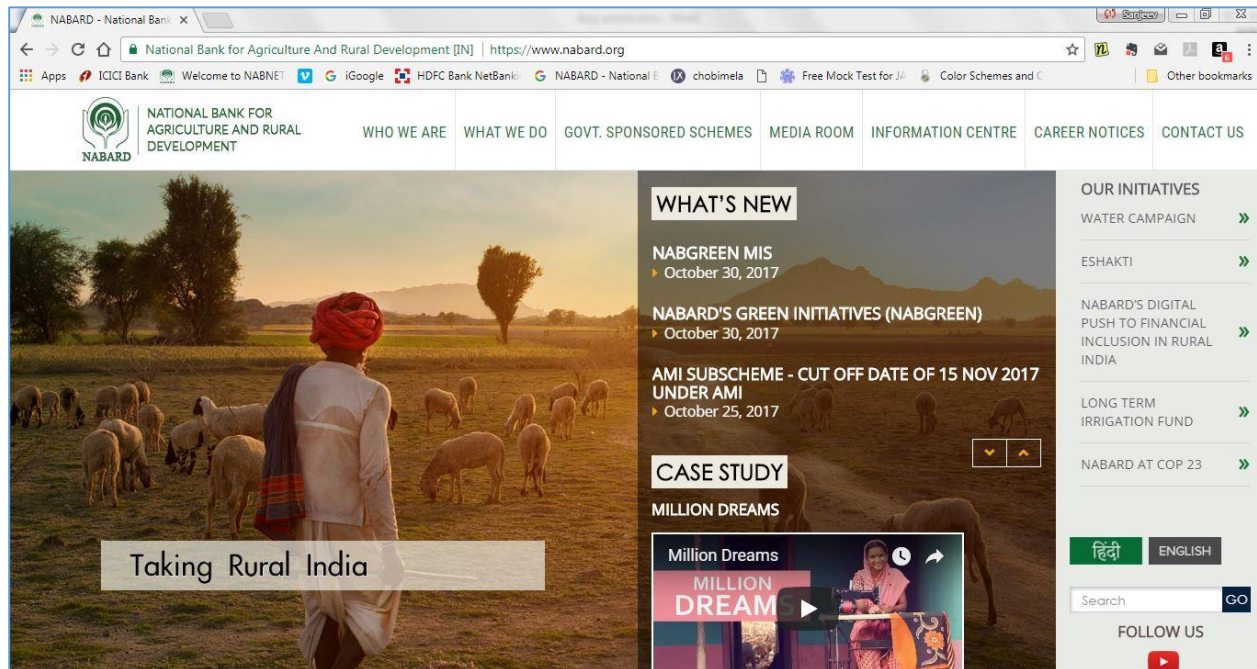


International Accolades for NABARD's Corporate Communication

LACP (League of American Communications Professionals) Awards, Naples, Florida, USA are considered equivalent to the Oscars in Business Communication. For the year 2017, NABARD got 3 LACP awards! We were also placed in the Top 100 Winners Gallery! NABARD competed with the Best in the world like GE, Hyundai, Samsung, LG, Panasonic, Daimler, Morgan and Hankook to name a few!

1. **Our all new website www.nabard.org won a Silver Award under Digital: Web/ Intranet site category Award for its outreach, vibrancy and rich content.**

