilities and how to go about completing the tasks well. It thus reduces the employees' dependency on their supervisors to provide them on the job training. HP Academy also reduces the extra time that is spent for attending the classroom trainings (time spent in traveling, etc.). A



## CATEGORY - 2

six-hour training program that would take an entire day if the employee has to travel to some other location to attend it, as well as the travel expenses, can now be completed by the employees at their respective locations at their own convenience – with as many pauses and breaks as they want to. They can repeat the training if they want – at no additional cost to the Corporation.

### Features of HP Academy

- **Quick Access Panel:** This panel can be used to access dashboard, calendar, in progress courses and reports quickly. The panel can be collapsed by clicking on hamburger icon
- **Courses Assigned to Me:** Courses assigned by the supervisor can be accessed through this button
- **Search Users:** This panel can be used to search colleagues by typing their name. As in HP Portal, a minimum of four characters required to view search suggestions
- **Notifications and Messages:** Any notifications appear at the bell icon. Employees can send each other messages, which appear in the chat icon. Settings for notification and messages can be customized by the employee
- **Tabs:** These are different tabs that can be clicked to navigate to their respective pages.
- **Dashboard:** This is an employee's personal dashboard. It shows the progress on their courses, the timelines, online users, etc. The dashboard can be customized based on user's preferences
- **Calendar:** This shows the

courses along with their start dates and end dates as uploaded by the Admin

- **Find Courses:** Courses can be searched based on keywords, SBU, competency, and practice level by clicking on this tab
- **Certificates:** Certificates for completed courses can be accessed through this tab
- **Assessments:** Each course is followed by an assessment. It is required to score passing marks in assessments in order to get the completion certificate
- **Badges:** Depending upon the score in assessment, badges are given for each course – Bronze, Silver, and Gold. These badges can be accessed from here.
- **Course Categories:** Courses are divided into four categories – Technical, A Video A Week, Technical Foundation and Behavioral. All courses in each category can be accessed by clicking on their respective tabs
- **Dashboard:** Provides a snapshot of employee's performance and progress on courses.

### HP Senior League

There are around 11,000 employees in the Organization with the years of service by a retiring employee averaging approximately 28 years! On an average, an employee gets transferred once in 4 years and a retiring management employee would have worked in 3-5 locations or departments due to transfers. This retiring employee comes across numerous colleagues; at various locations / depts., during inter-departmental meetings, during training

programs etc. He/she builds new associations and develops close ties. This process continues and over time, the contacts with many old colleagues get lost due to Work routines & "Far from Sight, Far from Mind" phenomenon.

### Insight

Superannuation is thought of as the end of a phase of life. As with any end, it evokes thoughts of sadness, loneliness and uncertainty. The employee feels the pain of separation which is also accompanied by worries – about health, fitness and future. It is also difficult to move on after years of routine service, having been a crucial part of their lives. There was a need to address this pain which gave birth to HP Senior League program.

### Idea

We decided to send a retirement message for all superannuating employees to cheer them up during their separation after long years of service. The message was designed and sent just before superannuation for all dear colleagues to wish their friends. This was also a platform where the employee can express his gratitude to HPCL for supporting and helping get a good life.

### Tools Used

We came up with a format of various things people will be interested in knowing about the retiring employee and we set up coordinators within HR to collect this information. With close coordination with local HRs and employees, we receive the information about their family, hobbies, future plans along with an old photograph taken at the time of joining from personal folder and a recent photograph i.e.



Photo of first day and last day in the Corporation! Thereafter, the data was compiled, edited and a mailer designed with a unique theme every month and shared on mail with all the employees of the Corporation at the end of every month.

Cost: INR 0 (internally done at zero cost)

### Result

- Established a highly effective channel to communicate retirement news of all employees during a particular month, to over 11,000 HPCL employees.
- The thoughts and emotions of employees at the time of their retirement are shared and helps colleagues to wish the retiring employees.
- All details of the employee post retirement are published for the benefit of all who wish to keep in touch with them.
- This strengthens a feeling of goodwill towards the Corporation which cares about its employees even at the time of retirement and the retiring employee does not feel left alone.
- Retiring employee retires with great satisfaction and feels contented.

### PRCC Mailers

PRCC Mailers are sent via email to all employees of the Corporation, in order to effectively communicate important news about events and activities across the country. Various Departments and SBUs share important news as per specified guidelines which need to be communicated with employees.

The news is then designed, edited and shared with all employees in an engaging format. PRCC Mailers generally cover important messages from senior management, news related to new business developments, MoUs, Events, Awards, etc. Broadly, in a month, nearly 20 emailers are shared with employees.

### HP News/HP Samachar

HP NEWS and HP Samachar are English and Hindi House Journals for HPCL. These are for the employee by the employee quarterly in-house journals. They form one of the most awarded and appreciated internal communication tools.

They covers a plethora of topics like current affairs in the company, travelogues by employees, experiences by employees, creative writings by employees, photographs and paintings by employees, games and fun

sections etc. Unlike other corporate newsletters and magazine more focus is given on contributions from the employees and the prose and poems submitted by them. Each publication of the HP News is unique as each publication focusses on a cover story which is close to the employees of HPCL.

### HP Radar

To foster an eco-system of sharing, mutual appreciation and acknowledgement, HPCL launched HP Radar; allowing employees to share their efforts and achievements first-hand.

The platform has various features including:

- **Photo Uploads:** Where employees can share their own photos. The photos have features of tagging and appreciating, thereby acting as a source of validation and generating positivity.
- **Text Uploads:** Predominantly text based write-ups for publishing on various platforms may be shared through this feature.

The content thus being generated through HP Radar is utilised for providing visibility commensurate with the quality of content. This may include publishing in the Quarterly In House Journals, Mailers, Newsletters, Photo Galleries, Social Media, etc. Previously they were submitted via different channels like e mail or whatsapp to PR Department.

In HP Radar we have added upload tabs for PRCC Mailer and HP News which is now acting as one stop solution for users to get in touch with Public Relations Department. ■

Recipient of Best Corporate Communication Campaign & Program - Internal Communication Award  
**3<sup>RD</sup> POSITION**

## Steel Authority of India Limited

How internal communication was the most important tool for SAIL's Turnaround in 2018-19

### About SAIL

SAIL, with origins in 1954, is India's largest state-owned steel producer. SAIL has five integrated plants and three special steel plants spread across the country. SAIL offers one of the most diverse product portfolios among domestic steel companies. The company's products are offered to large and marquee institutional buyers in sectors such as defence, railways, construction, power, auto, fabrication, as well as international markets. It also has one of the largest mines network in the country.

### The Background

Communication has been the most important tool for cohesion and driving the 70,000 + internal stakeholders, spread all across the country. SAIL as an organization has always acknowledged the role and importance of communication. It assumes greater significance for the largest public sector steel maker of the Nation and in a Company which is multi-unit and has pan-India presence with a large work force. SAIL has around 15 units spread across the country in a number of states in India. SAIL undertakes several initiatives regularly to maintain a healthy flow of information within the company and to reach out



to all its internal stakeholders.

Hitherto a financially healthy Maharatna; SAIL faced a major financial crisis during 2016-18 on account of the global recession in the steel industry along with a combination of other related factors. It pushed the steel behemoth into consecutive years of losses which threatened its existence as it posted losses for ten consecutive quarters. The morale of the employees across locations was down and low and the SAIL workforce was highly demotivated. A strong internal communication campaign was required in order help to bring about a change. This was a challenging task considering, each unit has its own unique characteristics.

### Tapping the SAIL employee at the grass root

- It was felt that direct communication from the top-most management can create enthusiasm and boost the morale of the employees all across the organization. It was decided that Chairman SAIL and his team would visit each and every plant and unit of SAIL. Chairman SAIL embarked on a series of Large Group Interactions (LGI's) with the employees at grass roots over a period of 2 months.
- Chairman communicated the challenges faced by the company and the priorities of the organization. These included making safety the topmost



priority, achieving production targets with focus on special and value added steel production, improving techno – economics, catering to customers expectations, boosting morale of the employees amongst others.

- Employees of SAIL are its biggest assets and stakeholders. Any positive development of the Company can only come about with an involved and motivated work force. The work force has the greatest stake in the future of the Company. Emphasizing on SAIL employees' morale, motivation and teamwork our Chairman emphasized that 'our people are our biggest capital'.
- The LGIs were followed up by regular timely reviews and course corrections so that the focus stayed on the task to be achieved. It ushered in a positive atmosphere all around. People were enthused to put in extra efforts for the turnaround of the company.
- Workers were kept abreast of strategic business decisions and their views sought

thereon through structured / interactive workshops.

- Chairman's motto was "The higher targets you set and achieve the higher will be the satisfaction". Hence, wherever personnel could fulfil such targets they were then self motivated to take bigger targets.

### Tapping the management

- Director's workshops were held on a periodic basis and where in senior management would jointly evolve recommendations/ action plans for ensuring a safe & harmonious work culture and Industrial Relations at SAIL Plant/Units.
- Chairman reached out to the management team (from General Manager's and above) and wide cross sections in the plants. This was further broken into tasks for lower / mid level management.
- The Chairman and senior management interacted with employees and adopted a two-way communication model at every Plant and Unit of the Company in a phase-wise and structured manner

so as to brief the SAIL collective about the current state of affairs, targets and challenges of the Company, domestic steel scenario, road-map to achieve the set goals and encourage them for improved output. Preparing employees for the next orbit and to align their aspirations and strategic plan with current performance in order to move ahead was a key task to be achieved in a short span of time.

### Tools of internal communications

- These tools were extensively utilized by SAIL management to reach out to employees. Various mediums were deployed for wide coverage including:
- In-house small videos on safety, targets, achievements, priorities, focus areas,
- Corporate house journal – SAIL News
- Posters & messages
- People were continuously updated with the developments in the organization. This resulted in better employee engagement and people became more forthcoming to take challenging assignments and solve bigger problems. Once the turnaround started, the morale levels also increased throughout SAIL.
- Special efforts were taken to reward and recognize various achievers across plants/ units. This move heralded a turnaround and led to sustained improvement and growth in performance which is evident in the financial impact in the 9 months.

**CATEGORY - 2**
**Special internal communication tools used across Plants/Units**

- Regular feedback to cross-section of employees on current business issues confronting the company, viz. personnel, raw materials, financials, marketing etc was provided. The content was communicated through various communication exercises such as LGIs, meetings, workshops etc.
- SAIL's captive TV networks - RSTV (cable TV network of Rourkela) & DSTV (cable TV network at Durgapur) was extensively utilized to showcase Chairman/Managements messages on a daily basis and monitoring road map. It also covered exemplary work done in any sphere.
- Breaking down the departmental silos and promoting lateral communication.
- Videos/animations on safety were widely circulated across Plants/units.
- Suggestion Scheme for employees was handled by the Business Excellence group of SAIL specially.
- Provision was created for rewarding employees for their suggestions.
- PR department in various plants/units prepared suitable videos exclusively focusing on employees and their good work and other milestones and these videos were publicized through different media.
- SAIL portal was aggressively



used to disseminate targets and achievements.

- Hoardings were displayed showcasing award winning employees/groups of employees successfully met targets, undertaken innovative jobs etc. Also, posters/bill-boards were used as a medium for communicating which were updated on a regular basis. Larger the size, greater was the visibility of topical issues.

**Use of social media**

- All company related news was also shared through social media platforms like instagram, facebook and twitter so all employees too could get easy access to information.
- Whatsapp groups set up by Chairman SAIL wherein any issues pertaining to Plant production/finance are addressed by Chairman SAIL himself.
- **Seedhi Baat CEO Ke saath:** A special forum wherein employees in plants such as Bhilai

Steel Plant can directly write emails to the CEO/Head of Plant regarding any queries/issues/problems, views etc. The CEO has set up a special team wherein each query is acknowledged and addressed within 24 hours and feedback is provided to the sender.

**Impact**

Since Mr. Anil Kumar Chaudhary took over as SAIL Chairman in September 2018, there has been a growing positive change in the overall outlook of the company and turnaround achieved. SAIL through effective internal communication processes aligned our 70,000 + manpower with a line of thinking that is synchronized with the company's requirement.

The above TURNAROUND of the company from losses clearly illustrates the effectiveness of the vibrant and effective internal communication channels of SAIL. ■

Recipient of Best Corporate Communication Campaign & Program - External Communication Award

1<sup>ST</sup> POSITION

## WAPCOS Limited

**W**APCOS' Corporate Communications keeps track of market intelligence, coordinates submission of expressions of interest and updates registration with multilateral funding agencies as well as other executing agencies. It represents the Company in deliberations at Joint Commissions/ Mission meetings, technical and trade associations as well as Joint Business Councils for exploring job opportunities and membership of various agencies. It is entrusted with the task of submission of nominations for various Awards; press releases, publication of brochures, publicity through advertisements, participation in exhibitions and periodic reports and to indicate significant developments in the Company. It also monitors Memoranda of Understanding with associates/agents in foreign countries besides Memoranda of Understanding for joint ventures with consultancy organizations from other countries.

The work of preparation of periodical reports and returns such as monthly bulletins and bids under evaluation is also looked after by this Division. It also monitors the MoU targets as laid-down by the DPE as well as liaisoning for human resources development programmes, linking

with the Website and networking with other organizations like SCOPE, EEPC, FICCI, FIEO, CBIP, CII, CEAI, ICID, IWRS, ISRMTT, CDC etc.

External Communication is an important part of essential Business Strategy for Brand Building and Procurement of Business. Therefore, WAPCOS follows tools and technology for External Communication:

- Print Media
  - Samples of Press Clipping, Articles are placed below
- Social Media
- Visual Media

Communication the imparting or exchange of information, ideas or feelings. It is defined as the act or an instance of communicating; Communication involves the transfer of meaning or information from one person or group to others. In today's aggressively growing economy, healthy communication is an integral part of everyone's life.

Nowadays technology can be seen ubiquitously. Use of technology has affected the human life to that extent that we are literally dependent on the technology in our daily lives. The technology has also changed the way we communicate with other people. With the use of social

media, people relate to each other in an electronic way. Facebook, YouTube, Twitter, LinkedIn, etc are some extensively used social media sites or platform. Any website, portal, app which brings the social aspect of the human life online can be called as social media site. YouTube, Twitter like Facebook brings the social aspect of the community.

Accessibility that one has to the internet through smart phones, tablets, computers and other mobile devices has made accessing information and connecting with people a touch away. People are communicating almost all day every day through texting, e-mail, and the ever-expanding social media. Because it has had such a modern explosion in popularity and usage, social media has become the new norm when it comes to communicating everything from huge life events to minute particulars. The most innovative internet technologies, social media has had one of the most substantial impacts on how people communicate within the past decade.

Facebook, Twitter and similar services are becoming the most visited destinations on the internet. These websites allow users to quickly and easily share pictures, links, ideas, and messages with other users. These services,

## CATEGORY - 3

through a combination of accessibility, simplicity and intuitive design promote positive social behaviour by encouraging interaction among friends, relatives, co-workers; facilitating communication between individuals and business groups and thereby fostering a profound sense of community.

Social media is a rising trend in the world today. Communication skills are exemplified by use of social media networking. Social media networking allows for a communication outlet. Social media is being used by individuals from all spheres of life be it students, parents, businesses and religious organizations, in many forms by many different platforms for many reasons.

"Social media touches nearly every facet of our personal and business lives. In business, it is not just for Marketing and Public Relations department. Rather it is imperative for social media to be a part of the company's overall strategy. Social media is living and breathing and it touches every part of a company from Customer Service to Customer feedback, even Human Resources and Information Technology.

With the rising growth of social media networking, businesses are turning to it as a means of advertisement. It allows businesses and organizations to reach millions of users on a platform they are using daily. Businesses and organizations reach numerous users on Facebook by creating pages and showcasing their area of specialization & accomplishments. Posts shared on Facebook easily reach out to someone who is following the page and further to his friends in his newsfeeds. This allows the

business to reach the fan and the friends of the fans.

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Customers are already interacting with brands through social media and in this era of fast pace globalization, it is necessary to directly speak and interact with your audience through social platforms like Facebook, Twitter, LinkedIn and YouTube. In today's world, it is extremely rare to come across anyone who does not have an account on one of these platforms. Social media is not only people used by people but by businesses and organizations, as well. Great marketing on social media can bring remarkable success to the business, creating devoted brand advocates and even driving leads and sales. Facebook, Twitter, LinkedIn and YouTube are most popular social media platforms which millions of people utilize daily.

WAPCOS has, thus, tapped this source of marketing on social media to present the audience its vast technical experience and further spread its wings all over the world. WAPCOS has marked its presence over social media and is highly active on various platforms and regularly shares its works, achievements and accolades on social media. WAPCOS website visitors have been facilitated by direct links to WAPCOS social media pages which gives a broad spectrum of the company's diversified operations & services, theoretically enabling social interaction with the world.

Because of social media networking sites, we are no more confined to boundaries, we can make friends and business relations

across oceans, we can share, express our thoughts and learn the cultures, social and economic needs & working atmosphere of various places around the globe. Social media sites help us to be a world citizen, keeping oneself informed about the latest happenings across the globe.

### WAPCOS on Facebook



WAPCOS marked its presence on social media by creating a Facebook Business Fan page many years ago. WAPCOS regular updates about its latest happenings and achievements around the globe complimented by Facebook's casual and friendly environment helped WAPCOS achieve a number of followers and their views/comments about the current affairs of the company.

(Link: <https://www.facebook.com/wapcosofficial>)

### WAPCOS on Twitter



Twitter is the social media tool that lets you broadcast your updates across the web. Regular updates on WAPCOS Twitter page got it a huge number of tweeters from the industry and related fields. Brand-building tweets along with the mix up of official tweets about special events, company's achievements, milestones accomplishments and recent news helped WAPCOS twitter page gain a steady stream of followers. WAPCOS makes sure to retweet when a customer has something nice to say about us and always make efforts to revert to people's questions. Using Twitter as a

social media tool revolves around healthy dialog and communication, so it is very important to interact as much as possible to nurture and build fan following.

(Link: <https://www.twitter.com/wapcosofficial>)



### WAPCOS on LinkedIn

LinkedIn is one of the more professional social media marketing sites. LinkedIn Groups is a great venue for entering a professional dialog with people in similar industries and provides a place to share content with like-minded individuals. It's also great platform for posting job openings and general employee networking. Customers or clients often give their recommendations on WAPCOS LinkedIn profile. Recommendations makes business appear more credible and reliable for new customers.

(Link: <https://www.linkedin.com/wapcosofficial>)



### WAPCOS on YouTube

YouTube is the number one place for creating and sharing video content and it is an incredibly powerful social media marketing tool. WAPCOS focuses on posting its useful, instructive and informative videos which gives a complete insight of the company's latest happenings all over its domain. The company makes sincere efforts to highlight its social and cultural events together with interviews & other professional talks on its YouTube page.

(Link: <https://www.youtube.com/channel/>)

UCsk1gPcBYgpDpbVXlyZj57g?view\_as=subscriber)

### WAPCOS on Instagram



Instagram is a photo and video-sharing social networking service.

This allows to upload photos and videos to the service, which can be edited with various filters, and organized with tags and location information. An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos, and follow other users to add their content to a feed. Every user profile has a "Followers" and "Following" count, which represents how many people they follow and how many other users are follow them. WAPCOS connects with their target audience on Instagram by directly earning follows through producing compelling content. This is something that within reason can be achieved very simply at the cost of a Smartphone and some artistic/photographic talent.

At present the only way to generate clicks and traffic to your other online assets via Instagram is a single link from your accounts home page. Producing compelling content and earning followers will ultimately raises WAPCOS' profile and aid in awareness driving for new updates

(Link: [https://www.instagram.com/p/Bvn4G DBgXL?utm\\_source=ig\\_share\\_sheet&igshid=211pg7h2zhma](https://www.instagram.com/p/Bvn4G DBgXL?utm_source=ig_share_sheet&igshid=211pg7h2zhma))

Communication has improved greatly by emerges and continual growth of social media. Social media has evolved communication

to new heights. The ease of access and growth makes it very beneficial to everyone from pastors to politicians, servicemen to businessmen. As social media evolves, communication will improve and continue to soar to new heights. The positive impact on communication overcomes the negative and makes it very beneficial.

### Advantages/benefits of social media

Social media is a great way to connect with people in your life. It enables you to share important events, information and the moments in your life with people that matter. Youth/young generation is highly affected by the use of it. Today, students learning in schools and colleges use social media to share their daily life with their friends. It creates a virtual network of your friends, colleagues, acquaintances and enable us to see what is going on in their life and social media sites like Facebook, Twitter, Instagram, Snapchat and many others are the ways to do it.

### New ways to express yourself

Earlier there were very few opportunities available to express e.g. forums, debates, competitions etc. But not all are well versed to express themselves at these places, social networking sites brought this opportunity of expression to each and everyone in their palm. Now we can say what you want to say, support what we like, thrash things we dont like. We can support changes, petitions, social causes, show sympathy to disaster, calamity survivors. On Youtube you can share your knowledge by making videos, on Quora you

## CATEGORY - 3

can help other by answering their questions. Social media also gave medium to raise voices against serious issues like eve teasing, women safety, feminism etc. Facebook WhatsApp communities helped a lot of people finding their lost children by circulating the 'missing' message. Social networking sites gave us a channel to help others too.

### Information Aggregator / Delivery Channel

Nowadays social media is the main distribution channel for news, updates, weather forecast; gone those days when one has to wait till 10 PM for news. The real time updates, news and the current affairs definitely help us to stay up to date with the time and the situation around us. Social media sites like Facebook is now becoming the main source for sharing news and updates. Safety check features on the Facebook help us to update our status in natural calamities situation which can give a much-needed relief to our loved ones and friends in a distressed environment. Last year a lot of people reported their safety in Nepal Earthquake. These kind of things are not possible with traditional media this is only possible with social networking sites and underlying technology.

### Learning Across Oceans

Social media sites also expose us to information around the world, we can learn about different communities, cultures and take best of out of it. It was not possible with old mediums as they were controlled by corporations, they showed us only what they felt important. Social media content created by people no corporation even Facebook cannot control it.

### Employment Opportunities

Nowadays we can see job opportunities on the social networking sites like LinkedIn; it is the best and biggest social networking site for professionals. Here you can show your talent, skills, experience on basis of that you can seek the job opportunities. You can also create Alumni groups on LinkedIn, present students can connect with alumni to get help and contacts. LinkedIn is also used by colleges and universities for training and placement opportunities.

### Sharing is Caring

You can share your knowledge on Quora, write blogs, post on community forums all these activities show human social behavior. Digital media marketing, content writers, blog writers, these are the few of the career choices today possible because of social networking culture and the Internet. Social media marketing can help with a number of goals, such as:

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

Social media is also used for marketing purposes by the businesses. As people provide information about them this information helps the businesses to serve the people by showing them what they want or what they might need.

Social media marketing, or SMM, is a form of internet marketing

that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement

This demonstrates a huge potential for social media marketing to increase sales, but a lack of understanding on how to achieve those results. Here's a look at just some of the ways social media marketing can improve your business:

- **Increased Brand Recognition:** Every opportunity you have to syndicate your content and increase your visibility is valuable. Your social media networks are just new channels for your brand's voice and content. This is important because it simultaneously makes you easier and more accessible for new customers, and makes you more familiar and recognizable for existing customers. For example, a frequent Twitter user could hear about your company for the first time only after stumbling upon it in a newsfeed. Or, an otherwise apathetic customer might become better acquainted with your brand after seeing your presence on multiple networks.
- **Improved brand loyalty:** According to a report published by Texas Tech University, brands who engage on social media channels enjoy higher loyalty from their customers. The report concludes "Companies should take advantage of the tools social media gives them when it comes to connecting with

their audience. A strategic and open social media plan could prove influential in morphing consumers into being brand loyal.” Another study published by Convince&Convert found that 53% of Americans who follow brands in social are more loyal to those brands.

- More Opportunities to Convert:** Every post you make on a social media platform is an opportunity for customers to convert. When you build a following, you’ll simultaneously have access to new customers, recent customers and old customers, and you’ll be able to interact with all of them. Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a

conversion. Not every interaction with your brand results in a conversion, but every positive interaction increases the likelihood of an eventual conversion. Even if your click-through rates are low, the sheer number of opportunities you have on social media is significant. And as I pointed out in my article, “The Four Elements of Any Action, And How To Use Them In Your Online Marketing Initiative,” “opportunity” is the first element of any action.

- Higher conversion rates:** Social media marketing results in higher conversion rates in a few distinct ways. Perhaps the most significant is its humanization element; the fact that brands become more humanized by interacting in social media channels.

Social media is a place where brands can act like people do, and this is important because people like doing business with other people; not with companies.

Additionally, studies have shown that social media has a 100% higher lead-to-close rate than outbound marketing, and a higher number of social media followers tends to improve trust and credibility in your brand, representing social proof. As such, simply building your audience in social media can improve conversion rates on your existing traffic.

Today WAPCOS has strong presence on major social media platforms. WAPCOS social media pages are not only followed by Indian clients, customers, followers and well-wishers but also by the highly satisfied friends from across the globe. ■





Recipient of Best Corporate Communication Campaign & Program - External Communication Award  
**2<sup>ND</sup> POSITION**

## Garden Reach Shipbuilders & Engineers Ltd.

### GRSE 100<sup>th</sup> Warship Souvenir

Over last 59 years, GRSE has built around 780 platforms which include 100 warships to Indian Navy, Indian Coast Guard & Government of Mauritius which is highest number of warships built & delivered by any shipyard in the country. From building 05 Ton Boats to 24600 Ton Fleet Tanker, GRSE has done it all and has proved its mettle as a pioneer warship builder of the nation. To commemorate the events, GRSE had published Backdrops, Banners, Souvenirs and the news of the deliveries was also published in various newspapers. Photographs of this 100<sup>th</sup> Warship Souvenir is attached as Annexure - PQ. Hardcopy of the 100<sup>th</sup> Warship Invitation Card and 100<sup>th</sup> Warship Souvenir were displayed during the evaluation process.

