



NATIONAL BANK FOR
AGRICULTURE AND RURAL
DEVELOPMENT



INTERNATIONAL ACCOLADES FOR NABARD'S CORPORATE COMMUNICATION

LACP (League of American Communications Professionals) Awards, 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.

2017 - SPOTLIGHT AWARDS

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

Total Score: 97 out of 100

2. NABARD's official channel on **Youtube**, "**NABARD ONLINE**" created and managed in-house, won a **Bronze** for providing open resources 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.

Total Score: 96 out of 100

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

Total Score: 96 out of 100

International accolades come rarely. In NABARD's case, what makes these victories sweeter still is the fact that it's 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.



Congratulations to all the staff members of NABARD who worked on the marvelous projects covered in films and in print.