

PRCI Announces the
15TH SERIES CHANAKYA AWARDS
For National and International Achievers

Chanakya Awards 2024

Recognizes the outstanding contributions made by Organizations and Individuals, adding value to P.R. Profession, the Corporate World, and Society.

The following are the Chanakya Award categories for 2024:

1. Corporate Citizen of the Year (Organizational Award)
2. Social Leadership of the Year (Organizational Award)
3. CEO of the Year
4. Administration & Good Governance
5. Next Generation Entrepreneur of the Year (under 35 Years)

PR & Communication Awards for Exemplary Individuals

1. Corporate Communication Excellence Award
2. Communicator of the Year – Banking Sector/ Government Sector
3. Communicator of the Year – Film/ TV/ Radio/ Print Media
4. Communicator of the Year – Art/ Music/ /Dance/ Drama/ Theatre/ Photography
5. Digital Media Innovation Award
6. Excellence in Corporate Reputation
7. Excellence in Corporate Branding
8. Strategic Communication Success Award
9. Outstanding PR Crisis Communication Award
10. Outstanding Event Manager of the Year



Media and Journalism Awards

1. Business and Finance Journalist of the Year - For reporters, interviewers, and commentators who work on economics, city, business, and personal finance desks.



PRCI 15th SERIES CHANAKYA AWARDS 2024

Media and Journalism Awards

2. Health Journalist of the Year- For journalists specializing in health journalism.
3. Fashion Journalist of the Year - Open to Journalists who specialize in covering the fashion industry, trends, events, and personalities.
4. Sports Journalist of the Year - Open to new writers, match reporters, feature writers, interviewers, and columnists.
5. Technology Journalist - The journalist who has shown consistently high standards in breaking technology stories, and enabling the reader to have a wider understanding of breaking technology news.
6. Environment Journalist of the Year - For journalists covering any issues that concern the environment.
7. Specialist Journalist of the Year - For journalists with specializations not covered by any other category, such as education, arts, food, gardening, etc.
8. Excellence and Innovation in Digital Journalism
9. Daily Newspaper of the Year - The paper that has made the most impact and provided consistent high-quality, ground-breaking coverage throughout the year.
10. Magazine of the Year- Published weekly, monthly, or regularly throughout the year.

Education Awards

1. Outstanding Educator Award- (For Individuals- exceptional contributions to education in good standing with a minimum of 20 years of experience in public relations and made a significant contribution to the advancement of PR education through college or university teaching)
2. Academic Distinction in Media Studies (For Individuals)
3. Institute with Best Academic & Industry Interface
4. Best Communication School for innovation and excellence in the use of media
5. Best Student-Centric Communication School of the Year.

Excellence Awards in Varied Fields

1. Outstanding HR Professional
2. Excellent Environmental, Social, and Governance Professional of the Year

PRCI 15th SERIES CHANAKYA AWARDS 2024



Excellence Awards in Varied Fields

3. Content Marketer of the Year
4. Sustainable Water Utility Management Award
For organizations/ industries that have implemented innovative solutions, and adopted sustainable practices, for water conservation, protection, and efficient management of water resources.
5. Sports Personality of the Year
6. Excellence in the Travel and Tourism Profession (For Individuals)
7. Best Hospital for Excellence in CSR
8. Best Advertising Agency of the Year
9. Professional Excellence in Real Estate (For Individual / Organization)
10. Humanitarian Award: Honors those who have made significant charitable efforts or community service

Jury Special Awards

1. Best Design Website
2. Most Promising PR Person of the Year
3. Most Promising Marketing Professional of the Year
4. Promising PR Agency of the Year
5. Promising Designer of the Year



World Communicators Council (WCC) Chanakya International Awards 2024



1. Cultural Ambassador of the Year
2. International Business Excellence Award 2024 (for NRIs)
3. PR Excellence in International Relations

Young Communicators Club (YCC) Kautilya Awards - Age: 18 - 24 years



1. Excellence in Digital Journalism
2. Excellence in Performing Arts (Dance/ Music/ Theatre/)
3. Young Author of the Year (Blogs/ Vlogs/Stories/Books)
4. Community Hero of the Year (Social service / Volunteering)
5. Young Photographer Award

Memorial Awards

1. Dr M.V. Kamath Memorial Award for Lifetime Achievement in Journalism
2. Dr K.R. Singh Memorial Award for Lifetime Achievement in Communication
3. Dr Anil Basu Memorial Award for Lifetime Achievement in Journalism
4. Mr. N.D. Rajpal Memorial Award for Communicator of the Decade
5. Dr R. Sudharshan Memorial Award for Good Administration and Management
6. Mr. C.G.Jayanth Memorial Award for the Best Young Communicator
7. Mr. Naresh Kumar Memorial Award for Transcending Public Relations
8. Mr. G.P. Jayakumar Memorial Award for Integral Public Relations
9. Mr. M.R. Ashok Kumar Memorial Award for Public Relations

PRCI - Hall of Fame in PR

It is the ultimate recognition for PR and Communication Professionals. We welcome nominations from those who have contributed to enriching the PR Profession and recorded extraordinary performance with a minimum experience of 25 Years.

Note: Jury Special Awards will also be given on merit in some other categories not listed above.

GUIDELINES

All nominations are to be accompanied by relevant documents, Short Profile of the contestant in 100 words in Word Format (C.V of the contestant will not be considered) Photographs (High Resolution Photos) and a brief cover letter with an introduction of the nominee with endorsement from management or immediate seniors and a PRCI office-bearer of your local chapter. Applications for the awards without approvals will be rejected. In the Nomination form, the Applicants have to compulsorily indicate the Awards received earlier from PRCI (Name of the Award and the Year)

**The deadline for submissions is 5:00 PM on September 20th 2024
Award Entries to be mailed to chanakyaawards2024@gmail.com**

For Sending in the Nominations & Other Information:

Saurabh Jayaram - Ph No: +91 98444 47909

**Crateva Marketing Solutions #140/B, 5th Cross, 1st Phase, JP Nagar,
Bangalore-560078**

Key Contacts

**M B Jayaram
Ph No: +91 98806 82490**

**Geetha Shankar
Ph No: +91 97421 68570**

**Chinnmaye Praveen
Ph No: +91 97316 53066**

NOMINATION FORM

Name of the Person :

Organization :

Address :

Phone No :

Email ID :

Nomination for (Category) :

.....

Number of documents enclosed :

.....

The above information submitted by the nominee is true to my knowledge :

Name of the Certifier and Designation :

Address with Seal :

Date :

Email Id :

Please Note : There is no entry fee for PRCI Chanakya Awards

Registration and Confirmation by

**September 20th, 2024 to chanakyaawards2024 and hard copy to
Chairman Awards Committee
C/o Crateva Marketing Solutions
140/B, 5th Cross, 1st Phase, JP Nagar,
Bangalore - 560078**

**For any queries, Please Contact :
Saurabh Jayaram : +91 98444 47909**

Last date for submission of entries September 20th, 2024