### GRSE Varta 2018

GRSE's In-House Journal "Varta" is an Annual Publication of GRSE. Varta is a medium of communication to project the image of GRSE with the objective of image and brand building, improving goodwill & employee motivation & loyalty. The Design and Layout of the House Journal was revamped in 2015 by the

GRSE Marketing & Corporate Communication Team, with the objective of creating a more vibrant, presentable & appealing version. Thus with the look & feel improvement, the annual events & achievements are covered with more of pictorial representation, in order to make the journal an interesting read over the last three years link to GRSE Varta the page is <http://grse.in/index.php/news room/grse-barta.html>.

### GRSE Corporate Brochure & Product Leaflet 2019

GRSE's New Look Corporate Brochure & Leaflet 2019 has been designed and developed to promote GRSE's products and capabilities as well as the Shipyard's corporate personality to create the lasting first impression on target customers, business partners and all important stakeholders.

### GRSE Coffee Table Book 2016

GRSE Coffee Table Book prepared by the GRSE Marketing & Corporate Communication Team in has been a brand & image building exercise capturing the growth of the Shipyard and chronicles its numerous achievements in Shipbuilding which has enabled Indian Navy & Indian Coast Guard to become self

reliant. The journey of GRSE from 1884 till Dec 2016 is captured in the book. Pages consist mainly of photographs and illustrations, accompanied by captions and small blocks of text, as opposed to long prose, to hold the attention of the readers. The GRSE Coffee Table Book has gained attention from very important dignitaries, at the level of the Hon'ble Governor of West Bengal, Shri Keshari Nath Tripathi, who expressed his appreciation when presented with the same by Former CMD GRSE. The Book also received the recognition from very senior MoD, Indian Navy, Indian Coast Guard & other important stake holders. Screenshot of the Coffee Table Book is placed at Annexure D. Softcopy of the GRSE Coffee Table Book is enclosed in C02 and Hardcopy is enclosed in Exhibit 3.

### GRSE Website

A well maintained website proves to be a highly effective asset in the overall marketing plan of the Company. Team GRSE has attempted to do so in 2015, when it revamped its website's look & feel. The website has been revamped again and it is looking even more vibrant. The GRSE website can be accessed through [www.grse.in](http://www.grse.in).



Link to the "Photo Gallery" of GRSE Website - <http://www.grse.in/index.php/photo-gallery.html>

Link to the "Achievement Highlights" of GRSE Website <http://www.grse.in/index.php/achievements/achievement-highlights.html>

Link to the "Awards" of GRSE Website- <http://www.grse.in/index.php/award.html>

### Press Clippings Displayed In GRSE

### Website: 2012-13 Till Date

The Press being the oldest media, the GRSE Corporate Communication Team maintains objectivity to present facts to the Press aiming to help them represent the same to the public & therefore allowing the audience to interpret/ make up their own mind about a story, providing the facts alone.

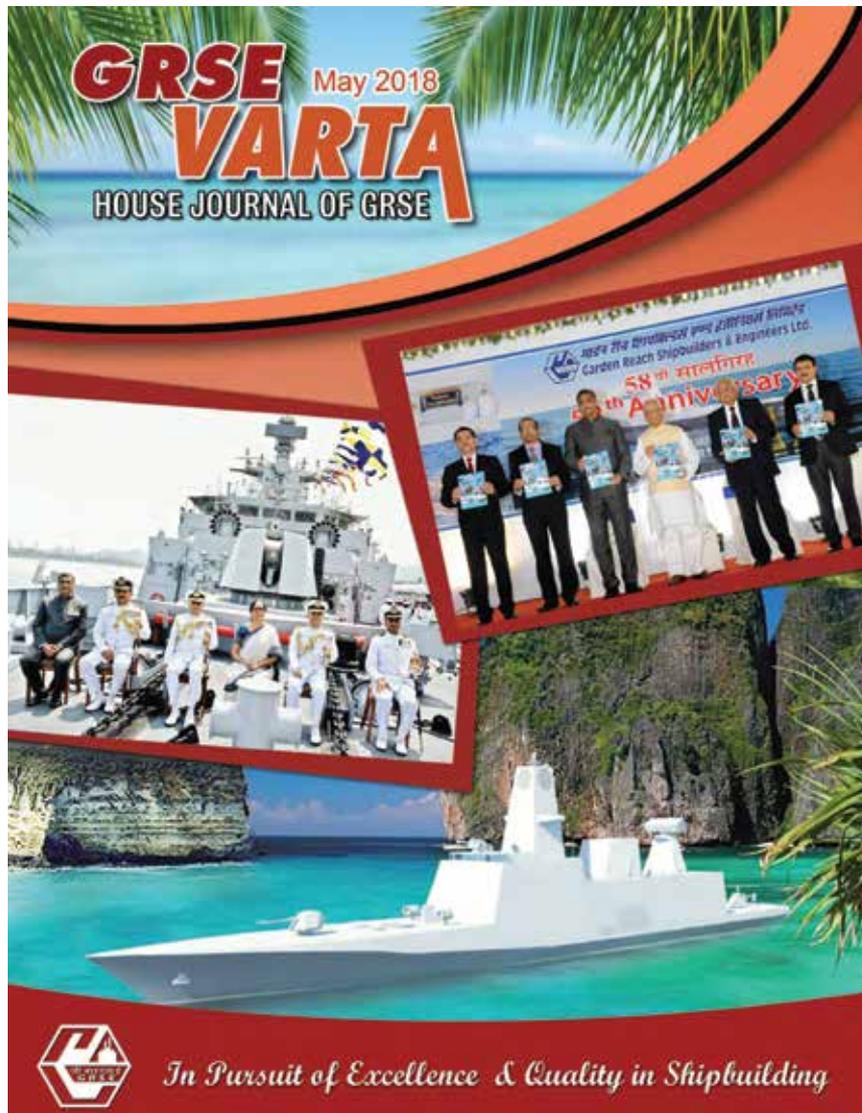
The GRSE Website section called 'Newsroom' (<http://www.grse.in/index.php/news-room/>) has a sub

section called "Press Releases" (<http://www.grse.in/index.php/news-room/press-releases.html>) where Press Releases about GRSE are displayed year wise (2012-13 till date), in a systematic fashion.

### Award Applications

GRSE Team prepares & submits applications for various Award categories throughout the year.

Some of the Awards won by GRSE can be found on <http://www.grse.in/index.php/award.html> ■



Recipient of Best Corporate Communication Campaign & Program - External Communication Award  
**3<sup>RD</sup> POSITION**

## Hindustan Aeronautics Limited

**Media & Publicity Campaign for DefExpo 2018 by Hindustan Aeronautics Limited for the Ministry of Defence**

The Ministry of Defence organised DefExpo 2018 to project India as the 'Emerging Defence Manufacturing Hub' and feature indigenously manufactured land, naval and air systems. This event was held in Tamil Nadu for the first time at Thiruvudhanthai, Kancheepuram district near Chennai, Tamil Nadu from April 11-14, 2018. The Prime Minister inaugurated the event.

Hindustan Aeronautics Limited was entrusted with the responsibility of conducting the event at Thiruvudhanthai, 45 kms away from Chennai on the East Coast Road. In order to showcase India's defence manufacturing capabilities to the world, create greater interest, awareness and understanding of India's defence preparedness to the general public and production eco system, a massive publicity drive was planned and implemented by HAL Corporate Communications team through the media plan.

As a result of the massive publicity drive, the event witnessed participation of over 2.5 lakh people on the public day (April 14, 2018) and over 70,000 people visited the naval warships at Chennai Port

Trust on April 13-15.

A mix of media was chosen as part of the plan that covers the urban audience and the masses. The messaging was carried out in multiple languages – English, Hindi and Tamil to reach to all sections of the population.

The multi-lingual media plan (English, Hindi and Tamil) covered advertisements in leading dailies, magazines (both national and regional), national and regional TV news channels in addition to Doordharshan, regional radio channels and AIR, regional cabs, autos, buses, cinema theatres, outdoor hoardings throughout the route from Chennai to the event location and hoardings at airports (metro regions) and standees at multiple locations.

The creative messaging was planned and seamlessly implemented by the team on a very short notice working with state government agencies, local partners to ensure the message reaches the intended audience.

Naval ships were docked at Chennai Port and opened to the public and this was also widely publicised in the campaign with

special mention of public days, naval warship visiting days. The messaging focused on the live demonstration of aircraft, helicopters, ships and land systems at the venue. Images of the indigenously produced aircraft, helicopters, ships and land systems were extensively used in all advertisements so that the public can recognise and witness them during their visit. Since the event coincided with the Pongal festival, the advertisements carried special focus on the Tamil New year to connect with the audience.

The overall outcome of the publicity campaign was a record number of visitors (over 2.5 lakh on public day alone) to the venue. They had first-hand experience of India's indigenously manufactured defence systems by the public. The public shared the campaign photos, hoardings on the social media and this gave feedback on the plan's reach.

Since the event was organised near Chennai for the first time and with the opening of new defence corridors simultaneously in Tamil Nadu and other states, it opened new possibilities for showcasing defence related capabilities to a wider audience. ■

**Recipient of Innovative Stakeholder Interface Award**  
**1<sup>ST</sup> POSITION**

# NTPC Limited

“NTPC Samvaad APP” - Link: <https://samvaad.ntpc.co.in/>

NTPC publishes more than 40 odd house journals from various units and Regional offices in monthly/ bi-monthly/ quarterly frequency. These publications while very informative, reach the hands of intended persons including outside Stakeholders with some delay. NTPC was looking to speed up the information dissemination process and thus wanted to digitize this process. Therefore, an application with necessary web interface is required to publish the articles, notices, announcements and more. The solution needs to make the application fully interactive with aim to motivate users to interact frequently. The APP was launched on 3rd October, 2017 at the Management Committee Meeting by Shri Gurdeep Singh, CMD, NTPC in the presence of Functional Directors.

The solution suggested by bidders should be scalable and robust enough to allow inclusion of other features even after completion of the development phase.

NTPC Samvaad is an application specially customized for our employees, retired employees and employees’ family members to help them stay updated with the NTPC world.

The unique feature of this APP

is that any event, any achievement of employee is instantaneously uploaded in-house. All business units have their own pages wherein they can upload their stories at the click of the button.

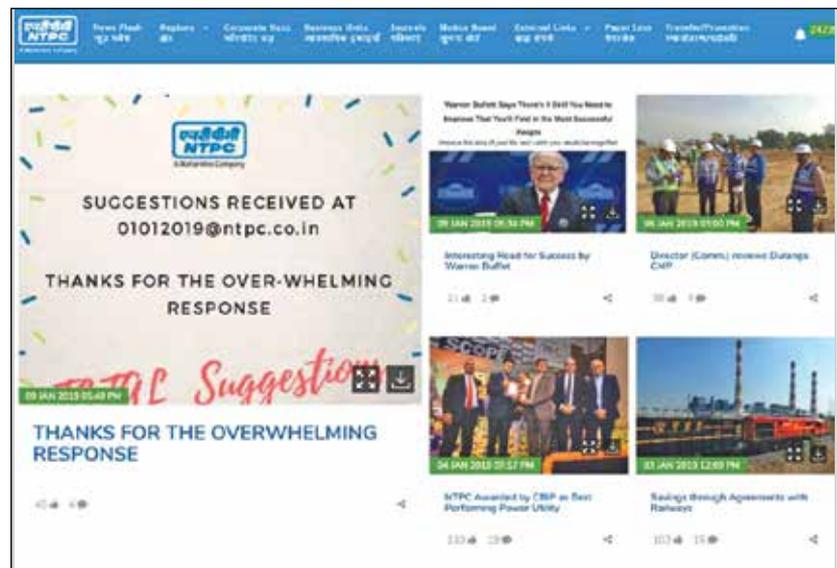
The APP with an ability to read/write in

17 languages has been an instant hit among the employees. Employee family members and their dependents can also downloaded the APP using it and the employee number which is distinctive of every account.

As a part of engagement, prize money, coupons etc. have been

formulated for employee contributions with a specified number of likes and comments, Daily Media feedback, employee transfers/ promotions are uploaded in APP so that an employee is well informed about the happenings.

In-House awards of the best status of uploadings to back end integration, push notifications, birthdays, superannuation are some of the additional features which has made APP highly popular. e-Magazines, Ministry of Power Initiatives, PIB Press Releases, sharing features to social media posts and search option are some of the other USP’s of the APP. Till



CATEGORY - 4

**PAPERLESS / पेपरलेस**

- RIGHT TO INFORMATION**  
01 FEB 2019 06:00 PM  
Project PRADIP: Deployment of RTI Process in Production Environment.
- म/ पेपरलेस कार्यालय ECM/Paperless Pdf**  
01 FEB 2019 05:57 PM  
Project PRADIP: Deployment of PO To Payment Process in Production Environment.
- Project PRADIP: e-Office: Committee & meeting Management Module**  
21 JAN 2019 01:01 PM  
Project PRADIP: e-Office: Committee & meeting Management Module
- Project "PRADIP":New Year Celebration**  
07 JAN 2019 09:50 AM  
Project "PRADIP":New Year Celebration
- Project PRADIP: Roll Out of C&M: PR To PO Process**  
04 JAN 2019 09:05 PM  
Project PRADIP: Roll Out of C&M: PR To PO Process
- Project "PRADIP" : Personal File management Module (New)**  
03 DEC 2018 02:51 PM  
Project "PRADIP" : Personal File management Module (New)
- Project "PRADIP": New Feature of e-office**  
03 DEC 2018 02:46 PM  
Project "PRADIP": New Feature of e-office
- PRADIP: Processing of E-office files from Mobile/ Tablet with Android OS**  
03 DEC 2018 02:46 PM  
PRADIP: Processing of E-office files from Mobile/ Tablet with Android OS

**NTPC Samvaad**  
Corporate E-News & Magazine

Smart Screen for Desktop, Tablet or All Phones, No Need to Install App, No Download

NTPC is India's largest energy conglomerate with most power capacity in the world to generate power. We are also India's largest coal-based power generator. In the power sector, we have the coal-based power plants. From these plants, we have the power generating facilities. We have nuclear and renewable energy sources. This facility will also be a major step in moving to carbon footprint to making green power generation. To strengthen the power generation, we have the power plants. We have the power plants.

Log in to NTPC Employee Portal

Employee ID

Password

Log In

**FEATURES OF SAMVAAD APP**

- NEWS & UPDATES
- OFFICE HOURS & CONTACTS
- EMPLOYEE NEWS
- EMPLOYEE MEMBER
- EMPLOYEE FOR MORE
- EMPLOYEE UTILISATION

How do download the App.  
Type: NTPCSAMVAAD APP in Andriod/IOD  
User ID: 097697  
OTP: 1234 (to view the contents)

**NTPC / पत्रिका**

No.	Subject	Author	Date
1	...	...	...
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
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9	...	...	...
10	...	...	...

date more than 80% of the employees have downloaded the APP. Some of the promotional campaign during the launch are enclosed.

Apart from this Samvaad also concentrates on enriching the power communication. For this we have specially designed features that will not only keep our employees well informed but will also appreciate their engagement. ■



## Recipient of Innovative Stakeholder Interface Award

1<sup>ST</sup> POSITION

# Hindustan Petroleum Corporation Limited

## Concept

Employees are one of the most important stakeholder for us at Hindustan Petroleum and it is important that our modes of internal communication are streamlined such that not only are they are up-to-date and also have a platform to express themselves and feel appreciated.

As a Corporation, HPCL and other CPSE have several platforms that are used for spreading information to our employees at large, we often lack a medium where employees can come together, share their memories and achievement. To foster an ecosystem of mutual appreciation and acknowledgement, HPCL launched HP Radar, a portal that caters to this requirement.

## Logo

Logo represents the basic ideology of spreading the stories which is represented by signal symbol and the same entity looks like a finger print, signifying uniqueness of the stories. Subtly put HP Spurt making it a part of HP Family.

## Salient Features

### Me @ HPCL

To increase the engagement, landing page is "My Photos". If

empty, it will motivate them to upload something. Thereby, making them do something worth posting and adding value to their workplace. Subsequent tabs include, his Location, Business Unit etc.

### Appreciate Button

It comes with an 'Appreciate' button 1 direct corollary with 'Like' button. In accordance to 'Appreciative Inquiry' module that is about to start in the company work even more harder.

### Exhaustive Search Feature

Search images with various combinations like Employee Name, Location, Business Unit etc.

### Two different options

Image Centric and Text Centric layouts are provided to the user, for instances where employees are not very good with writing skills can upload images with just small captions. It is optimized with putting different upper and lower word and number of photographs limits.

### Converging different communications

Adding tabs of Mailer and HP News will be acting as one stop solution for users to get in touch with Public Relations Department.

## Modern Interface

Interface is in line with current social media platform to make it popular amongst the younger generation who is working round the clock on field and also up to date with current trends. It will also help our top management to be well updated with all the fields.

This is one of the kind interface to be seen on a CPSE website.

## Retail SBU receives 'Best use of Mobile in a Loyalty Program' Award

We are pleased to inform that our Loyalty Program for Retail outlet customers, 'HP Re-Fuel Digital', has been adjudged as the "Best Use of Mobile in a Loyalty Program" during the 'Customer Fest Show & Customer Loyalty Awards 2019', held recently. 'HP Refuel Digital' is a customer centric mobile app based payment solution for individual customers with unique Loyalty offerings. We have 3.5 million customers registered on the application. Retail SBU has been constantly upgrading the application bringing in the latest payment solutions to improve customer convenience. The application is integrated with multiple modes of payment



**CATEGORY - 4**

mechanisms viz., QR Code. Mobile Number & PIN, and Paycode Payment Options. Customer can select any of these modes for making payments at the outlet. As country is witnessing huge increase in UPI based payments, this application is enabled to pay directly through any

bank's UPI Handle without loading a wallet. Customers can also pay thru Phonepe, Google Pay & Airtel Payments Bank. HP Refuel is accepted at all our retail outlets across the country.

The selection process for the award was carried out by

esteemed core jury members from various Banks and Payment solution providers with transparency. The awards were received by Mr. Zakir Husain Ayubi, CGM-Retail HOO and Mr. Ch. Srinivas. GM Loyalty and Payments Solutions, Retail HQO on behalf of HPCL. ■



Recipient of Innovative Stakeholder Interface Award  
**2<sup>ND</sup> POSITION**

## Northern Coalfields Limited

Innovative Stakeholder Interface: WhatsApp Broadcast Service - NCL Connect

Recognizing the effectiveness of WhatsApp potential in delivering news and information instantly and simultaneously to large number of people, the company has started a WhatsApp News Broadcast Service- christened 'NCL Connect' has been started by the company to keep internal and external stakeholders abreast of the latest happenings of the company. A dedicated graphic (embedded herein with the text) was created which was promoted by Way of pasting



at strategic locations and also through Facebook. Subsequently,

large numbers of requests were received to get NCL news on WhatsApp.

The service became very popular among current and retired employees, their family members and outside stakeholders of the company. From 01.01.2018 to 28.12.2018, more than 8 lakhs items (The word items here refers to links social media posts, web links, documents, video and graphics) are sent. Currently around 6324 members are connected with NCL connect. ■



## Recipient of Innovative Stakeholder Interface Award

### 3<sup>RD</sup> POSITION

# NMDC Limited

As a part of innovative stakeholder interface NMDC continuously organizes various special programs and events for better interaction with stakeholders. One such special event organized by NMDC is International Conference on "Minerals and metals outlook 2030" during its diamond jubilee year. The said international Conference was organized on 9-10 October 2018 at New Delhi with participation of National and International level delegates from various countries apart from participants from various states of India.

A brief description of the event is given below :-

### NMDC's International Conference on Minerals and Metals- Outlook 2030.

This conference was supported by Ministry of Steel, Ministry of Mines, and Ministry of External Affairs and organized by NMDC in association with FICCI and Metalogic.

### Objective of the Conference

It is widely known that India is well endowed with various minerals. India produces 95 minerals, including fuel, atomic, metallic &

non-metallic and minor minerals. India's mining sector offers tremendous potential and presents a vast opportunity for investors to mine the unexplored regions. In a world governed by increasing volatility, those trading in minerals and metals require absolute clarity in the prices, news and forecasts they receive.

The programme is aimed at a Global CEO Session and Country Panel Discussion, having participation from top CEOs and country heads of national and international organizations, deliberating on the future of minerals and metals worldwide. This conference focused to achieve an understanding of the global commodities market for minerals and metals, highlighting the inter-linkage between mineral development and economic growth, the developments in the international metals market that can impact the Indian metals industry and identifying opportunities in Indian mining and metals.

More than 600 delegates from 16 countries participated in the said international conference, which provided an effective platform to existing and potential metal producers and miners, both domestic and international, for discussing, planning, and establishing mutually beneficial relationships. This

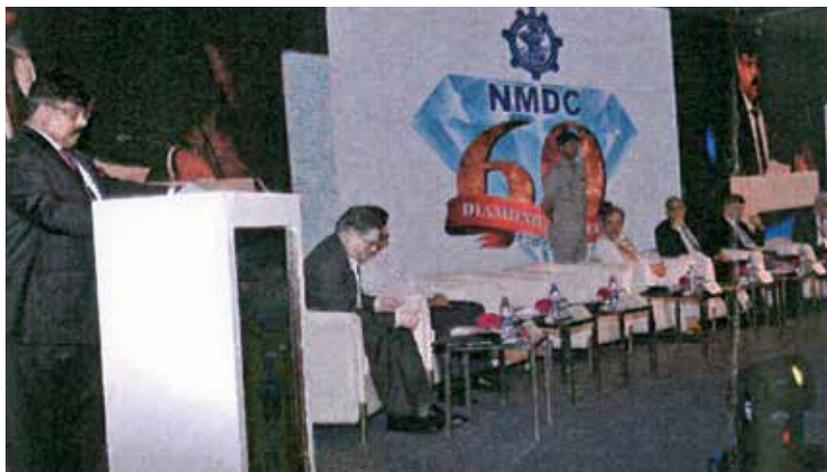
prestigious international conference was addressed by 25 international speakers and more than 100 international delegates participated.

Chaudhary Birender Singh, Hon'ble Minister of Steel, Government of India, was the Chief Guest and Mr. Binoy Kumar, Secretary, Ministry of Steel was the Guest of Honour for the inaugural function. Mr. Vishnu Deo Sai, Hon'ble Minister of State for Steel, Govt. of India was the Chief Guest of the valedictory function. Mr. Sajjan Jindal, MD, JSW Group, Dr Edwin Basson, Director General, World Steel Association, Mr. Naveen Jindal, Chairman, Jindal Steel & Power Ltd, Mr. Jatinder Mehra, CEO, ESSAR Steel India Ltd along with many Indian and international CEOs and country leaders also addressed the conference. This international conference was organized under the guidance of Mr. N Bajendra Kumar, IAS, CMD, NMDC Ltd.

During the valedictory function, Chief Guest Mr. Haribhai Parthibhai Chaudhary, Minister of State for Coal & Mines, Govt of India in his address said "We wish India to achieve the target of 300 million tonnes production capacity of steel by 2030 and Ministry of Mines will

extend support for the same". The international conference was applauded by one and all and appreciated the efforts of NMDC and especially of Mr. N. Bajjendra Kumar, IAS, CMD, NMDC for coming up with this initiative to bring in world experts from minerals & metals industry to one platform.

Ms. Rasika Choube, Additional Secretary, Ministry of Steel, outlined the various measures taken up by Ministry of Steel to promote Make in India for the steel industry. She further urged the national and international



metal & mining fraternity to invest in India taking in to account the bright spot India is with respect to these sectors. ■



Recipient of Crisis Handling Award  
**1<sup>ST</sup> POSITION**

## WAPCOS Limited



WAPCOS entry for the Crisis Handling was in respect of completion of Salma Dam Project which has been renamed as Afghan - India Friendship Dam.

The Government of India had taken upon themselves the ardent task of building Salma Dam Project in Afghanistan as part of the long standing friendship between the two countries. The Ministry of External Affairs of the Government of India who were super heading the above task entrusted the work of completion of the Salma Dam Project to WAPCOS Limited.

Taking up of execution of the above project in Afghanistan was a herculean task which was to be completed in challenging circumstances keeping in view

the enormity of the project having more than 100 m high Dam and involved carrying out of huge quantity of excavation, placement of earth and rock fill as well as concrete placement and the Power House as well as other connected structures. The project is considered as lifeline of Afghanistan as it not only produces power but also has irrigation benefit to the tune of about 75,000 hectares.

### **Intensity of Crisis encountered during the execution and completion of the project**

The following challenges/crisis had to be faced by the Organization in completion of the Salma Dam Project. **Security situation**

**in around the project:** This was the major crisis faced by the organization right from the start and which continued throughout the period of completion of the project. Fighting between the Terrorists and Afghan Public Protection Force guarding the Project was a common scenario around the work area.

The crisis of Terrorists/ Taliban was always felt near the Project site as well as work area of Transmission line. As much as about more than 170 people had been killed around the project area due to terrorist activities and there were also kidnapping incidents. These happenings had put huge pressure on the organization to keep the morale of the workers at the project site and to ensure their presence at the project site in order to complete the assigned works despite above continued threats.

### **Quantities and Work Involved:**

The other challenge was related to the quantity of excavation which was to the tune of 27.5 Lakh cum. as well as to make available huge quantities of materials to the tune of 37.5 lakh cum. required for construction of the project. More than 3.0 lakh cum. of Cement Concrete had also to be placed in the Dam besides more than 4000 ton of reinforcement steel.

Another crisis which was faced at the project related to manage the required quantity of explosives as the same were not available in Afghanistan and had to be procured through other sources outside the country.

**Difficulties experienced in transportation of men and material to project site:** As the project was located in a remote location of Afghanistan in a security sensitive and risky area the Organization had to face challenges and crisis in transporting men and material from Herat to the Project site which was connected through a 160 km kachcha dusty and unsecured road. A huge number of terrorist incidents took place along this road which was the only way of transporting men & material to the project site. These incidents jolted the confidence of the project personnel and thus also constituted a major crisis.

**Natural Calamities:** The Organization had to face frequent challenges in construction of the project due to natural calamities like heavy floods, record snowfall and sudden cloud burst etc.

