

## IARI wins the RMAI Gold Flame Award 2014



Serving India's core program for successful manifestation of "Make in India" campaign, modifying it to "Make in Rural India" ad valorem; the foundation initiative "Translating Research into Prosperity" for successful materialization of inventions from lab to land has overwhelmingly recognized by the hon'ble rural marketing goliaths of Rural Marketing Association of India (RMAI) on yesterday, March 20, 2014, at Hotel Taj Vivanta, New Delhi. 300 corporate & leading rural marketing agency representatives attended the presentation ceremony.

ICAR-Indian Agricultural Research Institute was shortlisted along with four (4) other contestants under the "**Agriculture/ Dairy Initiative of the Year**" category to promote or market an agricultural product, using the best media mix and strategy to achieve the said purpose; and bagged the **Gold in Flame Award, 2014**, owing to the tireless efforts of the scientists, technicians, research associates and administrators as well as all the member corporate and incubatees.

ICAR-IARI wins this prestigious Flame Award-Gold in the category of corporations/ institutions/ organizations. A number of corporate leaders were part of the Jury Group chaired by Mr. S. Sivakumar, Chief Executive, ITC Ltd. (ABD) and Award Committee chaired by Mr. Govindraj Ethiraj, Ex-Founder-Editor in Chief, Bloomberg TV India to pick the best among applications which included renowned industries like TATA & Sons, Reliance Industries, Mahindra & Mahindra, Pioneer DuPont, Dabur, Pidilite, Glaxo Smithkline, Godrej, Hindustan Unilever, Mukta Arts, Asian Paints, JCB India, Gulf Oil,

Indian Oil Corporation, Bharti Airtel etc. Outperforming these the IARI won the Gold under the Category 5, for its campaign “Translating Research into Prosperity”, whereas the Silver went to PS Live Rural and DuPont India for their project “Sweetness of Victory”, and Bronze went to Ayurved Ltd for their project “Ayurved ProGreen Hydroponics”. Other Gold winners at the awards ceremony were Accenture, Dabur, Dialogue Factory, Event Crafter, Finish Society, HLL Lifecare, Hansa Events, ITC, JWT, MART, Mahindra & Mahindra Financial, PHD Media, PS Live Rural, Reliance Broadcast Network, Usha International, Ultratech Cement, Viscomm and Vritti Solutions.

Moreover, this appreciation shall inspire everyone directly and/ or indirectly associated with any of the social operation and would show all a way to achieve the desired goal. Let us make this appreciation as a stepping stone towards touching higher and higher milestones in due course of time and set an example of positive thinking.