The International Advertising Association (India) Chapter on Wednesday, March 1, announced this year’s winners of the IAA Olive Crown across 13 categories. The Olive Crowns are India’s first and only awards that celebrate impactful work done in sustainability communication, endorsed by the Asian Federation of Advertising Associations, and now in its sixth year, the awards also see entries from across Asia. But as a close, there’s no entry fee charged.

Dainik Bhaskar and Yes Foundation shared the Corporate Crusader Award. CCEA Entertainment (P) Ltd got the Special Award of Excellence. The Green Crusader of the Year award was given to latte Podarshree Vivek Jalan Dalsang.

The Campaign of the Year award went to Big Bang Paper Pots manufactured by GVI Maths.

Strivivasan K Shanmugam, President, IAA India Chapter & Vice President - South, Asia, Publicis, IIA, said, "Brands and organisations are now increasingly investing in exciting work in communication that promotes sustainability. It is this creativity and innovation that the IAA Olive Crown Award recognises. It is Shrikant, Amita, Amruta Patil, Dee Mitra and Kuna Kapoor for being with us today. NAC is likely to solve all our account and the agencies who have put in their best for greater cause of the environment." 

Narayan Roy, vice-president of IAA India Chapter and Chairman, Blue Crown Awards Committee, said, "Climate change is forcing everyone to think of new ways to be taken to a habitable, sustainable, and dynamic lifestyle. Over 120 agencies are now looking closely at our environment. This is why climate-change awards are seeing such positive entries." 

Monica Tata, secretary, IIA India Chapter, added, "First winning campaigns that the Olive Crown Awards recognise are often part of larger nation building initiatives and not standalone climate change work. This goes to highlight the depth of impact that these campaigns bring about." 

Yes Foundation also announced the Yes Foundation Fellowship in association with IAA India for the under-25 age group. The fellowship entails a two-month monitoring and training programme, after which the participants will be placed with non-profit organisations supporting them with their social media initiatives.

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