**Site Specific Geological Surprises:** Being a project of huge magnitude site specific geological surprises were also encountered posing a challenge to the organization to take appropriate measures in order to undertake the modified methodology / approaches to ensure timely completion of the project.

### Action taken by the Organization on Corporate Communication front to protect the Organizational image

The above challenges/ crisis called

for a sustained action by the organization particularly because the work involved was in a foreign Country and was required to be completed in time bound manner as it involved the prestige of India and also the friendly relations between two close neighbors.

In order to tackle the above mentioned challenges and crisis, the Organization had to communicate with the following stakeholders so as to control the same and execute the assigned tasks efficiently and effectively:

- The Ministry of Energy and Water, Government of Afghanistan
- The Ministry of External Affairs, Government of India
- The Ministry of Water Resources, River Development & Ganga Rejuvenation, Government of India
- The Embassy of India in Kabul, Afghanistan
- The Consulate General of India in Herat, Afghanistan.
- Afghan Public Protection Force.
- Custom Authorities in Afghanistan
- Local Afghan Authorities at Project Site.
- Contracting Agencies.

Close communication was established with all the above mentioned stakeholders for effective coordination in order that the crisis encountered were tackled and the project was successfully completed and handed over to the Government of Afghanistan for further operation and maintenance.

Some of the steps taken to tackle

the challenges / crisis are mentioned hereunder:

- Close coordination was maintained between all the above stakeholders on regular basis to sort out the issues as and when encountered.
- Effective security arrangements were ensured at the site by regular interaction with the security agencies. Wherever required, the matter was pursued with the higher authorities both in Government of Afghanistan as well as Government of India so that proper working conditions are ensured for the project personnel to work in a relaxed atmosphere free from fear.
- The transport facilities were provided by inducting helicopter service facilities due to the problems encountered in road travel which was unsafe due to security conditions.
- The explosives which were essentially required from time to time were arranged from other sources outside Afghanistan.
- Geological surprises encountered during the construction were sorted out by deputing experts from various specialized agencies so that alternative methods could be deployed in the construction.
- The most important issue which required close communication between the stakeholder related to the time of completion of the project and the demands from the Contractor for increased rates which at one point of time threatened the completion of the project itself. This required

**CATEGORY - 5**

close interaction with various authorities concerned including the specialized agencies as well as legal luminaries and the concerned Ministries of Government of India since decisions had to be taken even outside the purview of the Contract Agreement and required detailed examination of various aspects and various components of the Works.

Had timely action not been taken by the organization at various fronts, there would have been a situation where the project could not have been completed and thus putting a blot on the prestige of the organization which in turn would have adversely affected

the relations between India and Afghanistan and also put a question mark on the ability of our organization who were chosen to carry out the ardent task in a Country which was marred by terrorist activities.

**Recognitions received by the Organization due to completion of the Project**

The importance of the above project can be gauged from the fact that it was inaugurated jointly by the Hon'ble Prime Minister of India and Hon'ble President of Afghanistan among great fanfare and enthusiasm of the people of Afghanistan. Timely completion of Salma Dam Project by tackling the challenges/ crisis encountered

during the execution of the above project has earned the organization appreciation from the following authorities:

- Hon'ble President of Islamic republic of Afghanistan
- Herat provincial Council, Representative of the People of Herat
- Hon'ble Union Minister of Water Resources, River Development & Ganga Rejuvenation
- Hon'ble Speaker of the House of People of National Assembly of Afghanistan
- Ministry of Energy and Water, Islamic Republic of Afghanistan. ■



Recipient of Crisis Handling Award  
**2<sup>ND</sup> POSITION**

## Steel Authority of India Limited

### Reaffirming The Brand Sail During Incident of Fire in Coke Ovens Complex at Sail's Bhilai Steel Plant, 14 Lives Lost

**S**AIL faced a massive crisis on 9<sup>th</sup> October, 2018. On that day at around 10.30 am, due to a sudden fire in the gas pipeline of the Coke Ovens Battery Complex No.11 at SAIL's Bhilai Steel Plant during a scheduled maintenance job, a total of 14 persons (Initially 9 and subsequently 5 more) succumbed to burn injury and 9 persons sustained burn injury.

Within ten minutes, the photos, videos and news including misinformation and inaccurate reports regarding this accident were uploaded on social media such as WhatsApp, Facebook, Twitter etc. by several unknown persons. In less than half an hour, news with headline 'Blast in Bhilai Steel Plant' was flashed all over media including local Bhilai media, National media as well as Electronic media.

The media was making the accident sensational with varied number of casualties and injured while reporting. The unfortunate accident created a shock wave all across and at the same time a big communication crisis was lurking with misleading reporting and sensationalizing of this accident in media and social media and it had the potential to wreck the image of the organization.

#### The Challenge

The ramifications of misreporting in such situation pose a damaging outcome towards the brand of the Company. Handling the crisis amidst severe media glare at such instances require multiple task management.

Mr. Jayanta Roy Chowdhury, Business Editor, New Indian Express, observed "SAIL did a commendable job in perception crisis management after the Bhilai incident. After the initial shock, the state run company's public relations team went on an overdrive to try and manage the damage by staying touch and giving as truthfull information as possible given the quickly changing scenario."

As a responsible organization, several steps were immediately being undertaken to provide succor and solace to the affected families, best of medical treatments to the injured and ensuring safety at workplaces were pressed in but the media paid scant attention to these. The immediate challenge was to stop rumour mongering and reach out to maximum number of stakeholders and inform them about the facts, our actions and future plans.

It was decided to proactively interact with the media and give them the opportunity to report

it transparently instead of giving them the opportunity to rely on hearsays.

#### The Action

Mr. Nitin Pradhan, National Bureau Chief, Dainik Jagran, lauding the actions of SAIL Communications, said that SAIL, after the incident, quickly and timely reached out to the media with facts ensuring SAIL's credibility while maintaining transparency. He said "भिलाई स्टील प्लांट की घटना के बाद, सेल जिस तरह से पूरी सच्चाई और ईमानदारी के साथ मीडिया के सामने आया और सारे तथ्यों को समय से पेश किया, उससे मीडिया में सेल की विश्वसनीयता और भरोसे को और अधिक मजबूत किया है। इस तरह की घटना के समय ज्यादातर संगठन सूचनाओं को छुपाने के पीछे पड़े रहते हैं लेकिन सेल ने सारी सूचनाओं को खुद ही पब्लिक कर मीडिया रिलेशन के क्षेत्र में एक बड़ी लकीर खींची है। सेल सच्चाई के साथ सामने आया तो मीडिया भी इस दुखद घड़ी में सेल के साथ खड़ा हो गया। यह सच ताकत है, जो क्राइसिस कम्यूनिकेशन के क्षेत्र में एक बड़ी सीख है।"

Guided by our strategic intent to provide right information and win the confidence of the media, the Corporate Affairs Division of SAIL decided to provide real time information on 24 X 7 basis to the media. Our objective was to become the most reliable, accurate and the only source of

## CATEGORY - 5

information to the media so that they will confirm facts with us before any of their reportage on this issue.

In this way, SAIL issued the first press release with complete information quickly. The most remarkable thing about this press release was that even when the media was reporting four to five casualties about this accident, SAIL provided the real numbers and declared nine casualties thus far. This immediately earned us the credibility of the media-then and all through the crisis period time. An updated press release was again issued through PIB on 10.10.2018 providing all the developments till then. We reached out with facts and figures to the maximum number of stakeholders through several channels which included:

- **Use of Company's country-wide presence:** SAIL's all Plants and Units located across the Country also sent out the press release to their local media and talked to them.
- **Website and Social Media:** In addition to sending the press release, it was also sent directly to the editors and journalists via WhatsApp. The press release was uploaded on the official Facebook and SAIL's website.

- **Internal Web Portal/Intranet:** The press release was also uploaded on the internal web portal of all Plants and Units as well as the Inter- Corporate Web Portal of SAIL.
- **Directly communicated to print, electronic and web editors:** The SAIL media relations team called the editors and business journalists of each of those websites and TV channels where unconfirmed reports of SAIL were carried to clarify the situation. They were requested to see and use the press release sent via e-mail.
- **Constantly shared positive news post-incident:** The crisis communication was well addressed. However, post the incident, there was a greater challenge to minimize the shock and elevate the moral of the employees. It was decided to step up the sharing of positive stories on every relevant subject and activity in the Company to the media during that period. This helped in accelerating the attention to positive reports as well as helped boosting employee motivation.

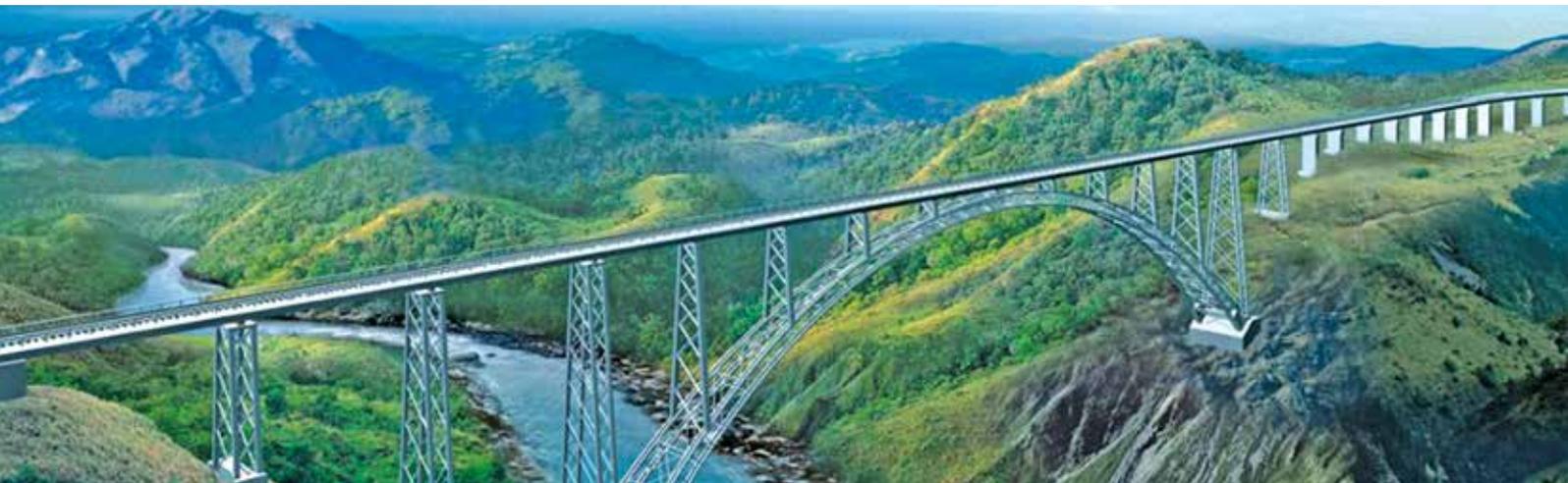
### The Outcome - We did it

In this crisis period, SAIL not

only made sincere and dedicated efforts to handle communication but also took it as an opportunity to strengthen further our trustworthiness and the image of a responsible corporate in the media. The continuous and proactive interaction with the media resulted in balanced reportage of the accident in the print media. The wide spread dissemination of information regarding employee care and concern sent a positive vibe all across, boosted employee confidence and restored the trust of the stakeholders. It is reflected in terms of better coverage of SAIL by the media in post-incident period, strengthened media's confidence in SAIL's communication, enhanced confidence among the employees among others. The employee morale was maintained insofar as the SAIL-BSP recorded all round improvement in performance in the second half of the FY2018-19.

### Creating History- Corporate houses and media appreciated

This strategy of our Crisis Communication now comes-up in almost every formal and informal corporate meetings. It is widely regarded as a fit case study in handling crisis communication! ■



## Recipient of Crisis Handling Award 3<sup>RD</sup> POSITION

# Punjab National Bank

### What Was The Crisis?

In February 2018, a one-off incident was detected at one of the branches of the Bank in Mumbai in February 2018 which involved certain accounts in the Gems and Jewellery sector. This financial reverse of Rs 14,356 crore faced by the Bank in early 2018 was unparalleled in its enormity and severity. It was a big setback and any other entity could easily have succumbed. But the Bank not only made a remarkable recovery in a very short time, it's growth narrative is also now firmly in place.

### Handling of The Crisis Through Better Communication

During this time, the negative sentiment created among consumers, employees, the banking community as well as the general public was at an all-time high and required deft handling.

As a key step to handle the crisis, the Bank constituted a Group of General Managers at the Top Management Level to communicate with all stakeholders. It was decided that to effectively weather the storm, three key groups of stakeholders needed to be addressed viz., employees, customers and investors. The Committee laid out the strategy to be adopted to communicate with each of these groups, reiterating time and again about the "capacity"

and "capability" of the Bank to bounce back.

PNB hired an agency for crisis management which had a track record of successfully managing some of the biggest crisis. The agency team worked closely with the Corporate Communications Division of the bank to put a mechanism in place to manage the crisis.

The messages were drawn up sharing the strength of the bank and the corrective measures being taken for addressing the issue. All the leading newspapers and journals carried messages from the Top Management of the Bank assuring the imminent bounce back and commitment to carry forward the legacy of trust and prudence.

The building up of crisis response mechanism and protecting reputation of PNB had four pillars:

- **Listen:** 24X7 Monitoring across traditional and social media
- **Analyze:** Analysis of ongoing developments and events unfolding
- **Prepare:** Further possible developments and our stance
- **Respond:** What to say, whom to say, when to say and how to say

The strategy to manage the crisis and restore trust was two-pronged:

### Response

The Bank created a crisis response mechanism that enabled the bank to listen, analyze and respond to conversations.

### Listen

- The Bank remained active and alert on the media front, kept 24\*7 monitoring across all media channels to capture the sentiments of the market.

### Analyze

- Media Team issued positive growth narratives about the Bank and the MD & CEO of the Bank continued to emphasize on the positive aspects and strengths of the Bank as well as the determination of the Bank to bounce back.
- Media Reports were tracked and analyzed closely so as to prepare appropriate responses after due analysts.

### Respond

- The Bank created a link on the corporate website of the Bank called SUCHNA where all the media statements, Customer related FAQs (Frequently Asked questions) were placed.
- The field functionaries were also instructed to continue with the regular customer meets in order to reassure Bank's position and to convince the customers and other stakeholders about the Bank.



## CATEGORY - 5

- Concurrently, the Bank conveyed a set of probable questions and suggested answers to all its call centre employees for assuring the customers who raise concerns about the Bank's capability and capacity.

Creating a regular flow of communication from PNB to all the stakeholders, highlighting corrective measures and actions taken post discovery of the issue.

- The Bank in its communications to all its stakeholders reiterated the Bank's stand and talked about the Bank's inherent strength and capabilities to rebound.
- All the developments post fraud were being communicated to media through all the Channels like Facebook, Twitter and Print/Electronic Media. The Bank released a communication requesting the followers not to pay any heed to rumours and keep trust in the Bank.

### For Customers

- Addressing the customers, a communication was put on the bank's website to convey the correct picture of the irregularity. The message reiterated that Punjab National Bank was a 123 year old institution which had weathered successfully various trials and tribulations and was confident of overcoming the present issue as well.
- The communication to the customers highlighted that the bank was safe and sound and it had the capacity and capability to come out of the

challenges arising out the event. The letter reassured the patrons Bank's commitment to meet their banking needs and desired to strengthen their relationship further. It was to be categorically stated that the Bank had not placed any restriction on withdrawal of money, that it was banking as usual for the bank and the customer could withdraw or deposit his funds as per need.

### For Employees

- It was a tough challenge to take on board and motivate 70,000 odd employees of the Bank spread out across the geographies and bring them together into a cohesive unit.
- The entire staff was addressed through a letter from personal desk of MD & CEO of PNB, reiterating the stance of the Bank. The staff was also guided about the inherent strengths of the Bank and advised on the ways to dispel fear, instill confidence and faith among the customers. The corporate email was used regularly to communicate with the employees to apprise them of the developments and advise on the future course of action.
- MD Messages were also circulated to all the employees through HRMS, PNB's Knowledge Centre as well to ensure participation of each and every employee.
- The Bank's Unions and Associations were also taken into confidence to spread positivity by taking pro-active stance and becoming bank's spokes persons.
- Training Centres of the Bank

also assuaged the apprehensions, of the employees, if any, during training sessions and motivated them to reach out customers in all possible ways.

- Communications were also sent to Regional Rural Banks, Rural Self Employment Training Institutes (RSETIs) and Farmers' Training Colleges (FTCs).

### For Investors

- While dealing with the incident, all the stakeholders were kept informed of the ongoing developments through transparent mechanisms so that there was least impact on Bank.
- The Bank released a communication to all its investors and reiterated its stand that Bank was safe and sound in every respect and the Bank would honour all its commitment and take all the possible steps to stave off the crisis.

### Recovery

**Rebuild the trust in PNB in particular and banking system in general:** All out efforts on the communication front yielded rich dividends with a positive shift in the perception about the Bank in the market. The bank's business continued to flourish and building new customer relationships was not in no way hindered, thus reinforcing the view that the Bank was large enough to absorb the impact without impairing its franchise. The Bank honoured all its liabilities towards its stakeholders and was back in black within a short span of 3 quarters i.e. Q3 FY' 19.

The mechanism adopted for



effectively communicating with all the stakeholders and issuing positive contents in media about the Bank resulted in strengthening of the brand image of the Bank.

- With a continuous flow of communication via various channels, the Bank could shed the negativity and build positivity about the bank. This is reflected from the fact that more than 33 million savings accounts were added after the crisis hit the Bank.
- Customer Base of the Bank

reached more than 11 crore.

- CASA Share of the Bank also continued to grow with more than 43% share in Total Deposits as on 31 Dec' 18.
- The Employees' trust was reflected in over 90% subscription in Employee Stock Purchase Scheme (ESPS) launched by the Bank for capital shoring in Dec' 18.

The Share price of the Bank which had dropped to a low of Rs. 62 in early 2018 reached the level of Rs. 99/- by April 2019. With an urge to continue to grow

even in the times of crisis and with the stakeholders reposing full faith in the Bank, the Bank won laurels and accolades on various platforms. Achieving a successful turnaround in such a short time has received external validation from the highest quarters. In February 2019, PNB was recognized by the Government as the overall 'Best Performing Bank' among all Public Sector Banks under EASE (Enhanced Access & Service Excellence) - an agenda of reforms launched by DFS, Government of India. ■



## Recipient of Effective Use of Digital Media Award

### 1<sup>ST</sup> POSITION

# GAIL (India) Limited

## Concept

According to a WHO Report, India has 14 out of the 15 most polluted cities in the world & the report also states that 9 in 10 people in the world breathe polluted air. GAIL has been instrumental in putting up a fight against pollution, educating the masses on the malice of air-pollution and how it affects people.

**Bring Back The Blue Skies Digital** campaign under the much acclaimed Hawa Badlo movement is truly an integrated approach to push the cause of a better tomorrow.

The idea of the campaign is to create a favorable impact on the youth. Music, Storytelling & Dance has instant connect with the youth. Coincidentally, our HawaBadlo V Mix video of

- BringBackTheBlueSkies campaign has all of them along with the new generation bollywood stars like Amol Parashar, the star of web series like Home and Tripling & Sarah Hashmi of Dil Dhadakne Do and Happy Phir Bhaag Jayegi fame and famous Bollywood singers like Harshdeep Kaur & Javed Ali. The Music together with Storytelling, Dance & next generation Bollywood stars & Bollywood singers should definitely have a favorable impact on our target audience.
- BringBackTheBlueSkies is a digital awareness campaign

which is used in all the digital and social media platform to reach to the youth & the masses urging them to make small behavioral change with huge impact on the environment. The parameters of this campaign are the number of engagements, views, & reach.

## Campaign Highlights

### Digital Activations

- The #Bring Back The BlueSkies Hawa Badlo V-Mix video was launched on various digital platforms like Facebook, YouTube, Twitter and OTT platform like SonyLiv.
- **YouTube**-[https://www.youtube.com/watch?v=TYh\\_nQWckY4](https://www.youtube.com/watch?v=TYh_nQWckY4) Facebook-<https://www.facebook.com/HawaBadlo/videos/115623952671448/>
- The video garnered more than 6 million views and reached around 8.2 million people across above mentioned digital platforms.
- The inclusion of young web-stars like Amol and Sarah with a peppy soundtrack resulted in audience getting intrigued by the concept at the event and also made them ask questions to themselves about the times to come.
- The project was given an integrated approach by partnering with Times of India so as to create mass

awareness and initiate a engagement activity by conducting a nationwide online #BringBackTheBlueSkies photography contest.

- People were asked to click their best shot of the skies and participate in the competition.
- The contest was promoted on Google Ads, Facebook and native advertisement platforms where it had a combined reach of 4.5 million, Post Engagements-45,000+.
- More than 1500 people participated in the competition.
- The extended amplification of the campaign was done by creating extensive brand content with prominent media houses like Forbes, Firstpost, CNN-News18 etc. which reached around 7.2 million people.
- #BringBackTheBlueSkies trended in top 5 on Twitter

### On-Ground Activations

So as to give a larger-than-life experience to the public, the time machine was recreated at DLF Mall, Saket where 3000+ people came over to see and feel the experiential aspect of the project over a period of three days.

**Facebook**-<https://www.facebook.com/HawaBadlo/videos/339341550024220/>

**YouTube** - <https://www.youtube.com/watch?v=nCGJ05xFTZ8&t=15s>



After creating a massive buzz among the general public through digital and experiential marketing, it was time for the experts to do the talking.

- In the prestigious Times Lit Fest, an exclusive panel discussion took place where eminent personalities like Ashwin Sanghi, Naina Lal Kidwai, Navroz K Dubash, Arunabha Ghosh and Saurav Jha deliberated on the need of a movement like #BringBackTheBlueSkies and how it can be achieved.

**Facebook**-<https://www.facebook.com/GAILIndia/videos/536521206756075/>

**YouTube**- <https://www.youtube.com/watch?v=tttRDmxfbdQ>

- Another insightful discussion took place at the International Conference on Air Pollution at Maulana Azad Medical College where a panel of national and international doctors, research scholars and

scientists like Dr. Mradul Kumar Daga, Dr. Arthur L. Frank and others discussed on various technological and medical aspects of air pollution

**Facebook**-<https://www.facebook.com/GAILIndia/videos/831526700522476/>  
<https://www.facebook.com/GAILIndia/videos/412088596223194/>  
<https://www.facebook.com/GAILIndia/videos/426685538072312/>

**YouTube**- <https://www.youtube.com/watch?v=QY4fQTqh0mk&feature=youtu.be>  
<https://www.youtube.com/watch?v=sgonEC0iDfk&feature=youtu.be>  
<https://www.youtube.com/watch?v=PvcZRHwvcbY&feature=youtu.be>

The overall integrated approach made #BringBackTheBlueSkies a phenomenon to reckon with. With a digital outreach of around 20 million and direct engagements of more than 60,000 the campaign became a talk point in the conversation among the general public, media and stakeholders.

## Supporting Documents

The campaign hashtag #BringBack trended nationally on Twitter creating enormous conversations

The project was given an integrated approach by partnering with Times of India so as to create mass awareness and initiate an engagement activity by conducting a nationwide online #BringBackTheBlueSkies photography contest. People were asked to click their best shot of the skies and participate in the competition.

The contest was promoted on Google Ads, Facebook and native advertisement platforms where it had a combined reach of 4.5 million, Post Engagements- 45,000+.

- The extended amplification of the campaign was done by creating extensive brand content with prominent media houses like Forbes, Firstpost, CNN-News18 etc. which reached around 7.2 million people. ■

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## Media Coverage

<https://timesofindia.indiatimes.com/city/delhi/city-debates-how-it-can-bring-back-the-blue-skies/articleshow/66901915.cms>

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<http://www.indiantelevision.com/mam/media-and-advertising/ad-campaigns/gail-s-star-studded-crusade-against-air-pollution-181031>

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<https://indiatime24.com/2018/12/11/bring-back-the-blue-skies-initiative-to-improve-the-lives-of-indian-masses/>

<https://www.dailypioneer.com/2019/business/business-corner-business-corner.html>

## Recipient of Effective Use of Digital Media Award

### 2<sup>ND</sup> POSITION

# Cotton Corporation of India Limited

Cotton is one of the major cash crops of our country, which has been providing direct livelihood to around 6 million farmers. Out of them about 5 million farmers (85%) have small and marginal land holdings of size less than 2 hectares. As about 2/3rd area under cotton in the Country is rain fed with poor irrigation facilities, dependency on weather vagaries is the biggest challenge for Indian cotton farmers. Due to limited resource base, these farmers face acute financial constraints and raise cotton crop by borrowing from banks, other financial institutions and money lenders. Unfavorable agro-climatic-conditions, incidence of insect and pest attack often lead to crop failure and drag the farmers into the vicious circle of poverty.

Keeping in view of above problems, farmers are being motivated to get themselves registered with CCI to avoid any hardship in selling their seed cotton. So far around 7 lakh farmers are registered with CCI. In this endeavor, CCI has developed a farmers' friendly mobile app "Cott-Ally" for sharing of information with farmers.

Cott-Ally is expected to keep the cotton farmer informed and continuously updated of the steps taken by CCI for implementation of MSP and also to provide a platform where the farmer can access and communicate with CCI continuously. This mobile app has been developed in such

a way, that each and every farmer can download and operate it easily in their regional language of their choice in addition to Hindi & English. The various other features of "Cott-Ally" are as follows:

- Farmers can view the MSP cotton rates variety wise.
- Farmers can track their payment status.
- Farmers can view the contact details of centers opened by the CCI.
- Farmers can initiate live chat for their doubts & grievance if any
- Farmers can get general information with regards to quality management of their crop & other relevant information time to time from CCI.

Cott-Ally app has been experimentally downloaded by more than 20,000 farmers already who have expressed their satisfaction with its user friendly features. This mobile app has been hosted in both the play store i.e., google play store for android mobile & app store for Apple mobile.

### Objective

- To maximize the use of the digital media among the farmers to increase the reach of all government schemes especially in the cotton farming sector.
- To have direct interaction and outreach with the

cotton farmers in their regional languages.