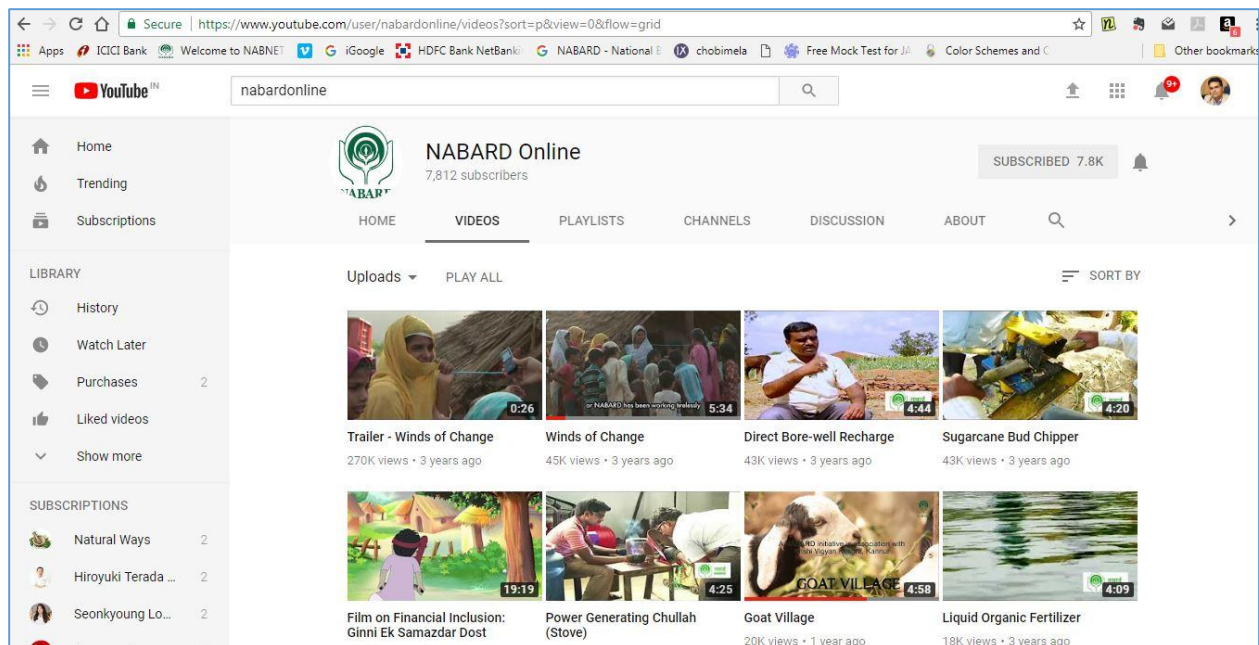


Judging Results

First Impression: 28 out of 30
Overall Narrative: 10 out of 10
Overall Visual Design: 10 out of 10
Creativity: 20 out of 20
Message Clarity: 19 out of 20
Perceived Relevance: 10 out of 10

Total Score: 97 out of 100

2. **“NABARD Online”, our YouTube Channel, created and managed in-house, won a Bronze for providing open resource for nation building.** The phenomenal (and rapidly rising) collection of short films about NABARD's successful projects was appreciated by the judges - a unique achievement of Nabard as India's apex level development institute.

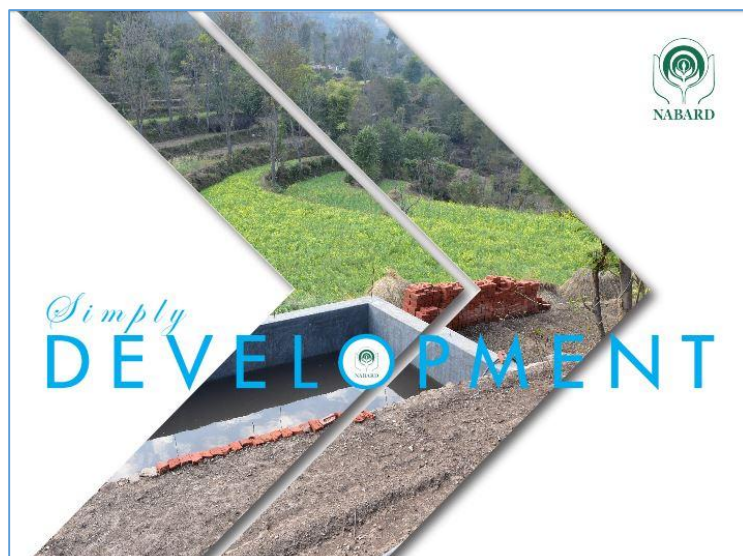


Judging Results

First Impression: 28 out of 30
Overall Narrative: 10 out of 10
Overall Visual Design: 10 out of 10
Creativity: 19 out of 20
Message Clarity: 19 out of 20
Perceived Relevance: 10 out of 10

Total Score: 96 out of 100

3. **Simply Development**, a brochure, written, composed and designed in-house by CCD won a Bronze under Print Category.



Judging Results

First Impression: 28 out of 30
Overall Narrative: 10 out of 10
Overall Visual Design: 10 out of 10
Creativity: 19 out of 20
Message Clarity: 19 out of 20
Perceived Relevance: 10 out of 10

Total Score: 96 out of 100

International accolades come rarely. In our case, what makes these victories sweeter still is the fact that our work has been acknowledged second year in a row at the highest level of LACP Awards, the difference being that this year we have also made it to Top 100 Winners Gallery! Last year, we had won an award for our in house corporate publication, Beyond Numbers.

Congratulations to all the staff members who worked on the marvelous projects we covered in our films and in print! Congratulations to each and every one of us for believing in the idea of what NABARD stands for.