**Target Group:** Entire 6 million Cotton farmers in the Country.

**Date of Launch:** 1st August 2018

### Top five points that make the project innovative?

- Farmers can view updated news and videos in respect of cotton.
- In MSP (Minimum Support Price) window, farmer can view information about different varieties of Kapas (Cotton) Rates, state wise and quality wise.
- Farmers can track their real time payment status of their kapas which farmer has sold to the CCI.
- Farmer can initiate the live chat for any kind of information pertaining to Cotton.
- In complaint window, Farmer can raise his complaint or grievance any time i.e. 24x7 and it will be resolved within 5 working days.

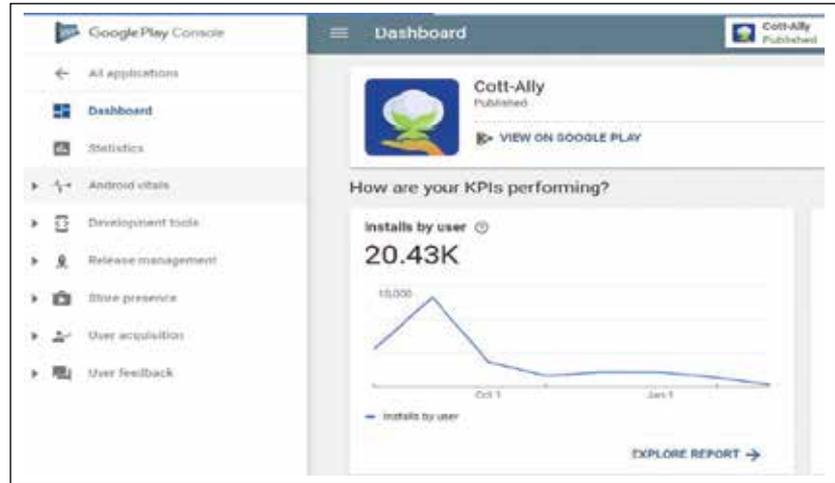
### Top five points to describe the key achievements' of the project?

- Cott-Ally won First Prize in recently held India Concord Summit-2018 by Anthronik in association with Make in India and supporting Partner Standing conference of Public Enterprise (SCOPE) under category of "Best Government Initiative by PSU".

- More than 20,000 farmers downloaded the Cot-Ally App.
- Farmers expressed their satisfaction with its user friendly features.
- Cott-Ally is expected to keep the cotton farmer informed and continuously updated of the steps taken by CCI for implementation of MSP and also to provide a platform where the farmer can access and communicate with CCI continuously.
- More than 7 lakh farmers are registered with CCI.
- Live chat feature is developed in such a way, that whenever farmer selects the State, live chat will be routed to the CCI Branch office of that particular state, so that farmer can initiate his/her chat in the regional language of choice.

**Top five key challenges faced while implementing the project and how they were overcome?**

- Less awareness about using smart phone and downloading mobile apps.
- To promote the mobile app amongst the farmers community at remote locations.
- To upload all the details in regional languages.
- To make all the system simple and user friendly.
- To ensure time up-dation of information despite limited manpower. These challenges were overcome through technology infusion, awareness



meetings and registration with CCI.

**Top five points that make the project replicable?**

- Small farmers don't know where they have to sell their kapas, because of lack of knowledge. This mobile app is giving access about the center details of CCI and reduce the involvement of commission agent.
- Farmers can get general information with regards to quality management of their crop & other relevant information time to time from CCI.
- Farmer can get the news regarding crop treatment and advisories to tackle pests' attacks.
- Farmers will be updated with all the new notification from Govt. of India in respect of cotton.
- May prove to be a tool to increase the awareness

amongst farmers for adoption of best farm practices and will increase their economic conditions.

**Top five points to elaborate on the scalability of the project?**

- Targeting the entire 6 million cotton farmers located in all the cotton growing districts in India.
- More than 11000 farmers downloaded the Cot-Ally App within one month
- One stop source for cotton farmers of all the information related to cotton.
- Farmers can view the details of nearest CCI purchase center state wise and district wise along with the address of purchase center and details of the center in-charge like name, phone number and branch office address.
- A tool to maximize the use of the technology amongst the farmers and avoid dependency on middlemen. ■

## Recipient of Effective Use of Digital Media Award

### 3<sup>RD</sup> POSITION

# REC Limited

With the explosion of technology and the internet, the power of digitalization has become an important component for the fulfillment of objectives for any institution or entity. Digital media offers a powerful and dynamic platform to engage with the target audience in a quick and responsive manner. Using digital platforms to reach out to the general public deliver the most targeted and streamlined outcomes. A similar model is being followed by REC Ltd. in its Saubhagya scheme – the prime objective of the program is to electrify each household of the country. Here’s an account of how the power of social media is being leveraged to reach out to people living in the remotest corners of India and make 100% Household electrification possible.

## Connecting India through Saubhagya

In an attempt to trigger and accelerate the mission, a transparent and efficient monitoring mechanism with a futuristic approach was evolved and the “Saubhagya App” was launched. Saubhagya App is an innovative platform to build an alliance between Citizens and Government with the help of technology. This application aims to encourage citizen’s participation and track the progress of electrification completion and various user-friendly features have been incorporated to disseminate the progress of electrification to the common man.

## Technology Leverage

Saubhagya application and web-portal were developed for monitoring the household electrification in the country by the REC Limited.

- Saubhagya Dashboard shows households electrification status viz. un-electrified households and electrified households.
- The household progress is further segregated State wise showing the percentage of household electrification accomplished by states on pan India level.
- Vital Analytics of Household Electrification Progress on Monthly, Weekly and Daily basis.
- District wise and village wise household electrification status.
- MIS of the progress of household electrification in the country.

- The request form for electricity connection can also be filled through Saubhagya application; it reduces the administrative delays and enhances the transparency in the electrification process.

The ‘New Consumer Application’ data is filled in digital form including the photos of beneficiaries, photos of documents such as identity proof, address proof etc. All these documents are captured in this online application form to provide electricity connection.

- The App has a feature called “GVA Visit Module” for expediting the household electrification works and impact assessment of the already electrified villages. The GVAs upload milestone wise progress of a household electrification works during their visit to the villages. This also comprises uploading the details of



the households in the village, infrastructure details, Hours of supply, photographs and remarks.

### Social Media

With social media as an active component of the overall strategy; every effort, every challenge and every progress is being reported with utmost accuracy in front of nation.

Using Twitter and Facebook, the mission was able to get to ground zero and fetch reports from the roots in the form of people tweeting and posting their issues online. Our GVAs (Grameen Vidyut

Abhiyantas, or field engineers) are the torchbearers, and true brave - hearts who traversed through remote villages treading on difficult terrains including LWE affected areas.

### Statistics

Twitter Followers: 31,000  
 Facebook Fans: 8.9 Lakhs  
 Website Visitors: 17,15,499  
 You-Tube: 3077 Subscriber

### Achievements through Social Media

- **Direct Query Handling:** One of the biggest accomplishments of going social for

Saubhagya was that queries from thousands of people living in remotest corners of India were taken-up with the concerned Discom to resolve the issue as early as possible.

- **Exposing Challenges along the Way:** Their on-road challenges are being conveyed through social media, depicting the magnitude of their efforts put in to successfully execute the objectives.
- **State-Wise Progress Reports:** Progress status of every state, every district and every village was digitally recorded and posted on Social Media regularly for the people to see and participate.
- **Impact Analysis:** Extracting real life stories, incidences and testimonials from the recently electrified villages and posting it on Social Media for the world to hear from the horse's mouth. Many people bringing television to their houses, many equipping themselves with water pumps, many using the mobile phone chargers to charge their phones and a lot more such facts are being recorded and posted on Social Media. ■

Recipient of Effective Use of Digital Media Award  
**COMMENDATION**

## Balmer Lawrie & Co. Ltd.

### Travel and Vacations & Brand Vacations Exotica

**B**almer Lawrie, a successful diversified conglomerate is a Miniratna-I Public Sector Enterprise under the Ministry of Petroleum & Natural Gas with its presence in both manufacturing and service sectors. As one of the largest travel and tour operators in the country, Balmer Lawrie Travel & Vacations provides end-to-end domestic and international travel, ticketing, tourism and MICE related services to its clients. It is one of the oldest IATA accredited travel agencies of India.

Balmer Lawrie acquired the premier holidays brand "Vacations Exotica" in February 2014 which offers a wide range of innovative and specially designed holiday packages for both domestic and global travelers.

#### The Insight

Our insight was derived from our vacationers and holiday makers and the many stories that keep the holiday alive years and decades after the vacation was taken. Vacations, holidays, sojourns, no matter what we call them, they all become cherished stories told time and again, with much love and aplomb. Each traveller, and vacationer therefore, becomes a storyteller too.

#### The Concept

In an age where most brands were talking about exploring destinations, wanderlust, taking the off-beat path. To reach and engage our target audience, we wanted to take a different stand, one that would allow us to stand apart, yet speak travel. We spoke about the stories, about memories, about those irreplaceable moments spent together with family, loved ones and strangers who become a lot more, over a holiday.

The concept wasn't travel for the sake of another stamp on the passport, or yet another souvenir bought, it was about collecting something that truly transcends space and time – stories and memories that would be cherished and narrated in times to come. Also, it was nurturing an association with a conglomerate that was over 150 years old and had a history of being in the travel domain since 1900s. This concept translated to our campaign - #CollectStories. #CollectStories wasn't just a campaign, it also became our tagline and governed the corporate and marketing communication for brand Vacations Exotica during the year. The campaign, spread across all our channels, be it print, radio, and of course digital. In digital we explored, both organic & paid media across

Facebook, GDN & other display media, Instagram, and our own website and intranet and created effective search and display campaigns to drive traffic to our website. However, the campaign was FB focused on digital for social media.

There are no limits to a cherished vacation, or to the stories that come with it, so at VE we are ready for every perceivable kind of vacation, be it group vacations, themed vacations, or even vacations customized to your specific needs which includes honeymoon, adventure, family, pilgrimage, cruise, rail, self-drive, corporate and MICE. The Campaign "Collect Stories" was mentioned to the shareholders during the 2018 Annual General Meeting.

#### So, what did this campaign really do for Vacations Exotica?

The duration of the campaign was for four months from 18th February to 28th June 2018. To start with, the campaign gave the brand a modern makeover and a sense of strong association with a trusted PSE, allowing us to step into and stand strong in the extremely competitive B2C travel & holiday market. Our target audience included existing customers, prospective customers,

employees and all stakeholders who fell into the gamut of B2C. Balmer Lawrie's endeavor was to take one of most important and trusted brands to all its stakeholders and developing a relationship of trust with them. It helped us make effective growth on our social channels and on our website as well. The success of the campaign was shared with the shareholders during the 2018 Annual general Meeting.

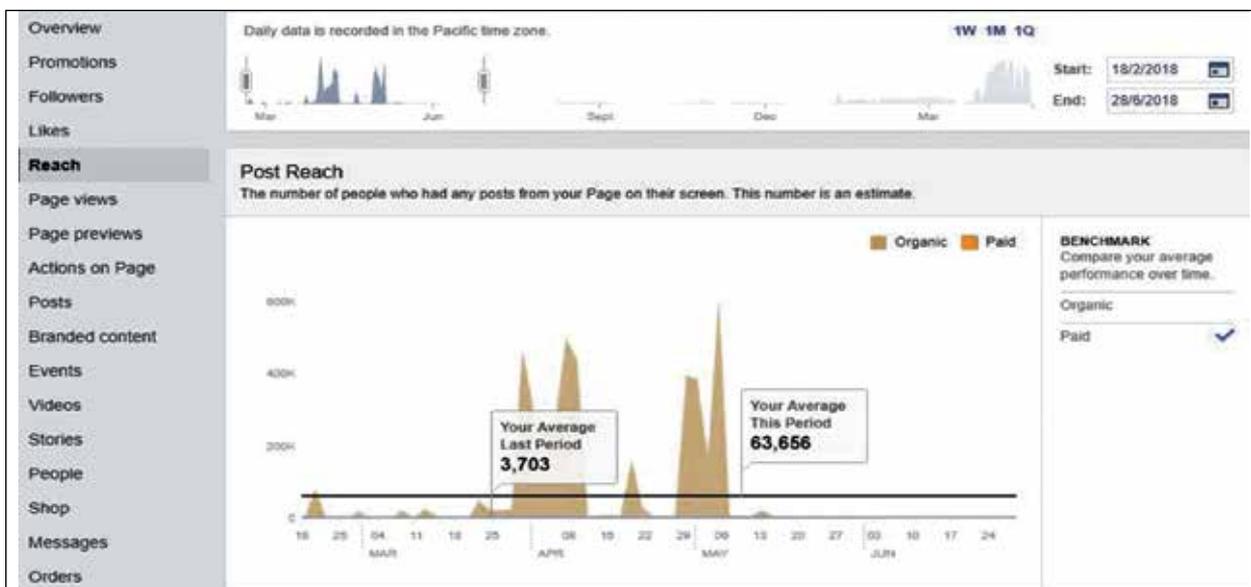
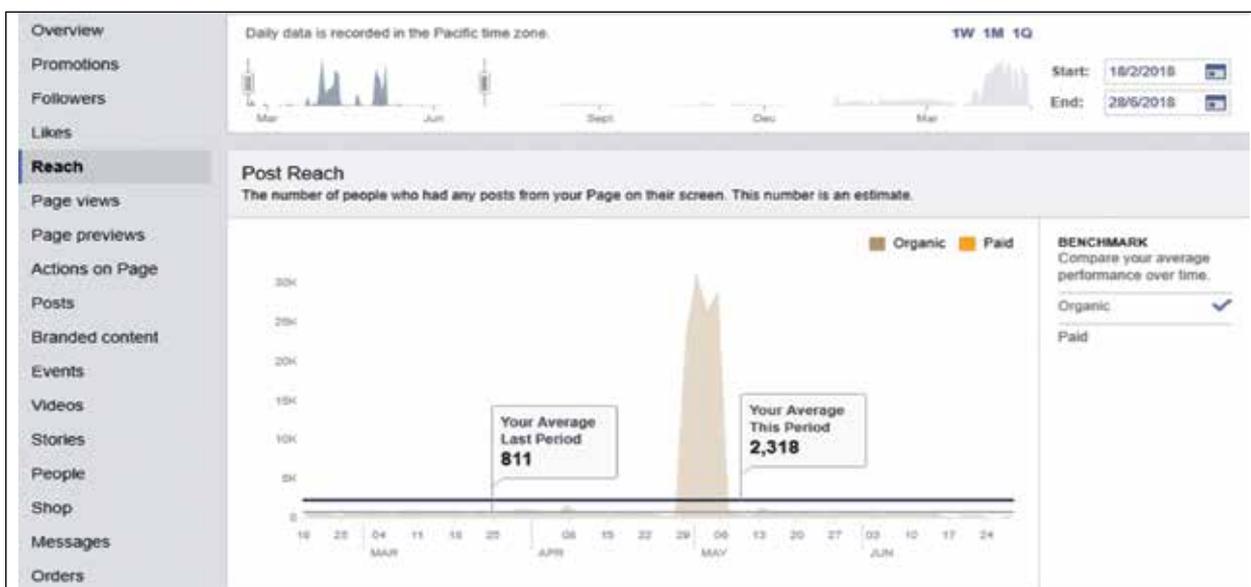
### Rest the numbers speak for themselves

- Website visits grew by 205% increase in users
- We saw over 20,000 new potential customers engaging with us over a period of three month
- Our Facebook page saw an organic growth of 15%
- Our Followers increased from 75k – 85 K post the launch of

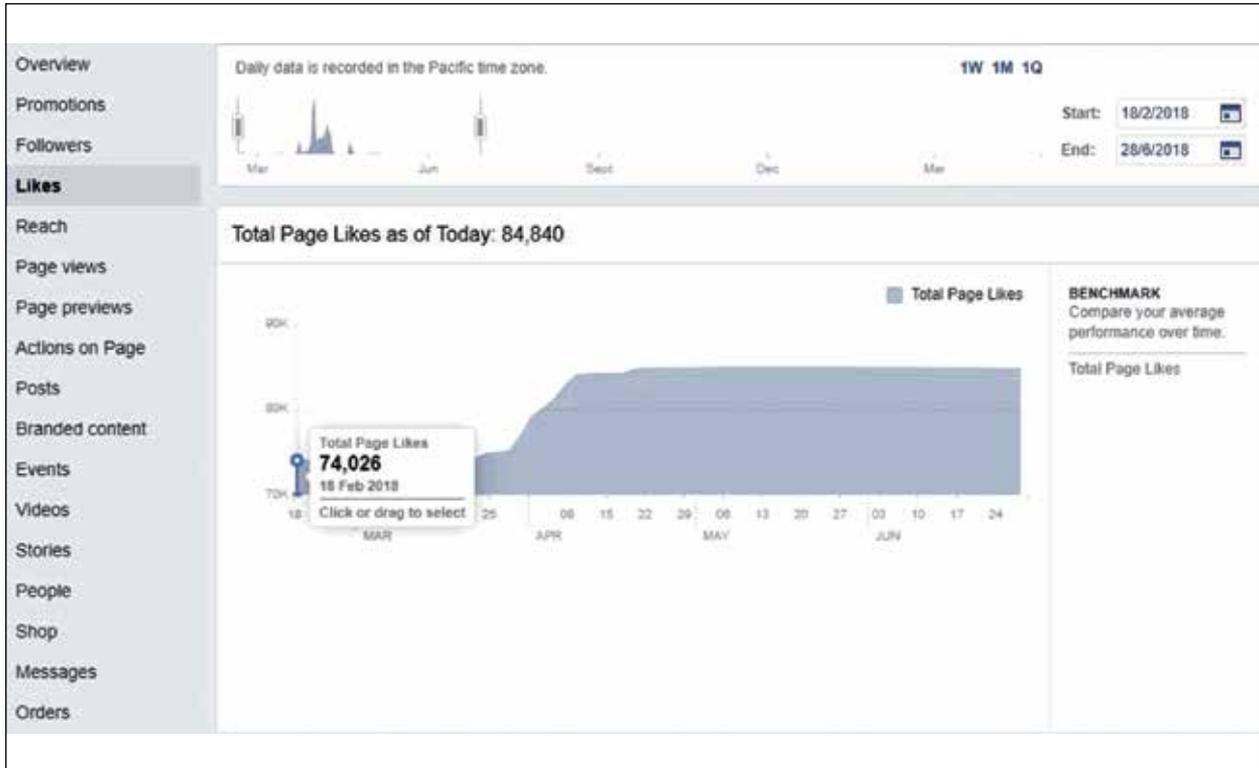
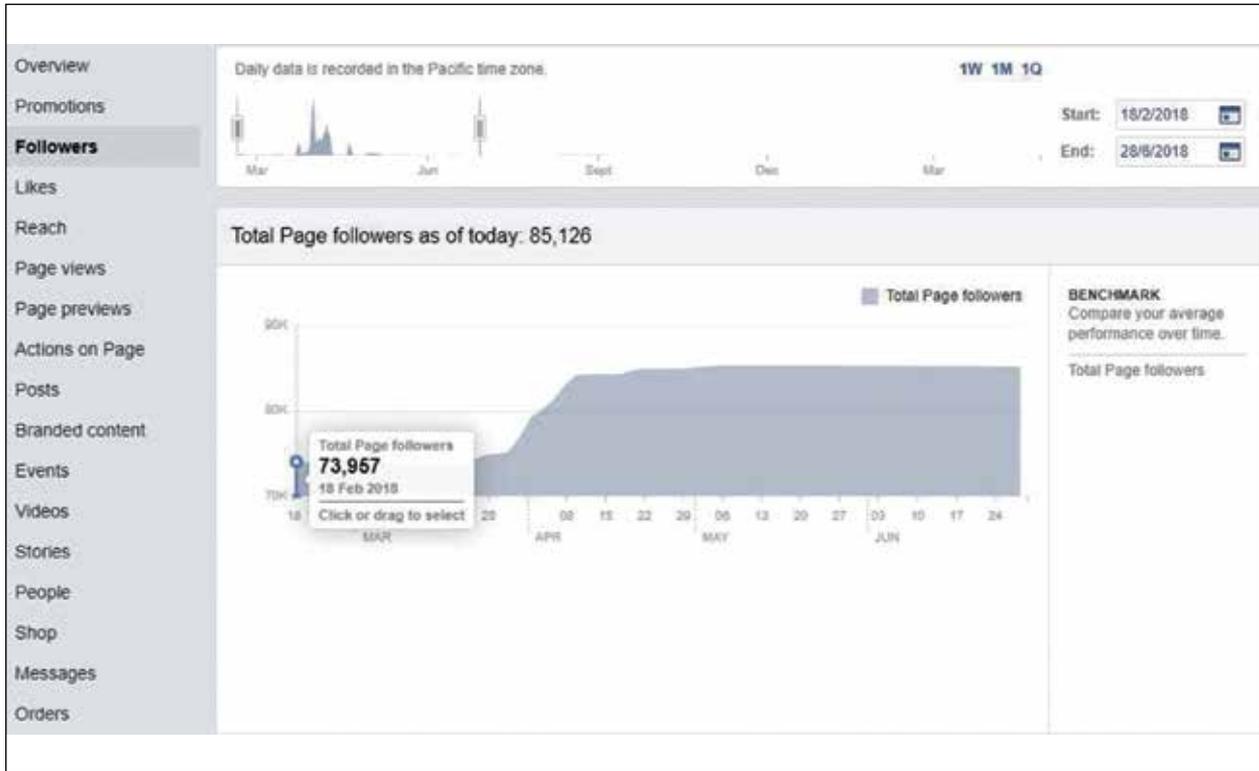
the campaign

- Average post reach increased by 185%
- Our consumer engagement also went up significantly

We collected more stories with vacationers through the year. Our employees who collected stories with Vacations Exotica became internal brand ambassadors and our customers became our external brand ambassadors. ■



CATEGORY - 6



Recipient of Best House Journal (English) Award  
**1<sup>ST</sup> POSITION**

## REC Limited

### The Collaborative Employee Magazine

#### What is 'Watts Up'?

“Watts Up” is a playful, inclusive, collaborative magazine of the employees, by the employees and for the employees of REC Limited.

The first edition of REC's internal publication 'Watts Up' was published in February, 2018. It is circulated amongst over 1000 employees in REC Limited and its two subsidiaries REC-PDCL and REC-TPCL. The newsletter has received an overwhelming response from the readers. One of the measures of its popularity is the number of contributions from employees, which increases issue after issue.

#### What's in A Name?

RECLites work with all their hearts and minds to keep the country powered and illuminated, and hence the name “Watts Up” - a word play on the unit of power and the common modern greeting “What's up?”.

#### The Objective

The Corporate Communications Team noticed that the employees at REC fell within a diverse age group ranging from employees as young as 23 years to as old as 60 years. There is diversity also in terms of the educational backgrounds. There are engineers, accountants, doctors, civil servants and marketeers in the

organisation. There are employees from all regions, religions and languages.

While such diversity in an organisation should be celebrated, we felt there was a certain gap among people, and almost a generational gap among the young and the old. Keeping in mind these challenges, we decided to launch a newsletter aimed at bringing people from all backgrounds closer, by giving them the opportunity to express themselves and knowing one another beyond their jobs.

Further, we noticed that, being a public sector unit, REC Limited has a steep hierarchical structure. While this may be conducive for dividing responsibilities among employees at different hierarchies, it induces a culture of formality and hesitation. People in the organisation were known more by their employment status and designations in the company. We wanted to change that, which is why we accept and publish articles from all employees (Including contract employees) and avoid mentioning their designations.

Another challenge that we wanted to address is the isolation of employees in regional offices from those in the corporate office. We have employees across the country at over 25 locations who are restricted from participating

in employee activities taking place at the corporate office because of geographical constraints. Therefore, articles and submissions are invited from all employees (Including contract employees) across all locations.

#### Sections in The Newsletter

**Up Close & Personal:** This section covers an interview of a featured employee, talking about their lives, challenges, learnings, hobbies, aspirations, regrets and achievements, along with an interesting rapid fire round!

**Meet The Team:** In this section, in every issue, a team/department is covered introducing the team's members, their scope of work and This section gives an opportunity for employees to know the organisation's structures and the people better.

**News Flash:** This section is subdivided into two sections - one that covers the latest news about the company and other that covers the latest happenings in the industry i.e. the power sector

**Focus:** This section includes articles contributed by employees, on the issue's theme and the articles pertaining to the company's business.

**Timeline:** In every issue, an interesting timeline is published which shows the history of

## KEY FEATURES

### Key Features

Collaborative Bilingual It encourages, acknowledges and promotes the contributions from the employees, irrespective of their departments, employment status, designations and locations.

The publication accepts and publishes articles in English as well as Hindi to give all employees an opportunity to be a part of it.

### Non-hierarchical

The publication deliberately does not use designations or status of employment (regular/temporary) of the contributors with an intent to dissolve hierarchies.

### Current

Articles on certain themes are invited to keep the newsletter in tune with the current times. Latest news on the power sector and on the company is also carried.

### Web Version

Limited copies of the newsletter are printed and made available in public sections such as the reception, the notice boards, the corridors, the waiting areas and the libraries.

### Special Size

The publication is printed on a unique size to generate curiosity and to set it apart from other publications such as reports and magazines.

### Varied Sections

The publication has a variety of sections to cater to the interests of different people.

### Rewards

Who doesn't love gifts! And all the contributors get special REC merchandise for giving their time and attention to the magazine.



historical events, interesting technology, movements etc.

**Did You Know:** This section features interesting facts to increase the General Knowledge of the reader.

**Library Love:** We want our employees to read! So, this section covers the available and new books in the company's library.

**Chai Break:** This sections includes interesting articles, thought provoking stories, travelogues and poems, promoting the employees to take a break and enjoy the magazine.

**Daftar-Nama:** We feel that any magazine is incomplete without a comic strip. Daftar-Nama is our very own comic strip showing the day-to-day funny and humorous things going on in the organisation through the eyes of a canteen boy selling bread pakodas.

**Media-Bytes:** Media bytes section includes all the press clippings of press releases and news articles about REC that were published in the print media

**Picture Gallery:** This sections contains a photo collage of all the activities that happened in the

organisation such as workshops, internal events, quizzes, awardees, retirements etc. covering as many employees as possible to increase the viewability of the newsletter.

**Advertisements:** Looking for a flatmate? Lost something at work? Selling the car? This section will take your message across to all the employees! Not only employees, but departments can also place their ads to advertise their initiatives, achievements or events. REC's own ads are also displayed for the employees to see. ■

Recipient of Best House Journal (English) Award

**2<sup>ND</sup> POSITION**

## Mangalore Refinery and Petrochemicals Limited

MRPL's In-house Magazine (Digital)- BallePatherga

**B**allePatherga is a Quarterly E-Magazine of Mangalore Refinery and Petrochemicals Limited (MRPL), published by Corporate Communication Department through the Intranet portal. The purpose of this magazine is to reach out and communicate with the employees and also to give an opportunity to them to display their soft skills in writing, painting etc. Tulu is the local language spoken by majority of the people in. Dakshina Kannada district and 'BallePatherga' is a Tulu word, which means 'come let's talk'. The important events of the company, articles of employees in the field of their work,

environmental topics and other articles. poems, painting, individual achievements and stories etc., are covered in this digital magazine.

This particular edition of our magazine is special because it covered the news on our activities on World Environment Day (WED) 2018 and LED Bulb distribution to nearby. villages. a major Enterprise Social Responsibility (ESR) activity. This was the Rainy Season (July month) edition, our 'Seed Ball' preparation which was an important event during WED 2018 has been made as the theme of this E-Magazine. Two innovative articles. of our

employees on Polypropylene and its applications has made this edition unique. There are individual achievements of MRPL employees and their dependents in a wide variety of activities like Painting Exhibition, Philately Corner, Olympiad, Kannada Film and National Athletics have together made the magazine all the more special. Some unique features of \_Mangalore especially about the rainy season dishes is depicted in the section 'Tulunadu Vaibhava'.

This E-Magazine is designed and developed in-house and there is no cost involved in publishing this magazine. ■



**Recipient of Best House Journal (English) Award**  
**3<sup>RD</sup> POSITION**

# Hindustan Petroleum Corporation Limited

**An Overview**

HP NEWS is a for the employee by the employee quarterly in-house journal of HPCL. This is one of the most awarded and appreciated internal communication tool. It covers a plethora of topics like current affairs in the company, travelogues by employees, experiences by employees, creative writings by employees, photographs and paintings by employees, games and fun sections etc. Unlike other corporate newsletters and magazine more focus is given on contributions from the employees and the prose and poems submitted by them. Each publication of the HP News

is unique as each publication focusses on a cover story which is close to the employees of HPCL.

- Periodicity: Quarterly
- Cost Per Copy: INR 36

**Strategic Intent**

In a corporate atmosphere it is important that information is transmitted, effectively and efficiently to various stakeholders. One of the biggest stake holder for any Corporation or company is its employees. As Richard Branson has famously quoted “You take care of your employees, and they

will take care of your profits”. It is important that the corporations keep the employees engaged and connected.

In today’s ultra-hi-tech information technology age where communication thru social media has reached each and every person thru their mobiles. Information is available today at the click of a button. However, one may appreciate that, still millions of books, magazine and periodicals are sold and read across the world and people are still interested in reading.

Our in-house journal ‘HP NEWS’ was recently revamped into a fresh and engaging product with





an intent to engage employees, the valued stakeholders in the HP story. The streamlined effort was specifically on building the Emotional Equity of Brand HP and engaging employees and their families in different ways, further strengthening Brand HP.

A happy employee is an asset and also an authentic Brand Ambassador!

### Objectives

- Engaging the employees by showcasing their contributions
- Building a sense of being valued and cared for
- Building a connection with senior management
- Promoting HP Family

further by featuring employees' family

- Promoting Brand HP: Inculcate Emotional Equity and Sense of Pride
- Entertainment and Engagement through Activities

### Target Audience

The primary target audience of the publication are our employees and secondary target audience are the families of the employees. The publication is also sent to various Government Departments and is widely appreciated.

Employees and families were involved through various sections like sports, travel, parenting, poetry, life at HPCL and stories that

inspire.

### Content

A bouquet of features, articles, columns, travelogues and testimonials are a part of HP News to increase interest element and make it more relatable to the target audience.

The content section is divided into the following sections:

### Cover Story

Each publication of the HP News is unique as it is themed on a cover story. The cover story is a recent unique innovation by the PRCC team that covers one unique aspect of the corporation which connects the people of the organization. Some of the selected cover stories are given below





## CATEGORY - 7

- **HP Housing complexes:**

This issue featured the facilities provided at HP Housing Complexes which included articles from employees who had stayed in the housing complex for long period of time. The flora and fauna of HP Nagar East, one of the largest housing complexes of HPCL was also covered including photos clicked by the employees.

- **Skill Development Institute:**

The issue covered the various facets of Skill Development Institute at Visakh. The Skill Development Institute (SDI) at Visakhapatnam was set up as a Society registered under Andhra Pradesh Societies Registration Act with HPCL as the lead partner. Soon after, the small team from HPCL started work on the mammoth task of making the

dream of this Institute a reality. The issue covered the genesis, projects, courses, life, awards and accolades of SDI, Vishakhapatnam.

- **HP MDI Nigdi:** HP MDI is the flagship training institute of HPCL. Which was commissioned in 1985 has stood as the best training institute for management employees at HPCL. The issue covers the facilities, interviews by various principals, timelines, awards and accolades etc of the training institute.

Sections for numerous hobbies, memoirs, travelogues, etc. are regular features in our Magazines and an activity page at the end provides just the content to unwind after a tiring day.

The various editions cover numerous topics. Major events and achievements in the Spotlight

section are a regular feature that informs our employees of the great work their colleagues and the Corporation is doing.

Through these various initiatives, a renewed connection with the employee magazine was successfully created, where employees felt engaged, heard and involved with the product.

### **Innovation**

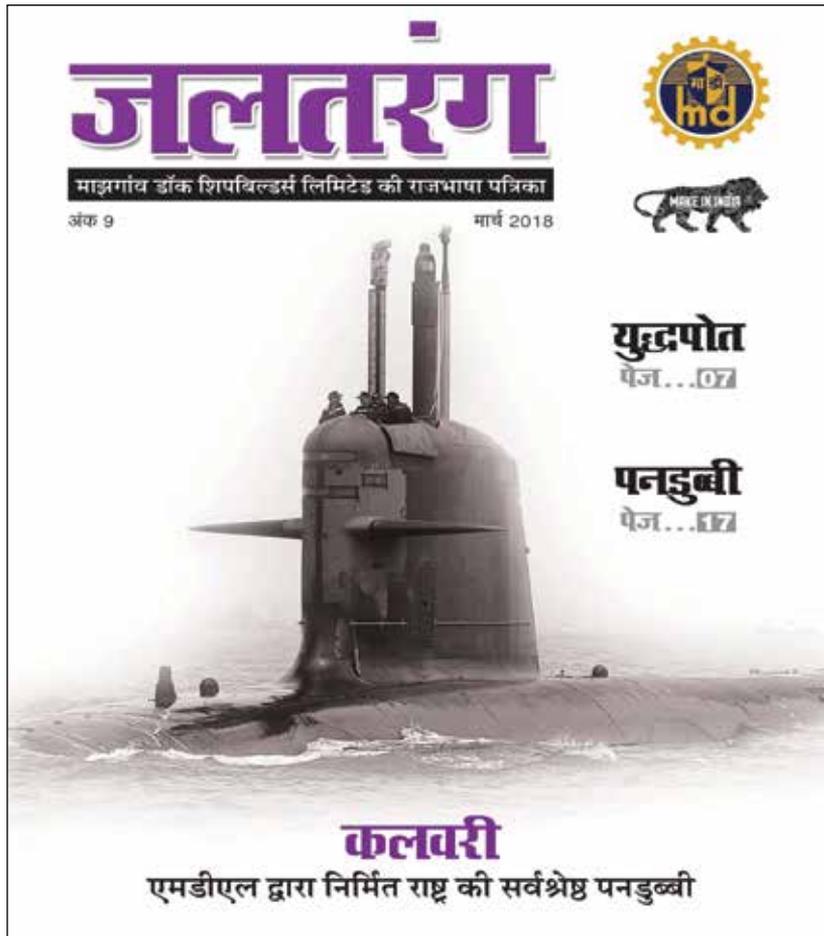
In order to make the magazine mobile friendly and to make it readable on the go, QR Code has been introduced from which the e-version can be downloaded and read from anywhere at any time.

The most recent innovation is sending the HP News to the homes of each and every employee so that the families are also connected by this initiative. Previously they were delivered only to the offices of the employees. ■

बेस्ट हाउस जर्नल (हिन्दी) अवार्ड

प्रथम स्थान

## माझगांव डॉक शिपबिल्डर्स लिमिटेड



पत्रिका सभी एमडीएल के कर्मचारियों के सहयोग का सफल प्रतीक है।

### पृष्ठभूमि

जलतरंग का हर अंक किसी एक विषयवस्तु को समर्पित रहता है। जैसे की राज्यभाषा का आठवां अंक विषयवस्तु पर आधारित था जिसमें हमने स्वतंत्रता सेनानियों के बलिदान और उनकी देश भक्ति का संक्षिप्त परिचय देने का प्रयास किया था। यह स्वतंत्रता सेनानियों के प्रति एक भावपूर्ण श्रद्धांजलि थी जिन्होंने देश को स्वतंत्र करने के लिए अपना सर्वस्व न्योछावर कर दिया था।

इस अंक में एमडीएल के मुख्य उत्पाद युद्धपोत एवं पनडुब्बी निर्माण के साथ स्वच्छता, स्वास्थ्य, सीएसआर तथा सरकार की अनेक योजनाओं/कार्यक्रमों एवं ज्ञानवर्धक सूचनाओं को समाहित करने का प्रयास किया गया है।

### उपलब्धि

हमारी पत्रिका को कई वर्षों से नगर राजभाषा कार्यान्वयन समिति, मुंबई (TOLIC) द्वारा श्रेष्ठ गृहपत्रिका का प्रथम पुरस्कार देकर सम्मानित किया जा रहा है। ■

### जलतरंग

पत्र एवं पत्रिकाएं हिंदी के प्रचार-प्रसार का सशक्त माध्यम हैं तथा हिंदी भाषा हमारी भारतीय संस्कृति से जुड़ी है। इसलिए एमडीएल का अथक प्रयास रहा

है की वो हिंदी माध्यम के द्वारा ज्यादा से ज्यादा लोगों तक पहुँच सके।

राजभाषा पत्रिका जलतरंग का यह नौवां अंक एमडीएल के द्वारा किये जा रहे देश की सेवा में समर्पित है। यह

बेस्ट हाउस जर्नल (हिन्दी) अवार्ड

द्वितीय स्थान

## हिन्दुस्तान पेट्रोलियम कॉर्पोरेशन लिमिटेड

हमारे देश की राजभाषा हिन्दी अब धीरे-धीरे दृढ़ता से एक विश्वभाषा के रूप में उभर रही है। हिन्दी भारतीय संस्कृति की अस्मिता की पहचान है। हिन्दी भाषा के प्रचार-प्रसार में हिन्दी पत्रिकाओं की भूमिका महत्वपूर्ण रही है। कहा गया है कि "साहित्य समाज का दर्पण है।" एचपी हिन्दी समाचार भी एचपीसीएल में राजभाषा कार्यान्वयन में किए जा रहे प्रयासों का एक आईना है। हमारा उद्देश्य है कि इन पत्रिकाओं के माध्यम से कॉर्पोरेशन की राजभाषा गतिविधियों के साथ-साथ विभिन्न ज्ञानवर्धक लेख एवं साहित्य कर्मचारियों तक पहुंचाया जाए। एचपी समाचार का यह अंक कर्मचारियों की सृजनात्मकता का प्रत्यक्ष प्रमाण है। इन अंकों के माध्यम से एचपी समाचार के लेखकों, रचनाकारों एवं राजभाषा परिवार को इसे और परिष्कृत करने, रोचक और ज्ञानवर्धक बनाने में अपना बहुमूल्य योगदान देने का अवसर प्रदान किया जाता है।

हमारा यह भी प्रयास रहता है कि हम हिन्दी को संवैधानिक सीमाओं से आगे ले आकर इसे अपने कारोबार का



प्रमुख हिस्सा बनाएँ जिससे वह दैनिक कामकाज का एक हिस्सा बन जाए। अपने इसी प्रयास की कड़ी में हमने दो विशेषांक प्रकाशित किए। पहला विशेषांक "तकनीकी हिन्दी विशेषांक" जो कि रिफ़ाइनरी और अनुसंधान एवं विकास प्रभाग के तकनीकी कार्यों से संबंधित था। दूसरा "सतर्कता जागरूकता विशेषांक" - भ्रष्टाचार मिटाओ, नया भारत बनाओ, की थीम पर आधारित था। इन दोनों ही विशेषांक में बड़ी संख्या में कर्मचारियों ने भाग लिया। इन दोनों विशेषांकों में उत्कृष्ट पाए गए 72 कर्मचारियों के लेख प्रकाशित किए गए हैं।

### लक्षित दर्शक

एचपी समाचार के सभी अंक एचपीसीएल के कर्मचारियों को हार्ड/सॉफ्ट कॉपी के माध्यम से उपलब्ध कराए जाते हैं। इसके अलावा, भारत सरकार, गृह मंत्रालय - राजभाषा विभाग, पेट्रोलियम और प्राकृतिक गैस मंत्रालय, के उच्चाधिकारियों एवं संसदीय राजभाषा समिति के माननीय सदस्यों को भी प्रस्तुत किए जाते हैं जिसकी उन्होंने समय-समय पर सराहना की है। इनकी प्रतियाँ हम नगर राजभाषा कार्यान्वयन समितियों को भी भेजते हैं जिससे अखिल भारतीय स्तर पर इसकी व्यापकता सुनिश्चित की जाती है। ■

बेस्ट हाउस जर्नल (हिन्दी) अवार्ड

तृतीय स्थान

## वापकोस लिमिटेड

वापकोस लिमिटेड 'लघु-रत्न-1' जल संसाधन, नदी विकास और गंगा संरक्षण मंत्रालय के तत्वावधान में सार्वजनिक क्षेत्र उपक्रम है।

### 'पत्रिका' की विशेषताएं

अध्यक्ष सह प्रबंध निदेशक, वापकोस लिमिटेड के मार्ग-दर्शन में वापकोस त्रैमासिक गृह पत्रिका 'वापकोस दर्पण' सफलतापूर्वक नियमित रूप से प्रकाशित की जा रही है। जिसमें 'अध्यक्ष सह प्रबंध निदेशक की कलमत से' दिए गए 'संदेश' द्वारा कंपनी की प्रगति दर्शाते हुए कार्मिकों को प्रोत्साहित किया जाता है।

वर्ष 1996 से यह त्रैमासिक पत्रिका कम से कम व्यय में पूर्णतः विभागीय तौर पर कम्प्यूटर पर केवल हिन्दी में तैयार की जा रही है।

वापकोस दर्पण के कवर पृष्ठ को कंपनी द्वारा निष्पादित की जा रही है विभिन्न परियोजनाओं के फोटोग्राफ्स से सुसज्जित किया जाता है ताकि कंपनी द्वारा निष्पादित विभिन्न परियोजनाओं से सभी परिचित हो सके।

राजभाषा कार्यान्वयन संबंधी विभिन्न नियमों और अधिनियमों आदि के अनुपालन के संबंधित लेखों के माध्यम से कार्मिकों प्रति जागरूक हुए, उनकी रुचि बढ़ी और उनके सृजनात्मक रूप में अभिव्यक्ति हुई।

आज विज्ञान प्रगति के नए-नए आयाम स्थापित कर रहा है और संचार क्रांति आंदोलन के इस युग में यह पत्रिका कार्मिकों के मध्य विविध जानकारी उपलब्ध करा रही है।

कार्यालय की विभिन्न गतिविधियों आदि की समेकित जानकारी हिन्दी में प्रस्तुत किए जाने वाले हिन्दी में चिंतन-मनन की प्रक्रिया को और अधिक गति प्रदान हुई है।

पत्रिका के माध्यम से एक दूसरे के विचारों के आदान-प्रदान से कुछ नया और बेहतर करने का मनोबल बढ़ा है।

यह पत्रिका अपने कार्मिकों के बीच वह सेतु है जो सांस्कृतिक, भाषा, प्रबंधन, साहित्यिक, वैज्ञानिक एवं सूचना प्रौद्योगिकी जैसे विषयों से एक दूसरे को जोड़ने की क्षमता रखती है जो हमारे

साथियों में सृजनात्मकता बढ़ाने के साथ ही उनके ज्ञान को संवारने में भी सहयोग प्रदान करती है।

पत्रिका के माध्यम से कार्मिकों की रचनात्मकता को सबके समक्ष लाने में हमें महत्वपूर्ण योगदान मिला है।

गृह पत्रिका 'वापकोस दर्पण' पाठकों के ज्ञानवर्धक के साथ-साथ अपने विभिन्न हास्य रचनाओं, चुटकुलों, स्वास्थ्य, घरेलू टिप्स आदि द्वारा मनोरंजन भी करती है।

हिन्दी के प्रचार-प्रसार को बढ़ावा देने के उद्देश्य से पत्रिका के प्रत्येक अंक में प्रकाशित सबसे अच्छे एक लेख/कविता को 2000/- रु. नकद पुरस्कार दिया जाता है।

'वापकोस दर्पण' गृह पत्रिका को विभिन्न सरकारी/अर्ध सरकारी मंचों पर पुरस्कार से सम्मानित भी किया गया है।

'वापकोस दर्पण' पत्रिका की पीडीएफ बना कर वापकोस लिमिटेड की वेबसाइट पर अपलोड किया जाता है ताकि सभी व्यक्ति आसानी से इसे पढ़ सकें और इसका लाभ उठा सकें। ■



Recipient of Best Annual Report Award  
1<sup>ST</sup> POSITION

# Hindustan Petroleum Corporation Limited

## Concept

The basic concept of the Annual Report is based on a drop of oil and how if juxtaposed in a particular form can make a flower; which in turn shows efforts of HPCL to touch the lives of people from all walks of life and Delivering Happiness. Butterfly representing our various SBUs working round the clock to deliver the benefits to the masses.

## Theme Write-up

In the hustle and bustle of everyday life, we often forget what our heart truly desires. Surprisingly, the things that bring true happiness are simpler and closer than what we think.

Happiness is the sparkle in the eyes of a child on its first ride as a pillion. It is the exhilaration as one accelerates. It is the taste of love as one comes home and it is the pride of the father as he rides his child's car. It is also the hue in the clouds as dreams take flight.

It is the confidence of a soldier, delight of a farmer and the pride of a citizen as the Nation marches forward. The moments that bring smile to one's being; Being a part of this is what we at HPCL strive to be...

Blossoming from our vision, led by innovation and steered by sense of responsibility, we at HPCL, Deliver Happiness

This Annual Report also presents a new rendition of our tagline, Delivering Happiness.

## Salient Features

### Inhouse Conceptualization

This was the first time the Cover and Theme were developed by our in-house team. As being done by our own employees who understands our Brand the best, makes it more Corporation centric and highlights our values in the best possible ways.

### Content

Our Annual Report has been mainly divided into three main sections containing the Company Overview, Statutory Reports and Financial Statements.

The Company Overview explains how are we making tomorrow better, our business portfolio, our sustainable supply chain etc along with the detail of top-management who steer the company onto the path of growth. As for the section on Statutory Reports, it contains the details of the happenings of the Corporation that in any manner whatsoever impact the shareholders. The last section containing the Financial Statements detail out the financial performance of the Corporation in the form of charts. Our investors were pleased with our Annual Report and our promptness in sending out hard copies whenever requested.

In addition to this our tagline is used through three different story lines titled as:

### Delivering Happiness

### through empowering employees

This story highlights HPCL's concerted efforts to prepare its future leaders, fill competency gaps and adopt the best practices in human resource management. HPCL encourages its workforce through tailor-made work-life integration activities and a healthy & safe working environment. Apart from enabling employees to realise their full potential through innovative initiatives and progressive learning techniques, the key focus areas include enhancement of competencies, strengthening of the leadership pipeline, cultural interventions to enhance collaboration and, leveraging of technology for holistic learning & development.

### Delivering Happiness through customer delight initiatives

This story throws light on HPCL's continuous endeavours to enhance the value proposition to customers by pioneering several customer centric initiative. As we chart the course for the future of our Corporation, we continue to strengthen our focus on our customers, who are essential partners in our success.

### Delivering Happiness through Positive Social & Environmental Impact

In our quest towards responsible



corporate citizenship, our CSR efforts are empowering less privileged and marginalised sections of the society with focus in the areas of child-care, education, healthcare, skill development, sports, environment, and community development. HPCL CSR initiatives are aligned with the national development imperatives. This section provides highlights of some CSR initiatives undertaken during the year.



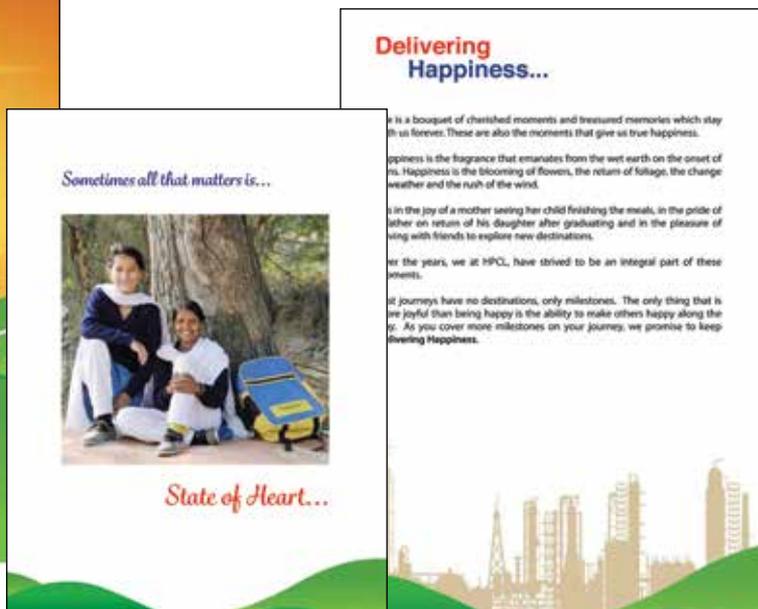
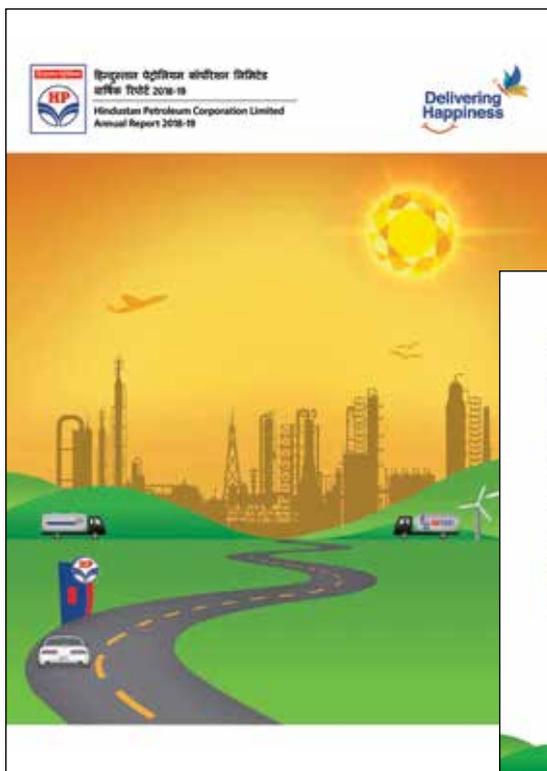
### Ease of Access

Understanding the amount of content present in an Annual report, we worked towards making the read easier by adding a 'Navigation Bar' shows you which section you are in and 'blurbs' highlighting points that you were looking for. Important statistics are presenting in the form of appealing infographics. Some of them are shown:

### Investment

Investment in the form of time, effort and money have gone into the publication of the Annual Report for 2017-18. It is a result of continuous efforts from our Shares Department that dealt with the statutory portion and PR&CC team that provided the creative inputs. PR&CC department was

continuously supported by the various agencies that came up with creative inputs for design-ing, layouts, charts, etc. In order to make the Annual Report more visually appealing we also had a team of professional photographers to capture our esteemed top management and our locations and our employees in action. ■



Recipient of Best Annual Report Award  
2<sup>ND</sup> POSITION

## Oil and Natural Gas Corporation Limited

ONGC, India's top energy company and world's Numero Uno exploration and Production Company, is known for doing the unbelievable and its FY18 Annual Report is a testimony to that fact. The overarching-theme of this year's Annual Report is "The DNA of infinite growth" because the spirit of exploration is at the core of its DNA, and ONGC is not just about reconnoitering avenues but also conquering fresher grounds of new energy. Thus, leading to a business that has a potential of infinite growth.

The annual report's cover reflects the theme right off the bat, readers of the annual report will get a sense of the story ONGC is going to tell just by the cover design and colors used to reflect our brand personality. The cover design used will prime readers for the rest of the information to come. The image of an offshore rig and usage of oil in the form of a human DNA depicts the theme aptly.

The report uses minimalist annual report design, with the use of a neutral background and bright accent colors to highlight

important information. For example, usage of color to highlight keywords, key data points, and header text. Typically, an annual report is packed with a lot of information, just like ours. This impacts the readability of the annual report, thus we focused on color coding our information in a simple way to offer visual cues for readers to follow. We have used over 100 in-house clicked pictures aptly across the report to provide context to the data presented, but to also provide a through glance over the activities of ONGC and ONGC group of companies. ■



**Recipient of Best Annual Report Award**  
**3<sup>RD</sup> POSITION**

# PowerGrid

**A**n annual report of PowerGrid clearly communicates the financial story of PowerGrid in the Fiscal year 2017-18 and registers Company's growth trajectory in the mind of its audiences i.e. Stake holders.

Every effort is made to turn this financial report of absolutely crucial facts & figures of the company's progress into a memorable design. The whole idea was to create an impactful design which leads to more reading and retention, two positives for establishing and reinforcing brand PowerGrid.

### The Cover Design

The predominant green colour

itself reflects positivity, progress and harmonious and sustainable growth of the company. In the background, the immense character, vast utility and importance of the core transmission business is projected in subtle and sober way and the design registers how PowerGrid touches the humanity and future of our nation.

### Moving Inside

The look of the book is carried inside through the attractive base design. Content has been designed uniquely in such a way that anyone can easily reach to the required part of the book keeping in mind the huge no. of

pages. Each part is segregated by usage of different hue.

The right combination of font, spacing and photographs make the report stand apart from other run of the mill reports. The attractive and innovative designs of Graphs to draw comparisons are acting as icing on the cake.

### Printing and Production

Best quality printing has been done through an A class printer using 'special paper' for the best quality output of photographs used to depict the business and activities of PowerGrid, making the report all the more attractive and relishable! ■

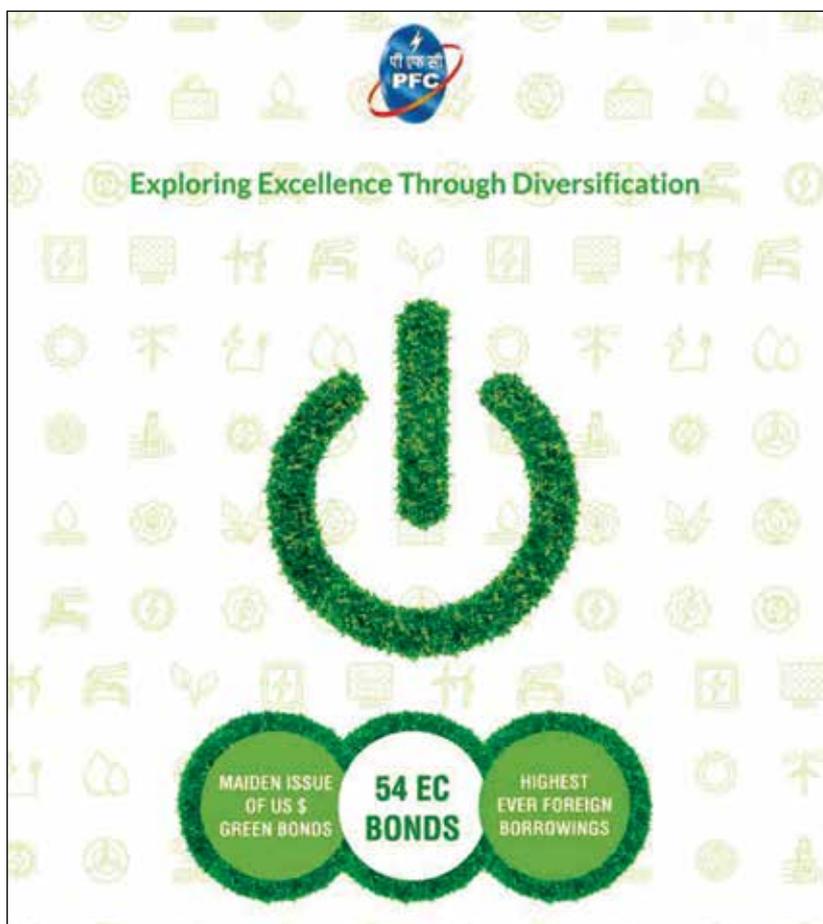


Recipient of Best Annual Report Award  
3<sup>RD</sup> POSITION

## Power Finance Corporation Limited

Our Annual Report is meant to provide shareholders, investors, donors and various other interested parties with a rundown of PFC's overall performance, financial status, and strategic direction. As a Public Sector Undertaking, we attempted to produce a more user-friendly annual report for our employees, customers, and investors.

The Concept, design and layout of PFC Annual Report stands out because of the extra creative effort we at PR tend to make. We are always on the lookout of experimenting with new ideas thereby bringing something bold and beautiful to the surface. We are always on our toes on what's trending for instance and probably that's why the theme "Exploring Excellence through Diversification" implying PFC is foraying into cleaner, greener and sustainable energy projects / solutions. We had the maiden issue of US \$ Green Bonds-54 EC Bonds (Highest ever foreign Borrowings) during the year 2018-19 and with management support we were able to draw the apt communication on this. Each section typically contained a mixture of text and data, visualized with simple charts and graphics. Our Cover image attempted to mirror the PFC culture and the values of our organization. The



colour contrast created points of visual focus, helping one make sense of the information on the page. Even the Digital version which we published on our website was accessible to many more potential readers than just financial investors. Job seekers, journalists, NGO's, policy makers etc could easily access online reports. Highlights of past year included total loans sanctioned,

cumulative disbursement, PAT and so on in a structured, layered and manner of progressive disclosure.

Our Paper positioning also helped in bringing out the content well. We have two versions of the Annual Report printed : Deluxe and Shareholder which is well received by our audiences. It is pertinent to note that, we had bagged a similar award last year too. ■

Recipient of Special Brand Building Publication Award  
**1<sup>ST</sup> POSITION**

# Nuclear Power Corporation of India Ltd.

100 Lives Around Us



Mr. K. N. Vyas, Secretary, Department of Atomic Energy, India and Chairman, Atomic Energy Commission (second from right) unveils the book. Next to him on his right side is Mr. S. K. Sharma, Chairman and Managing Director of Nuclear Power Corporation of India

**K**udnakulam, a small coastal hamlet near the southern edge of mainland India in Tamilnadu, is much known for housing country's largest electricity units – the Kudankulam Nuclear Power Project (KKNPP) which is a part of Nuclear Power Corporation of India Limited (NPCIL).

But what is lesser known about Kudankulam region is its richness in animal life, particularly birdlife and butterflies. Not just Kudankulam site, but the other six nuclear power plant sites in the country are flourishing with nature, too. Notably, one of the

greatest advantages of nuclear power technology is it doesn't harm the surrounding environment. Thus, the zones around all the seven Indian nuclear power plant sites have become hubs of biodiversity.

Inspired by the presence of such profuse wildlife, NPCIL has set off a voluntary initiative called "Environment Stewardship Programme (ESP)" to conserve the species and create habitats. As a part of ESP, in 2015, the Pelican Nature Club of KKNPP began a systematic study and photo documentation of species in the southern Tamilnadu region

where KKNPP is located.

The study unfolded several interesting facts about the natural world in our place: About 80 species of birds share the space with us, more than 40 species of butterflies flutter here, many small mammals and reptiles thrive in the region, at least 150 plant varieties form the habitat in this ecosystem, and countless marine life exists. What's more, the study also sensitized us that ecosystem is a chain in which living beings are interdependent at different levels, and if any level in the chain is disturbed it will affect not just the species alone but the chain itself.

One can live without knowing about the other organisms that share space with us in this world. But then it is just living; they live, and so are we. Knowing about the lives that exist around us makes a difference. It is co-existence, actually. Because, by noticing them we learn about their habits and habitats which leads to an eco friendly living. Once we know about the other living things around us we tend not to trouble them knowingly or unknowingly. Every living organism on earth deserves to live their life. Co-existence ensures this.

These findings incited an idea that a coffee-table book with photos and facts on species can be made

## CATEGORY - 10

to emphasize the fine interlinking of species in the ecosystem in which human is also a part.

“100 lives around us – a book on some biodiversity in and around Kudankulam Nuclear Power Project” is an outcome of an attempt made to document the wildlife in and around the place where we work – the Kudankulam Nuclear Power Project (KKNPP), and the place

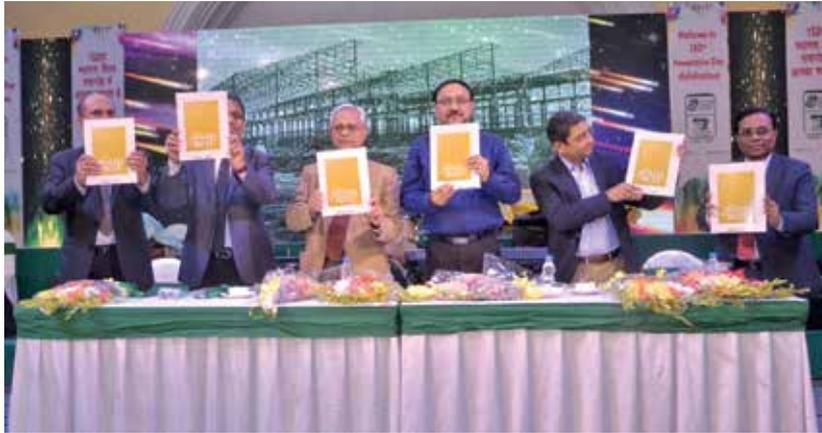
where we reside – the Anuvijay Township. Although the species around us are myriad, the book features a few of our co-existing creatures, one hundred species to be precise, to give a glimpse of the natural world. Besides, the book also manifests how the modern nuclear power technology and nature go in concert, and how nuclear power generation maintains a

perfect harmony with the nature. To our delight, the publication won first prize in the “Special Brand Building Publication” category of SCOPE Awards 2019. We are grateful to SCOPE for recognising our passionate work and honouring us by conferring such a prestigious award and thankful to the eminent members of the jury for screening in “100 Lives Around Us”. ■



Recipient of Special Brand Building Publication Award  
**2<sup>ND</sup> POSITION**

# Balmer Lawrie & Co. Ltd.



C&MD, along with the Board of Directors and authors during the book launch. 'The Making of Next' was launched during the 152nd Foundation Day Celebrations held in Kolkata.

**T**arget Audience All present whole time Directors, Independent Directors, Govt. Nominee Directors; All ex-Directors and EDs; Heads of Joint Venture Companies of Balmer Lawrie; C&MDs of all OIL PSUs; Key shareholders; C&MDs of key Corporates headquartered in Kolkata; PSUs and Pvt. Companies; Key Customers of all Strategic Business Units; Key persons in the Ministry/ Government departments; Principals/ Heads of premier management institutes/ colleges from where Balmer Lawrie has hired and plans to hire in future; Employees.

**Assessment of Impact:** Not applicable as it was a history book

**Cost per copy:** Rs. 200 (The book is sold only on request)

**Appreciation:** Congratulatory messages were received. Enclosed copies of two appreciation letters.

**Distribution:** 2000 copies were printed and distributed to the mentioned target audience. The soft copy of the book was hosted on the company's intranet for reference of the employees.

### Brief about the Book

Balmer Lawrie completed 150 years on 1st February 2017. To commemorate this milestone, yearlong celebrations including various activities and events were organised to showcase the company's journey and accomplishments. Balmer Lawrie's History Book 'Making of the Next' was conceptualised during this period. When Balmer

Lawrie had completed 125 years in the year 1992, Mr. S. K. Sinha, ex-Managing Director of Balmer Lawrie had written the history book 'Footprints on the Sands of Time' covering the glorious journey of 125 years. When the time came to collate the history of the company post 1992, the obvious choice for the author was someone from the company's Leadership. Mr. Swapan Kumar Mukherjee and Mr. Viren Sinha both ex- Chairman and Managing Director of Balmer Lawrie penned down the book, which was published in the month of June 2018. Both of them had seen the company go through various transformations, both good and challenging, witnessed an uncertain period of disinvestment when the company went through difficult times, saw the expansion of multiple businesses, as well as the formation of various Joint Venture Companies.

'Making of the Next' captures the corporate milestones and the journey of Balmer Lawrie in the period from 1992 to 2017. It took the authors over a year to complete the book, considering Balmer Lawrie's diversity and presence in multiple businesses. The authors met many ex-Directors, ex- employees, current employees, customers and other stakeholders for a holistic approach. The book

## CATEGORY - 10

covers the multiple businesses separately, but within these businesses, the chronology of the various happenings has been maintained.

Though a history book, the layout and the format is somewhat similar to that of a Coffee Table Book to make it appealing and reader friendly. Balmer Lawrie, a successful diversified conglomerate made significant progress in developing businesses and expansion of product ranges in the past three decades. These have been smartly captured in the book, with the nuances of its transformation and trajectory of its progress well taken care

of giving a clear insight of the Company to all its stakeholders and readers.

Balmer Lawrie expanded its product ranges in barrel manufacturing, and Greases & Lubricants. Massive investments were made in new offices for Travel and Logistics, in new plants and Research & Development for the manufacturing businesses. Product Development Centres and Technical Service Centres were set up in the early 1990s. In 1994-95 the first Container Freight Station (CFS) was commissioned in Kolkata. Subsequently, CFSs were set up in Mumbai and Chennai. During

this period the distinct trend was the consistent high performance of the Company. Balmer Lawrie never made losses in its entire journey spanning over the past 150 years.

The chronicling the history of the 25 years (1992-2017) was of immense significance as the Company witnessed umpteen changes in its journey of growth and diversification. However, the legacy of its diversity and the entrepreneurial spirit have been the strength of the Company and today, Balmer Lawrie is all geared up to live up to its commitment and achieve more on its growth path. ■



Recipient of Special Brand Building Publication Award  
**3<sup>RD</sup> POSITION**

## NTPC Limited

**MEGA WATTS from OUR HEARTS**



**N**TPC's Coffee Table Book on CSR – "MEGA WATTS from OUR HEARTS" - A Joint Publication of Team CSR and Corporate Communications of NTPC in association with Malayala Manorama Co. Ltd. The Book and its relevance finds special place in your area of work for future references and pride.

NTPC operates at various

capacities in more than 60 locations across India. The electricity we generate reaches every corner of the country and powers the aspirations of hundreds of millions of people. In addition of fueling India's growth story, we have another important responsibility – to bring smiles to the faces of people around us.

This coffee table book gives a glimpse of our activities and

aims to inspire all of us in NTPC to work with added zest in our continuing efforts to empower all our stakeholders even as we aim to set new records in generating power.

This book has 14 chapters having chronicles those tales of individuals and communities being truly empowered, making NTPC's very existence socially relevant and meaningful. ■



Recipient of Best Corporate Film Award  
1<sup>ST</sup> POSITION

## GAIL (India) Limited

The Corporate Film of GAIL (India) Limited for 2018-19 has been developed with the objective to showcase GAIL's journey of the last three decades, focusing on important milestones achieved so far and the way forward. The film intends to reach out to our stakeholders across segments, and be a visual capsule of the GAIL story.

In recent times, GAIL has augmented its operations with utmost safety consciousness and speedy implementation. GAIL's ambitious project, Pradhan Mantra Urja Ganga is connecting Eastern India to the national gas grid, thus opening immense opportunities of inclusive growth with better environment. It is also expanding its pipeline network in southern India to bring the eco-friendly fuel to millions.

As a public-sector enterprise, GAIL is committed towards realizing the nation's aspirations of achieving economic engagement through a sustainable energy mix, even as the country's energy demand is set to grow three times by 2030.

In conceptualizing the corporate film, we wanted to capture this very essence of nation building and the detailed, concerted efforts that have gone into it. And for this we chose the metaphor of sand art - tiny grains of sand that don't amount to much alone, but when grouped with all the other grains, they add up to become more than the sum of their parts. When all combined it becomes art, something that makes this world a brighter, livelier place.

Through the painstakingly detailed sand-art recreations of important GAIL milestones, the intent was to capture the hard-work, the meticulous efforts that have gone into creating a resilient infrastructure and delivery system.

To complement this treatment of sand art, the script and music were designed to convey powerfully the graph of the GAIL story, peppered with milestones and moments of national history. The poetic voiceover in male and female voices, adds to the reflective mood, as one looks back on the journey of three decades.

Choosing to tell our story in Hindi was another careful decision, as we wanted to emphasize on the grass-root character of the organization, which takes pride in becoming a harbinger of prosperity and socio-economic growth for millions of Indians, through a cleaner fuel for their domestic and commercial use.

The film has been edited such that it juxtaposes sequences of sand art with historical footages or real time visuals of important projects of the organization. The sand art sequences which form the central theme of the film, acts as the leit-motif that binds the film together and every now and then dovetails into real time, actual images.

In all of this, the focus remains on presenting all significant information of the company, including its financial and performance highlights, projecting GAIL's leadership position across the gas value chain, and most importantly, establishing GAIL's commitment towards the national aspiration of achieving meaningful economic growth, through access to the clean fuel - natural gas. ■

Recipient of Best Corporate Film Award  
3<sup>RD</sup> POSITION

## Naini Aerospace Ltd (NAeL)

(A Wholly Owned Subsidiary of HAL)



**R. K. Mishra**  
CEO, NAeL



**V. M. Chamola**  
Chairman, NAeL and  
Director (HR) HAL

The Film "NAeL – Ek Nayi Subah" depicts "NAeL's- Journey of Transformation. This is one such project which was executed with lightning speed and that promises a lot for the future.

**N**aini Aerospace Ltd (NAeL) is situated in the Naini industrial area of Prayagraj established by UP State Industrial Development Corporation (UPSIDC). Naini, Prayagraj has been included in the proposed Defence Industrial Corridor of Uttar Pradesh.

On directives received from Govt. of India, NAeL was incorporated on 29<sup>th</sup> December 2016 as a wholly owned subsidiary of Hindustan Aeronautics Limited (HAL) to take-over sick Naini unit of Hindustan Cables Limited (HCL) which was closed for last 15 years. Revival of the plant for commencement of business operations in Aerospace and Aviation Sector to give boost to Make-in-India initiative was primary objective of the company. HAL as a responsible corporate entity also decided to absorb remaining employees of closed HCL Unit to give them a fresh lease of working life and promote skill India initiative in older age group. The company

signed agreements with HCL for purchase of identified assets and for transfer of Manpower of HCL Naini unit on 30<sup>th</sup> January 2017 to be effective from 1<sup>st</sup> February 2017. Accordingly identified assets and employees of Naini unit of HCL were taken-over by NAeL on 1<sup>st</sup> February 2017.

A core team of 06 officers derived from different divisions of HAL were deputed to take-over the sick unit of HCL and setup a new company. The team encountered a gloomy scene when it reached to take over the plant on 1<sup>st</sup> of February 2017. Entire plant of Naini unit of HCL was covered with shrubs, bushes & haphazard growth of vegetation. The factory was without water and electricity. There were many challenges for the team as entire plant was in a heavily damaged condition (partly burnt), full of old junk machinery & scrap, broken & breached boundary walls, inaccessible hangars, idling and unskilled manpower lacking in self-confidence

& without any knowledge of aviation product. The factory license had lapsed long back, labour and commercial registrations were suspended due to non-compliance/statutory dues. Broken furnitures, damaged almirahs and remnant of old computer hardware in inaccessible four walls were only available in the name of office infrastructure. Various employee benefit scheme including PF accounts were inoperative. The team swung in action immediately with aim to beat the timelines as company had to make payments against salary and other benefits right from the day of take-over. Making access to buildings and hangars in factory complex, provisioning of basic amenities, power, drinking water, removal of old plant, machinery & other scrap belonging to HCL through MSTC and establishment of office infrastructure were initial priorities of the team. The company undertook repair, renovation and establishment of

## CATEGORY - 11

civil, electrical & IT infrastructure concurrently as the entire complex was in abandoned condition for many years.

Transfer of lease deed of Land in favour of NAeL, registration of lease deed, factory license, statutory labour & commercial registrations, requisite NOCs for commencement of business operations and regularization of various employees benefits like PF, Gratuity, GSLI etc. were completed in a time bound manner by 30<sup>th</sup> June 2017. Each of these activities were a project in itself as it required lot of documentation, follow-up, persuasion and running around. Also the team did not have prior experience in such specialized area. It was a nightmare to register for VAT/CST, Excise & Service tax since HCL had not cleared dues pertaining to these departments. However, concerted effort of the team led to the registrations and subsequent migration to GST.

The transferred manpower of 125 employees and 13 Land displaced persons with an average of 52 years were low in morale after being without work for 15 years. A special training module was designed and rigorous & structured skill development training program spanning over a period of 16 weeks was conducted for technicians at HAL Technical Training Institute (TTI) Bengaluru. Subsequently, they were qualified through "On job training" at Helicopter, Kanpur and LCA divisions of HAL. Additional skill enhancement training specific to the assigned job is being continuously imparted to the employees to make them efficient & effective for carrying out aviation specific jobs.

The HAL team deputed at Naini had to conquer many fronts concurrently. Simultaneously, a temporary Loom Shop was established by utilizing internal resources and exclusively with "Shramdan" at an alternate location pending completion of civil & electrical works of the designated hangar. Production of Aircraft Looms was launched on 10<sup>th</sup> July 2017 after completion of training and by arranging Loom boards, tools, equipment etc. and orders from Helicopter and LCA Tejas division of HAL to instill self confidence in the transferred work-force. This was the red letter day for a company in making and was achieved in short span of less than six months of taking over a completely devastated establishment.

A robust Quality management system was established through four levels of quality documentation like apex manual, departmental manuals, quality assurance procedures and forms/formats. Aircraft loom manufacturing activities has been certified for compliance to AS9100D standards. NAeL made its maiden delivery of 335 Light Combat Aircraft (LCA- Tejas) Looms and 28 Advanced Light Helicopter (ALH) Looms in record time after clearance of government inspection agencies. Over 600 looms of Dhruv Helicopter and Tejas fighter jet have been produced & delivered successfully since then and fitted on the platform.

The renovation, repair and establishment of infrastructure was completed on 30<sup>th</sup> June 2018. The production of Helicopter structures was launched on 11<sup>th</sup> July 2018 in newly constructed Aero-structure hangar equipped with State of Art facilities. On 22<sup>nd</sup> Nov

18, Naini Aerospace Limited (NAeL) accomplished rare feat when it delivered first batch of Helicopter structures on 22<sup>nd</sup> Nov 18, which would give a further boost to ALH production for defence forces. Currently, NAeL is executing the HAL order for five sets of Dhruv helicopter structural assemblies.

Mr. V. M. Chamola, Chairman NAeL & Director (HR) HAL said. "It is probably the first time that a public sector undertaking has taken-over another sick public sector unit operating in un-related area and closed for a long time and converted it into a successful enterprise operating in technology intensive Aerospace sector in a very short span of 18 months by a small group of officers drawn from HAL".

Mr. R. K. Mishra CEO NAeL said "NAeL has now reached to the level of full-fledged operationalization with proven capabilities in the field of production of Aero-structures and Aircraft loom manufacturing. It has also given a new dimension to skill India initiative of government of India by successfully training employees in older age group to make them employable and productive".

The revival of the plant in its new avatar has visible effect on the life of employees and their families as the perception of the society has changed from non-doers to achievers, helping them to move forward with renewed confidence and self-esteem. HAL has brought smiles on their faces and probably this is the best reward and satisfaction for the team who had worked day & night and faced all the odds in execution of this project. ■



## Recipient of Best Public Relation & Corporate Communication Person of the Year Award

# Mr. Rajeev Goel, Chief GM (PR&CC), HPCL

### General Information

**Name of Participant:** Rajeev Goel

**Designation:** Chief General Manager

**Name of Organization:** HPCL

**Address of Corporate Office:**  
Petroleum House, Churchgate, Mumbai

**Sector:** Oil and Gas

**Number of Years at HPCL:** 29

**Highest Educational Qualification:** MBA

**Does HPCL have a Corp. Comm. Policy:** Yes. Approximately 15 years by the CFD

### Individual Excellence

#### Projects Undertaken- HP Virasat

**Initiative:** HP Virasat project undertaken to document the rich history of HPCL

**Details:** On-going initiative that was launched in October 2018

#### Key Steps Taken

- Communication sent out to employees for sharing of resources available
- Documentation and cataloguing of resources and collaterals collected and conversion to digital format

#### Impact

- Documentation will serve as reference for future

- Acknowledging and leveraging the best practices of various periods and access their feasibility in present times
- Help in creation of history that we are all proud

#### Projects Undertaken- Identity Manual

**Initiative:** Creation of standardized identity manual for the Corporation

**Details:** On-going initiative proposed to CFD, started in November 2018

#### Key Steps Taken

- Identification of key areas for improvement
- Development of Corporate Identity Guidelines
- Designing of Corporate Stationery and Collaterals

#### Impact

Upon approval of CFD, this shall lead of standardization of logo, fonts, colours stationery and other elements across the Organisation and lead to a coherent brand identity

#### Academic Endeavours

**Initiative:** Project Periscope & Certification Courses

**Details:** On-going Training Activity

#### Key Steps Taken

- Selected as one of the top-performers to be groomed to be a

part of the leadership pipeline with rigorous academic and behavioral trainings

- Attended workshops & certification courses of PR & CC to be abreast with domain knowledge

#### Impact

Led to understanding of team management and recognizing and leveraging individual and diverse qualities. Trainings and workshops have helped being up-to-date with ongoing advancement in the field of communication

#### Coordination & Engagement Skills

**Initiative:** Coordinating between MoPNG & internal stakeholder and engagement with Customers

**Details:** Year-long activity

#### Key Steps Taken

- Active participation in Ministry related activities & excellent percolation of information and execution of jobs
- Continuous engagement with customers on social media, especially for grievance resolution

#### Impact

Prompt actions have led to



## CATEGORY - 12

seamless coordination between the industry related activities and initiatives. Engagement with stakeholders has led to better brand image and happy customers

### Personal compositions on Social Media

Followership highest amongst CC heads of CPSEs

### Brand & Image Building

#### Social Media

**Initiative:** Regular posting of content related to HPCL and for the betterment of the society to his individual follower base of almost 4.5k while simultaneously managing customer grievances

**Details:** Year-long activity

#### Key Steps Taken

- Active resolution of grievances and queries received on HPCL's handle via direct on-ground coordination
- Posting of content pertinent to HPCL for better awareness on personal and Corporation's handle

#### Impact

- On-ground activities and initiatives undertaken at HPCL covered for better brand association
- Establishment of positive brand image through meaningful interactions

### Promotion of Brand on Social Media

Ms. Rama Choudhary tweeted

her grievance late in the night from HPCL Retail Outlet. Tweet was identified by Mr. Rajeev Goel and prompt action taken for quick resolution of the matter

To appreciate the kind gesture and tell her story, her penned down the incident on her blog

Minister of P&NG and SD&E took to his Twitter handle to acknowledge and appreciate the actions of Mr. Rajeev Goel and HPCL

### Press and Stakeholder Engagement

**Initiative:** Regular interactions with Press, Media and other stakeholders for positive brand building of HPCL

**Details:** Year-long activity

#### Key Steps Taken

- Active interaction with journalists from media fraternity
- Conduction of Press Meets and interactive sessions at regular intervals

#### Impact

- Building of positive brand image
- Association of HPCL with social influencers

### Events & Exhibitions

**Initiative:** Participation in exhibitions and conduction of events

**Details:** Year-long activity

#### Key Steps Taken

- Active scouting for best media to showcase HPCL
- Developing & motivating

internal team for taking up responsibilities such as designing, etc. internally

### Impact

Devising innovative approaches to events and exhibitions and as a result establishing a positive brand recall in the minds of visitors and also, helped HPCL win the 2nd Best Stall Award at Petrotech 2019

### Promotion of Sector

#### Initiatives under MoPNG

**Initiative:** Guiding, generating and posting content to promote work done by the Oil & Gas sector

**Details:** Year-long activity

#### Key Steps Taken

- Interaction with important stakeholders for wide publicity and awareness of PMUY activities via online & offline modes
- Coordination with influencers for association with PMUY

#### Impact

Steps taken have led to spreading a positive message on the on-going activities of Oil & Gas industry and build a credible and reliable image in minds of the all Indians

#### Initiatives under MoPNG

Personal compositions for promotion of Sector

Assisted in coordinating the launch of coffee-table book, capturing the story of PMUY ■

# A new age Communicator in the Digital World



**Rachana Panda**  
Chief Communications Officer  
GE South Asia

The move from printed to digital happened years ago. We started with pictures and now we are talking about videos then snackable 5 second videos then live streaming and always on platforms. Attention span is dwindling, platforms have increased, everyone has become a reporter, and every person has the power to voice his/her opinion. We are living and part of this exciting, ever evolving journey. One can love this transformation or hate it, but cannot ignore it. Whether someone likes it or don't like it, all are affected and swamped by the digital world which has become an integral part of our life now. Slowly and steadily it will encompass, and we will all have to embrace it in some way or the other.

What's in for the brands? Back till late 80's or 90's, who would have thought that we would be able to talk to anyone, anytime from anywhere. But that's exactly what the technology has done to our life. Not only are we able to talk, but are able to stay connected, consume content, watch videos, send updates and what not at any given point of time. Today where we can browse the web with just the

touch of fingers to our phones, even for a small travel we mostly use navigation/ GPS, where someone is always guiding and talking to us to tell which routes to take, which ones to avoid. This was simply unimaginable just a few years back.

The digital world is growing bigger and more powerful. And the rate at which this transformation is taking place, especially in our country, is mindboggling. Just to share some stats that I recently came across, with a 16% y-o-y growth in smart phone usage, India surpassed the US to become the fastest growing mobile market this year. Reliance JIO enabled the rapid rise in 4G, resulting in accelerated content consumption across the country.

The facts are that digital methods of communication are faster, versatile, practical and streamlined. In this days and age, digital communication has become indispensable. And as communicators, we need to embrace digital communication to help our organization, businesses connect with anyone without exception.

As a communicator who is avid follower of the technology, am listing down a few pluses, which I think Digital Media brings to the

table.

## Power of Digital Media

### Empowers everyone, two-way communication

Going digital makes it so much easier to interact and communicate with the key stakeholders (customers, govt, employees, public at large etc.). It engages with the target audience and reassures them that their valued opinion is being heard and understood. This if rightly leveraged can hugely benefit our businesses

### 'Real' Time, 'On the Go' and Measurable

As we all know, digital is all about being fast, quick, 'real' time, It's Now. It happens at just a click of a button. Its about catching the audience 'On the go'. As audience gets busier, most of the content is being consumed on the move. And the best part is – all the data is measurable. One can exactly know how many stakeholders have interacted, how and who all from where have engaged and so on.

### Simple, conversational and informal

The more you keep your communication simple the more effective



it is. And that's exactly what digital allows you to do. It allows to have a conversational and informal communication which is welcoming (it's like interacting with a person next door), easy to decipher and understand. That's what makes it even more powerful. We need to let go to well-rehearsed scripts, edited communication to more authentic, spontaneous and purpose driven and personalized messaging.

#### **Easy to Pivot and re-caliberate fast**

You can easily and quickly adapt your strategy and tactics for best results. The knowledge of the performance of a campaign helps to take an informed decision on how to proceed. For a campaign that is performing well, it is easy to invest more in it with just a click. But for a campaign that is not delivering as expected, it can be adjusted accordingly or stopped altogether with ease

#### **Visual and interactive content**

While videos have been around for decades, they have only recently started exploding on digital platforms and social media.

Usage of interactive, 360-degree videos, chat box, infographics, chart-icles and other format allows to experiment with new and interesting content formats. It helps brands to reach out to the sizeable audience especially the millennials who are always on the look out for the new formats to engage with. Press releases need not be boring anymore!!

However, it is not that easy ...as it reads. Over the years I have realized that digital teams need certain maturity and skills to handle the ever-noisy world. Since being on digital media is like having a double edge sword, it becomes imperative to keep a few things in mind.

#### **What keeps you there?**

##### **Appetite for feedback**

Since in today's day and age, everyone who is on digital is entitled to have and share a view point on everything. Digital media is a place only for people who have an appetite for feedback. People reacting, good or bad, is the new normal and one should be okay and open to it. If not, then this can be stressful and become overwhelming.

#### **Interesting & relevant content**

To get eye balls and that too relevant ones, its important to create a content that's interesting, new,highly technical yet simple and connecting; helping to cut the clutter. One should try new formats and tools for storytelling. Give something different and new to your audience

#### **Balanced outlook**

In the world of extremes, it is so very important to have and maintain a balanced outlook. It is so easy to be swayed by the extremist reaction or approach, but one should avoid getting trapped into one. Having a balanced outlook helps to build strong brand credibility for the organization. Have enough room for diverse views!!

#### **Always stay up to date**

Keep your eyes on the new updates and pay attention to what others are doing. Try and learn from what successful brands are doing. Be quick learner and adapt the techniques and strategies that work well for brands that people like and interact with

#### **Be Authentic and interested**

On digital, the focus should be on building trust with your audience. One of the most important ingredients in achieving this is being genuineand focus on connecting in a way that feels "real" and natural. Your brand has its own personality, and you want that to show through. People are more likely to trust brands they identify with, and feel are genuine.

So finally, let's dwell on the role we as communicators can play in effectively driving the digital media efforts of an organization.

### Communicators as trusted advisors need to be

**Smart and flexible** - Be ready to change and pivot if something is not working out as planned. Always keep the big picture in mind and connect the dots. Be data informed not data driven.

**Have an outside in view** – very important to understand and know what your stakeholders are looking for. Engage, partner and learn from them, take their feedback and implement as appropriate

**Empowered and have an ability to push back**– Do what you think is right for the organization and brand. Don't do things to please someone or because someone wants it to be done in a certain way. If you are not convinced with an idea or if you can propose a better way of doing things, put them on the table. After all you are best positioned to feel the pulse of

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**The digital world is growing bigger and more powerful. And the rate at which this transformation is taking place, especially in our country, is mindboggling. Just to share some stats that I recently came across, with a 16% y-o-y growth in smart phone usage, India surpassed the US to become the fastest growing mobile market this year. Reliance JIO enabled the rapid rise in 4G, resulting in accelerated content consumption across the country.**

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internal and external audience.

**Informed-** Keep your eyes and ears open to what's new – the trend. Become a domain expert and be data informed to be able to see proactively what's coming, look for the new things, learn and adapt new formats and ways of storytelling. On digital, one cannot afford to have a lag time. Everything is now. So be on top of it.

**Well networked and connected (both internally and externally)** – to help drive the conversation, engage with the key stakeholders and understand the pulse.

And last but not the least Build Trust. We communicators are in the business of building trust and that is a long term process and takes years to make (but minutes to break!!). It is imperative to have the right team, processes and maturity to manage the digital world. And go slow to go fast!! ■



# Disruptions: Business Landscape



**Pramod K. Sinha**  
SCOPE

**This paper throws light on emerging trends of disruptions and how it's impact on Indian Industries in general and PSEs in particular and above all driving innovation led growth. It attempts to address the shift in Technology & Industry landscape, Media Environment – print, digital and social, Govt. Policy towards PSEs, equity pattern of PSEs, new opportunities offering to niche sector like Space, Green Energy, Financial Innovations leveraging Banking Sector etc. Why Industries tend to move around Big Cities?**

From independence till date, visionary leaders have been envisaging Policy Measures that created a unique roadmap for PSEs and made them Temple of the Nation, engineered sector specific growth, unlocked potential of Indian Industries and now moving to the direction of a new India with possibly better Rural Economy in place. We have moved in this direction and journey has been witnessing disruptions as well. Be it nationalization of Banks or acquiring many Industries from Private Sector to PSU basket and again rolling back to a situation where PSEs to Private fold.

Can we think of manifold growth from 1947 till late 80s without innovation and technological advancement? Of course not. The objectives were different at that

point of time. Disruptions were for regional, socio-economic growth and especially for those sectors and industries where gestation period were long, PSEs played a pivotal role. The role of PR or Communication was different in the given set up. Radio, Print Media and TV were tool at that point of time.

The pace of such development got momentum in 90s. There has been revolutionary changes in Indian Economy since the espousal of new economic strategy in 1991 which led to liberalization and unlocking many reserve areas. This had great impacts on all areas of lives in India. Besides opening some reserved areas for the private sectors, autonomy to PSEs Boards' were enhanced, given new definitions and nomenclature, viz. Navratnas, Miniratnas and that

further to Maharatnas, opportunities to operate in commercial environment and to have level playing fields. The phase further led to divestment of govt. equity in many PSEs, technology know how transfers and also merger or strategic sale in some cases.

There has been a radical shift in the government's policy towards public sector enterprises (PSEs) over a period of time. A lot of reforms have been brought and the government has adopted a policy of consolidation, merger and acquisitions of PSEs, hoping it would lead to economies of scale, capacity to take risks, taking higher investment decisions, greater negotiating power and optimising returns.

The government is envisaging a major overhaul of the definition of state-run companies where an



entity will continue to qualify as public sector enterprise (PSE) even if the government holding falls below 51%.

### Opportunities & Challenges

Disruptions create new market and opportunities. People are always at the helm of affairs and they make new strategies. Be it Indian or global business scenario, there are number of examples where business houses made their headquarters or centre of excellence to locations which are centre of ecosystem.

Global experiences exhibit, this resulted to shift a global MNC to shift its base from Fairfield, a small town, where talents are not easily available to Boston, which is an educational town with the right talent in abundance, over 55 world quality colleges like, MIT, Harvard and the state of Massachusetts spends more on R&D than most regions in the world, long been a major hub in business-to-business software. This led to Leaders such as PTC, Autodesk, Dassault, and others have a major presence here, and Boston has also spawned leaders in data storage, data analytics, sensors, and IT security.

Indian IT biggies-Infosys, Wipro,

TCS, Cognizant, too have set up offices in Silicon Valley to leverage such a culture. Similar is the case in Indian scenario, with place like Mumbai, Bangalore, Gurgaon, Noida, Kolkata, Chennai for the opportunities they offer.

One of the good examples of Business Disruptions is case of Netflix and Blockbuster. Blockbuster could not anticipate where the future of watching movies would go, which Netflix did well by realizing that streaming would become the next phase of home entertainment. We know, today, Netflix is worth billions of dollars and Blockbuster is bankrupt.

"I think stars will always be the stars but this is like a ground breaking thing where you disrupt the system and Netflix is doing that," – Film Actress, Ms. Madhuri Dixit said at a panel discussion during the See What's Next: Asia event at Singapore. She believes that the streaming giant has disrupted the Indian film industry.

There are many similar cases in global and Indian scenario, both in private and public sector, where either organizations are out of market or low placed, say, case of Nokia and similarly many SoEs, which eroded their net worth and on the verge of closure. Contrary to that there are many companies in private sector grew fast and captured market share, say, Indian Telecom Sector.

These disruption and growth pattern do offer opportunities and challenges for Communication Leaders. Decades of the transformative times helped internal, external relations & communications and corporate affair functions to evolve.

Expectation of organizations from Communicators have been to cope up with dynamic environment, volatility, managing multiple issues, adopting collaborations to embrace benefits.

With pace of development of 90s, 2000, changes in the political framework, policy dimensions, global recession kind of environment of 2009 to phase of 2014 onwards have witnessed manifold changes in the world of communication as well. The journey of development moved from in-house, to agency support, to media relations profile, to judgemental in news agenda and story from stakeholders' point of view, to professional skill set, to enhance reputation holistically. The developments of converging forces of technology, policy shift on equity pattern of PSEs, globalization and expectation of stakeholders and media environment demand higher level of communications.

Arguably, communication remains one of the disrupted professions where focus has been multi-dimensional. While spotlight at time is on leadership, shift is on media environment as well from digitalization to print and social media. Organizational requirements and challenges bring focus on risk management, advent of AI & Cyber Security, Big Data, Financial Results, increased regulations, drive for financial results, War for Talents and so on. These challenges demand professionals with multiple skill sets and high leadership qualities so as to meet the expectations of stakeholders and organizations<sup>1</sup>.

Should we call these developments disruptive innovation? Yes, if such innovations creates new

market and value network and eventually disrupts an existing market and value network, displacing established market-leading firms, products, and alliances. Introspection might require. Developments across the sectors, like Industrial, Manufacturing, Telecom, Banking Agriculture, Rural Industries and Small Scale Sector, will give an overview of such disruptions. Nevertheless, process of disruption is dynamic and hence we will have to be prepared for changes to happen.

These disruptions throw challenge not only to those concerned with core business, also with branding, image building, talent requisitions, financial communications, and thus every aspect of business.

The shift in market environment, landscape of industry and technologies, print, social and digital media are impacting disruptions and are also affected by disruptions. The wave of disruptions, therefore, needs to be understood by all key players of the system. Above all, People are key strategists.

### Way Forward

Technology led disruption, thus, are likely to stay in the journey of business. Mergers and acquisitions are the new drive. Market volatility has been impacting in some case where as policies and new strategy or new business model has been reasons in some other cases. Recent example of divestments, be it of HPCL, REC, which are doing well are examples of disruptions where fiscal deficit is visibly addressed. At the same time, as analysts feel, acquisition of HPCL has increased ONGC's market share in the domestic space for downstream petroleum

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products, thus providing a firm foothold in the sector. Same is the case with PFC and REC. Besides shareholding transfer and meeting the target of disinvestments, the actual impact could only be visible over a period of time. Yet, these are the way forward and hence all those engaged in strategic planning and communication will have to learn to feel the pulse of the market and shift in shareholding pattern.

Similarly, SBI announced the merger of its five subsidiaries. There have speculation that

government is considering expanding the scope of consolidation of PSEs in sectors including defence, construction and consultancy.

Disinvestment has been seen as tool of disruption, even though its' impact is yet to be effectively seen and many a time has been debatable, be it stake sale, strategic and outright sale of PSEs, merging sector-specific PSEs into a single entity, like that of 3 Non-life Insurance Companies, as announced in the Union Budget of 2018-19 for listing on stock exchanges by FY19. As planners hope, it will reduce overheads, and improve their operational efficiencies and financial position, thus making it an attractive proportion for disinvestment.

In the backdrop of this, there are opportunities as well. As communicator and key player, one has to understand the expectation of Stakeholders as well, which include Equity Holder, Management or CEO, Society, Regulators, Shareholders, Customers – both internal and external.

Such situations raise big question for Business Managers, as to how to stay ahead when there is shift in shareholding pattern? In some case, merger is proposed, whereas in some it is being envisaged to split mega business houses, like in GAIL, by hiving off its' gas pipeline business into a separate entity. These are the challenges for all those strategically involved. Under such a situation, besides brand and image building, restoring confidence of employees is also important. These offer strategic role to Corporate Communication and HR to address the impact of

disruptions both internally and externally. Similarly, for Finance, Company Sectt. and Corporate Communication to read the market sentiments and suggest need based branding & communication offerings to protect vulnerability of share values and business of the companies. The concept of holding companies in past could not yield better impact, say case of BBUNL, a holding company of Department of Heavy Industries. Somehow, entities, subsidiaries had to go to JV mode or strategic sale or even closure route and some even were brought under Defence, Railways or SAIL. Could such strategic moves led to disruptions? An in-depth study may help to draw a learning curve for benefit of others. So that other such mergers or equity holding pattern, as in case of ONGC – HPCL, PFC – REC, SBI, BOB etc may result into better positioning not only for equity holders but also for all Stakeholders. If PSEs are to go through such equity holding route or divestments, pilot cases must infuse confidence.

The interview of Honorable Prime Minister Narendra Modi as given to Wall Street Journal is very relevant and encouraging from PSE context, “In any developing country in the world, both the public sector and the private sector have a very important role to play. You can’t

suddenly get rid of the public sector, nor should you.”<sup>2</sup> The world is at an unprecedented phase, driven by dramatic changes in technology, digitisation and science, where disruption is exponential. We often discuss the achievements and progress of entrepreneurs and venture capitalists in the private sector. Question may come, “Are PSEs ready for disruptions”? The landmark achievements of space missions for instance, points to the government and not the private sector, as the most decisive player in the innovation game. This is further substantiated by move of the government likely to take in the Banking Sector by Finance Innovation; Energy Sector by Green Energy Initiatives; even Greener Method of Making Steel<sup>3</sup>.

Disruptions are offering big market opportunities for rural segment, be it FMCG, Industrial, Service Sectors or Banking, Fintech, Healthtech, Education. Digital Technology has already influenced the pace of development in many sectors. With the emergence of technologies such as automated teller machines, Internet and mobile transactions, banking in India catapulted to a different orbit in the last decade. But the future will bring even more change.

Banking as we know, it will stand on its head in the next 10 years,

going by Nandan Nilekani’s prediction, as “disruption is waiting to happen”<sup>4</sup>. India is set to become a data-rich nation in next few years and this would mean a different set of business plans. The bank will, thus, be a platform offering services such as customer profile, ledger, personal finance management and advisory services through own and partners’ products. With its young population, India will be a business hub in years to come. Disruptions will offer many new opportunities in many sectors and we must take advantage of these data to next level of development and not to remain a data centre for future which would be utilized by others and we will get the products or services at much higher cost.

Business Managers and all those engaged in Corporate Communication and PR, will have to relearn to read the market sentiments and avail the business opportunities and may have to create communications that may help companies to disrupt.

Similar challenges will continue to be faced by other disciplines, say, HR to look for addressing Talent Wars leading to attritions and availability of Talents with requisite skill set. Manager in Finance, Company Secretary and dealing with securities will have to address the market volatility well in time. ■

1 <https://www.russellreynolds.com/en/Insights/thought-leadership/Documents/Opportunities%20and%20Challenges%20for%20Corporate%20Affairs%20and%20Communications%20Leaders%20171004.pdf>

2 PSUs: Return to commanding heights, 30 May 2016, 07:49 AM IST, Anil Padmanabhan: <https://www.livemint.com/Opinion/G3YKTxfLsHloFOyDZ58dkM/PSUs-Return-to-commanding-heights.html>

3. Are PSUs ready for disruption? 02nd May 2019 ; <http://www.newindianexpress.com/business/2019/may/02/are-psus-ready-for-disruption-1971677.html>

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# Managing Effective PR



**Shubham Saurav Singh\***  
Asst. Manager (PR)  
PFC

Everyone has an idea of what Public Relations is all about whether from TV or movies or just seeing a journalist spinning a story on a Televised Press Conference. So what exactly is PR? Is PR Advertising? Is it a 9-5 job? Propaganda? Or is it something super glamorous?

The two letter word PR is grossly misunderstood across and is perhaps one of the professions with the widest variety of definitions. The purpose of this article is to sum up all the key learnings I have acquired from workshops/conclaves conducted by forums such as PRSI, PRCI and SCOPE in the recent past.

I would like to begin with how The Public Relations Society of America defines Public Relations: "As a strategic communication process that builds mutually beneficial relationships between an organisation and its publics". Another way of putting it is "as a sustained planned, deliberate and professional management of the reputation of an organisation or an individual". In lay man terms of course, "PR is a two way communication process" where

both the sender and receiver of the message are involved.

## Background

We know that today youngsters are influencing product purchase as the media ecology is changing. Today there is Cross Media Ownership and New Media conglomerates have emerged. Indian entertainment corporations are funding Hollywood production. In today's mesmerising world of Science and Technology, where change and speed are the buzzwords, People's tastes and preferences have gone for a complete metamorphosis. E&Y for instance has a Pet Day (one fine day all employees take their pets to offices and get them injections/vaccinations) so much so that an extra leave need not be taken. Similarly, companies such as Ericson, HSBC, and Accenture have Poll surveys, Flash mobs and what not. The idea is to say that the outlook of people in and around us are changing or probably have changed so much already. Media is shaping the perceptions and attitudes of people. Likewise, society too has its own share of

influence/impact on the media. The media is in an area of Public Affairs, it is a definition of social reality. Media HAWA NAHI HAI. It is very much a part of the society; it is very much a part of the social intuition. Today, people are looking for good narratives/pieces and that's why channels have a good story in the end. A House Journal should have futuristic thinking. Therefore, being just good in your field is not enough. You got to talk about it. And thus communication becomes critical.

What is the media matrix like? Understanding trends in Media is of paramount importance. There was only one Doodarshan once upon a time (which was literally very door from darshan) but look at the way the various types of media have emerged. There are videos, audios, bytes, recordings going viral. South West airlines don't even spend a single penny on Advertising. On the contrary, there are brands such as Unilever and P&G (in the FMCG sector), ICICI, LIC, HDFC in the BFSI sector, Samsung, LG, Sony (in the Consumer goods sector), NIIT, Amity (in the Education sector)

\* The writer is an economics graduate from SRCC and is an IIMC alumnus.



which spend on an average close to Rs. 30 lakhs per month on their advertising and soon (Brand Promotion on New Media in India, India Connected, Sage Publications 2019). And therefore, there is an understanding/inkling that the ROI from your ad spend is somewhere somewhat proportionately correlated to your business or rather say, your marketing budget is somewhere driving your sales, profits, inventory etc. But what are you saying is again another big question. For example; I show you one advertisement: one person might just like it so much and the other person might just not like it at all. Creativity is actually very subjective you see and therefore it cannot be measured.

PR practitioners should in fact see themselves as Business Communicators or Communication strategists for that matter because when you do that, communication itself becomes a vertical. Today, there are so many loud noises around. Political Parties are using social media to leverage political gains. Brands and corporations are always on the lookout for saying something new and innovative. What is the voice being heard? Communication schools have a class on Journo Tracking

(where students are taught how to track media and learn the various styles of reporting): we know that the way a Times of India does a story is totally different from the way a Business Standard or the Hindu does it for instance.

The other day I was at the coffee house and my friends told me that they were doing a research study on Communication Audit and therefore I had to be there to give my inputs. Observe that one may not have even heard of it and is a totally new concept which aims at evaluating whether communication with audiences/ stakeholders is actually turning out to be valuable or not.

Brand Guru Ramesh Tahiliani of IIMC, Delhi talked of Points of Parity and Points of Differentiation in his class on Brand Identity. What is one unique thing that a brand is trying to sell about itself? You see something and it comes to your mind (Unaided Recall). Own a word: Consumers think in words. Luxury of a car and thrill of an SUV: Mahindra Scorpio. If Friday Dressing is Allen Solly, then Power dressing is VanHuesen. It is not uncommon to see that people today like to wear Casual Formals on Fridays to offices. Likewise, Bata is value for shoes. Maggi is two minutes and Zara and H&M are associated with Fast Fashion. Go and look at their collection. What I am trying to say is that PR practitioners need to constantly hone their skills, and be on their toes and look for what is actually happening in and around them. What are they communicating, how are brands saying that they stand for a cause or they support an idea? How does a company say that it cares for its people or it is

championing the cause of Hockey sportspersons or it is standing by the victims affected by Kerala Floods or Orissa Cyclones?

### **Do you know what is a PR Policy?**

At Power Finance Corporation, the PR policy is like our bible. Not many of them (organisations) have one. It is a set of policy guidelines (framework) which governs all the activities and works we undertake round the year and the modalities attached with them such as advertisements, sponsorships, Annual Rate Negotiation with publications, Empanelment of agencies, Publication of Audited, Unaudited Financial Results, Chairman's Speech, Annual Report, CSR film, Participation in Exhibitions, Ministry related works.

### **Effective Communication**

Everyone has the same story but who has a different idea? Survival of PR Industry Depends on Ideation. Innovation needs Communication (out of box thinking). That is – "One thing can be presented in many ways". You might just like to recall NDTV's Barkha Dutt's on ground reporting during the Kargil War. Shelters went into the bunkers and stayed with the soldiers, gave a feel of the "war like situation" OR what our Indian soldiers were going through. Therefore, what stays with the viewers in the end also matters.

### **Change in trends**

First, Growing importance of regional media. Secondly, the Concept of Marcomm has emerged (PR guys are working closely with marketing guys:

it's become all integrated communication). Third, Print is here to stay but TV will gradually wash way(advent of Netflix and Amazon Prime). Fourth, Sensationalisation has emerged. At a point it obscures so much, that you just want to switch off the TV. Then there is Fake News and dip in honest reporting. Look at the language of the newspapers today: they don't even write correct English. Corporate Rivalry has emerged. There is a hierarchy within journalists too. Moreover, PR is not just media oriented...Pressures groups and activists have also emerged. Today more than 80% of the journalists get up in the morning and surf the net. Even before we shoot our press releases, we get to know that they have taken the bytes from our Facebook and Twitter handles.

It's a powerful thought. SCOPE conducted a training Program on "Skill Development for CEOs and Spokespersons in PSEs" – a unique initiative. In one of his sessions, Abhijeet Dutt said:"Never get lured to the notes, when facing media. Rehearse and Prepare before the media. Cameras never lie, your body language, your voice, your gestures, your postures, incapacibilities, everything is visible to the camera. Rajiv Desai groomed Rajiv Gandhi out of his nervousness". Have CEOs taken the concept of Brand Strategy Seriously? "A CEO should have sharp reflexes. CEOs have become media reticent, they don't want to talk to the media," says Dr. Jaishree Jethwaney (owing to various reasons- one of them could be the varied and dicey nature of the media itself) but again the characteristic of the media is to question the most powerful.



One cannot escape.

Burger King recently came up with a Boundary Pushing Ad campaign 'Burn that Ad'. Consumers can download the app and burn the ad of its rival/competitors in lieu of a free whooper. What are you trying to say? Is it even ethical marketing?

### Challenges

Good Media relations depend on your synergy within the organisation. PR cannot work in isolation. It definitely requires management support to function. PR is no substitute for bad work (can't do bad work and tell someone to do good PR about it) implying PR is about packaging of the good work done by the company but it does not imply fake presentation or stating the wrong facts.

It's the quality and not the quantum that matters (PR unit issues Press Releases on several occasions and I create a media dossier of all the published clippings to be submitted to the top brass). Many a times, ideally the question they ask is "How many newspapers have covered it?" But don't you think, it's equally important to see the kind of story the journalist has tried to picture.

Understanding journalists's needs is another important challenge. There was the Ministers'

Press Conference in Shimla. And right from escorting the journalists to their stay put, we got the wife, the rooms everything ready for them. After all, when you give someone your love and respect, you are bound to get the same in return. However, journalists are always in the hurry. They have to cover so much. It is PR's responsibility to assist them in filing their stories (not uncommon on their mobile phones and laptops during a press conference). Also, know that all press releases don't convert into stories. The story they file goes through the Assistant Editor or the Bureau Chief and then it is crucial to understand at the end of the day that different media houses have different policies.

### Interdependence of media and Corporate Communication

We expect so much from the journalists. And what do they expect from us? Up to date information. True facts, Honest and accurate replies.

### Opportunities

Develop your organisation as abeat (improving customer service, how to stay ahead in the market? think like a journalist or may be twice their speed). You

can't just split ink on somebody's stature or play around with a company's reputation. PR guys work so hard day in and day out building the same. Good reputation has got its own benefits too: good manpower, good inventory, good sales, word of mouth etc.

Interactive news rooms (there are many benefits of having a healthy relationship with your media friends- be it facility visits, brand demos, third party endorsements etc.... today they give us editorial packages with ad bookings). Maintain media archives (always keep a repository of stories both hard and soft). DMRC for instance does it very wonderfully.

### Press and Press Release.

In our workplaces if all units coordinate well in time, then PR can function more effectively. There have been times when we have to sit late because someone sends the Press Release or a tender Advertisement very late (like around 6 pm) and then expect it to appear in the print the next day. Remember: Press has its own deadline. Cultivating relationships with agencies and journalists is not an easy task. Ideally the format of a Press Release should be the "Inverted Style Pyramid". They say that the press release should ideally be like a 30-40 second short story you can share with a friend. Remember the 4Ws and 1 H!

### Social media (New models for New Media)

The internet is a democratic platform and technology is the game changer. Social media is about humanising the story and not statistics. More than 1 billion pages are added on Facebook every

day. There is conflict of interest on Facebook and Twitter. Somebody is supporting one idea, the other person is not. Don't forget how random people or in some cases aggrieved consumers might just tag us and hashtag brands (if they are not happy with something). At the same time, accidental opinion makers such as brokers, analysts, lawyers and brand activists have emerged. Organisations are commissioning expert agencies to track their image on the internet.

Branding is more powerful with employee advocacy. Our Employees are ambassadors of our brand PFC and everything that our business stands for. As members of the company, they are closely acquainted with the products or services that PFC offers, as well as being keenly aware of our customers' needs. Since our employees are already familiar with our customers and target audience, it becomes crucial to elicit feedback from them. As ambassadors for our business, we need to train/encourage our employees to actively engage with PFC online, particularly on social media. If each member of staff is regularly engaging and sharing content from our branded social profiles, we will likely see engagement as a whole increases – that's just how social algorithms work (advocacy adds credibility). This can be in the following ways:

- Sharing or retweeting company posts
- Liking or following each of the company social media accounts
- Engaging with company content, whether it's a like, a share, or a comment
- Listing the company as their official employer on LinkedIn
- Inviting others to like and

follow your company pages

- Soliciting recommendations or reviews, and providing one themselves
- Generating e-mail sign-ups using Fb/Twitter/Instagram

Also, we feel that there's room for new ideas in marketing/PR and each of our employees has a different specialism and different content ideas to pursue. Welcoming them on-board will not only contribute to a healthy working culture in PFC but a richer and more varied marketing strategy as a result. NTPC has an app by the name of Samvaad. Employees can download it and login through their phones to see latest communication updates. Remember, Good PR starts with Internal PR. Today, Google has prepared legal aspects. The bottom line is: "Whatever medium you be using, one should know, where to stop!"

### Cause driven communication

Corporate Social Responsibility is My Social Responsibility says M. B. Jayaram, meaning CSR is not just a corporate job alone. People are voicing their opinions about societal causes. Employees are so proactive at PFC. (They talk about planting trees, run for a cause marathon etc.) and therefore, Media should spin positive stories and try to glorify less talked about things. Today there are lots of start-ups, agricultural start-ups, apps coming in. The plight of the Indian farmers is known to all of us. Agriculture should be the biggest "make in India" component. The future communication is the fourth screen. ■



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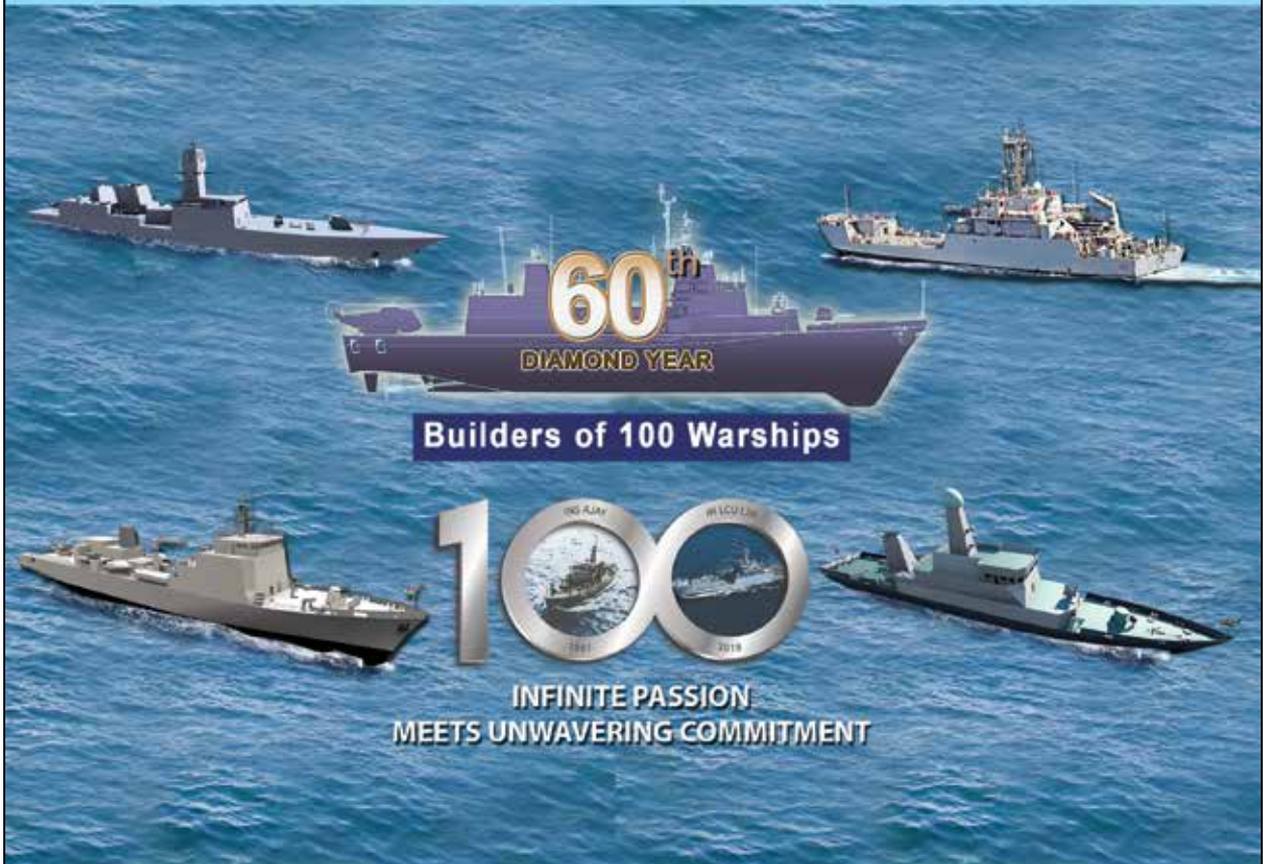
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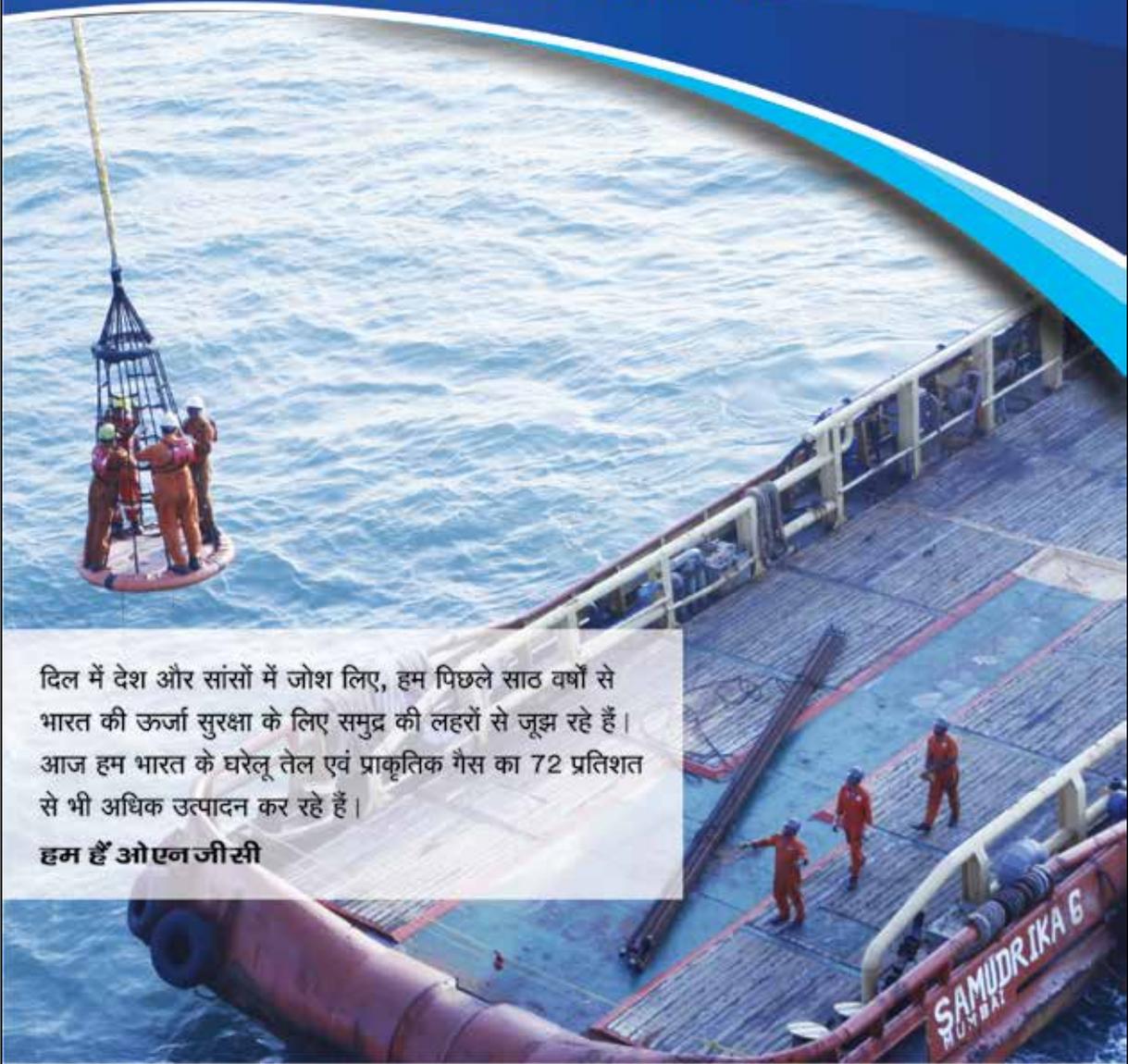
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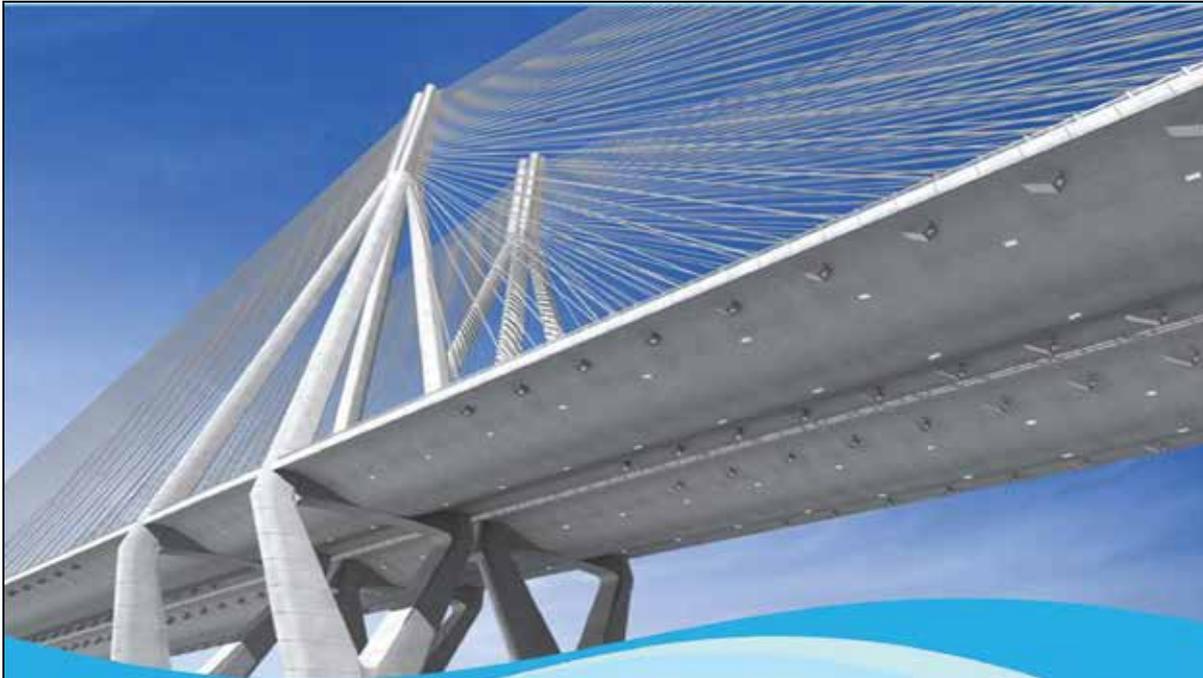
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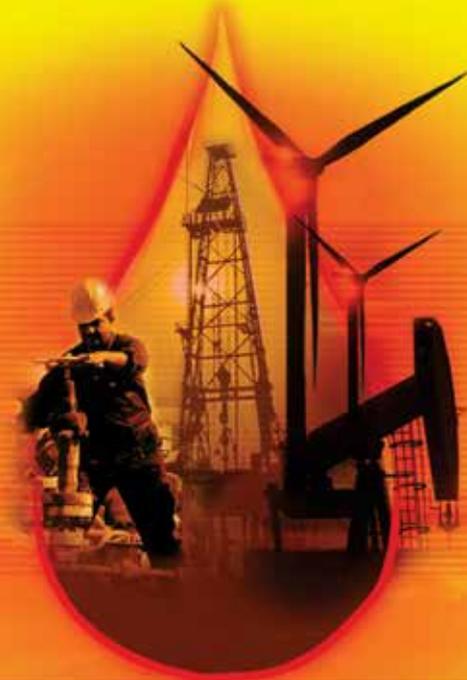
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**Registered Office :** Oil India Limited, Duliajan, Dist. Dibrugarh, Assam-786602, Phone : +91-374-2804510, 2800587, 2804901

Reach us at : [www.oil-india.com](http://www.oil-india.com)

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SOMETIMES IT IS

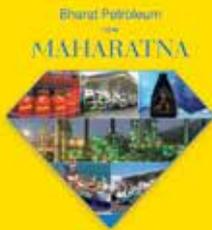
*State of Heart*

THAT MATTERS

Hindustan Petroleum has always believed in being a catalyst of transformation through its CSR endeavours. By integrating and internalising CSR into core business operations, HPCL is committed to Delivering Happiness by making meaningful change in the lives of people. The innovative, value-driven and well-designed CSR projects in the focus areas of Child care, Education, Health Care, Skill Development, Sports and Community Development have helped us reach out to larger sections of marginalised societies.



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Our diverse operations create numerous opportunities for existing and potential stakeholders to enhance profitability and growth.

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(Formerly Indian Rare Earths Limited)

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Please contact for details

**Director (Marketing)**

**IREL (India) Limited**

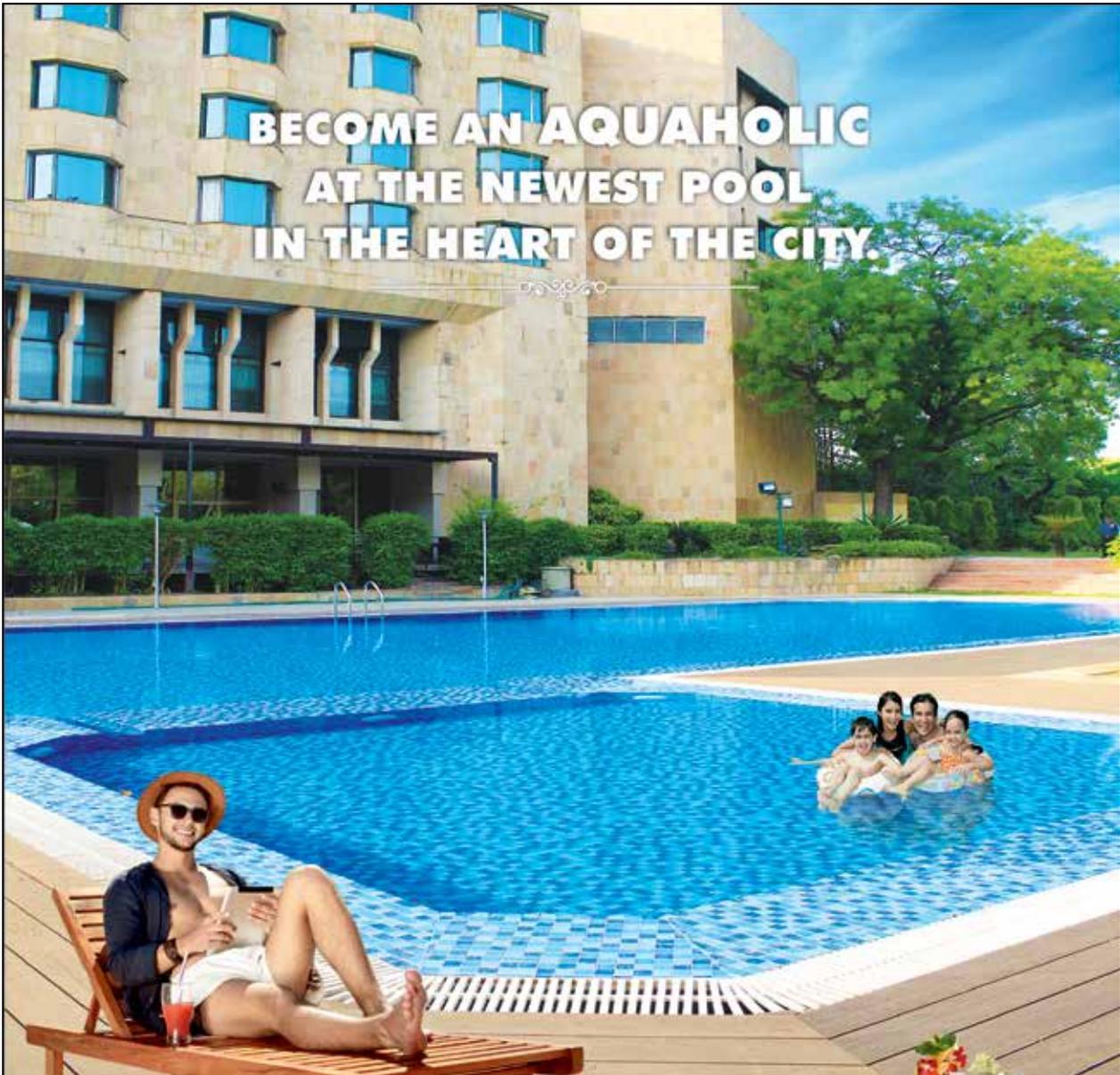
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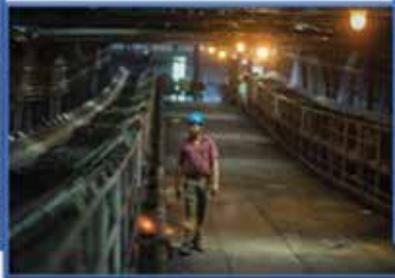
# NORTHERN COALFIELDS LIMITED

(Miniratna Company)  
(A Coal India Company)

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Keeps  
The  
Lights  
On...**



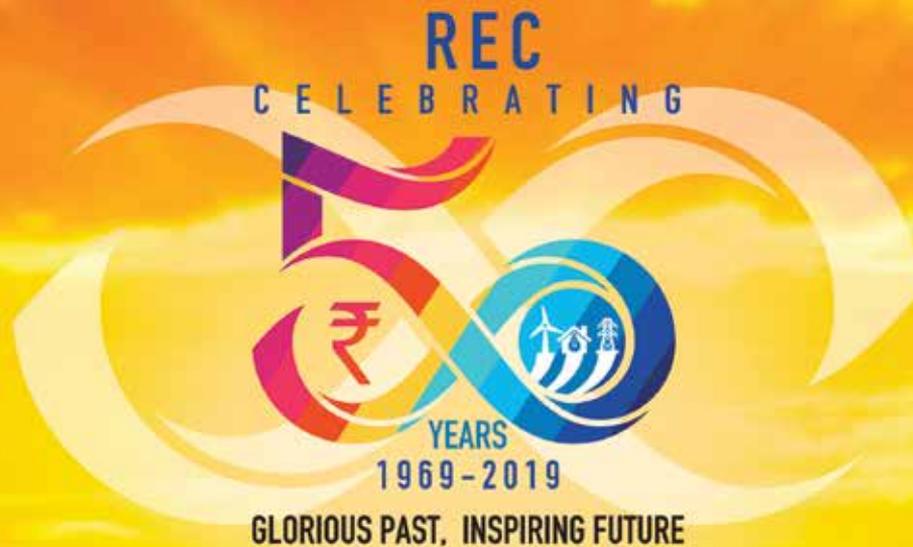
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- ❖ Contributing 10% in total electricity generation of the Nation
- ❖ **101.5** Million Tonne Coal Production in FY 2018-19



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## EXECUTIVE DEVELOPMENT PROGRAM FOR EXECUTIVES OF CPSEs

### DAY & DATE

MONDAY 26<sup>TH</sup> AUGUST 2019 TO  
SATURDAY 31<sup>ST</sup> AUGUST 2019

Venue: APSE Training Centre  
SCOPE Minar, Plot 2 A & 2 B,  
District Centre, Laxmi Nagar, Delhi 110 092

For further information/registration kindly contact

Program Facilitator

SHUBH RATNA

+91-11-22458178, +91-9873398242

Program Director

HEMA KOUL

+91-11-24365418, +91-9899362335

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## MSTC Stimulating e-Governance through innovative e-Commerce solutions



### **DEEP** (Discovery of Efficient Electricity Price)

e-bidding & reverse auction portal developed for power procurement by DISCOMS on Short/Medium/Long Term on behalf of Ministry of Power

### **SHAKTI** (Scheme for Harnessing and Allocating Koyala)

MSTC provided a tailor made software solution for execution of the scheme online for allocation of coal linkage for regulated sector

### **UDAN(Ude Desh Ka Aam Nagarik)**

Regional Connectivity Scheme-Developed portal for Ministry of Civil Aviation



### **Coal Linkage e-auctions**

e-bidding platform developed for allocation of coal linkages for non-regulated sectors by CIL/SCCL

### **e-RaKAM**

Developed an e-platform for farmers to sell agricultural produce on pan India basis. The portal is a joint initiative by MSTC and Central Warehousing Corporation arm CRWC

### **Agri-Products for NE**

MSTC in collaboration with NERAMAC & CRWC has developed a portal for sale of different Agri-produces like Ginger, Pine apple, broom stick etc

### **MSTC METAL MANDI 'M3'**

Developed 'M3' portal, which is a virtual marketplace for B2B & B2C transactions for sale and purchase of iron, steel and Non Ferrous products especially

### **Allocation of Mineral Blocks:**

Two-stage e-Auction System (Technical Bid with IPO-Initial Price Offer first, then Forward e-Auction) developed for Mining Lease & Composite License on behalf of Ministry of Mines (MOM)

### **Other Milestones....**



Red Sander Wood multi-currency Auctions for AP/Telangana forest Department



Timber auctions for Kerala forest Department



Developed Portal for Export of Petroleum Product for IOCL



TTD Price Quantity Human Hair auctions



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At NLCIL, we are dedicated to not just mining and power generation but illuminating lives. As we help the Nation to move the wheels of progress, we ensure that the strong, dedicated and goal oriented work force, always thriving for excellence should feel happy, by providing best of everything in life ... at work ... at home ...

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