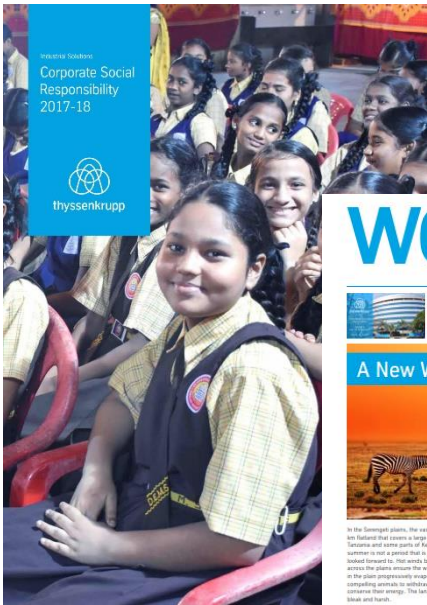


# In the news : Communication Awards come our way!



Our in house journal and CSR Publication, which were adjudged winners at the ABCI Awards. The awards were collected by Mr Bhushan Vartak of Business Development at the limited-audience award ceremony...

In the Serengeti plains, the vast 30,000 sq. km landscape that covers a large part of Tanzania and some parts of Kenya, the summer is not a period that is generally looked forward to. Hot winds blowing across the plains mean the water holes in the plain progressively evaporate, compelling animals to subsist on water to conserve their energy. The landscape is bleak and harsh.

But the rains that come in November transform the land totally. Within a few weeks, green vegetation springs up everywhere. Rivers start to flow, bushes bloom, and animals come to life. It's a new world, literally, about as when the seasons recognize and look forward to, yet it's not the same as the one we know.

In our Covid-19 world, as we battle a rampant virus and a mounting economic crisis, we too seem to have only to that a viable answer to avoid the pandemic, and that our own immunity holds up, should we be allowed.

For living in the Covid world, and adjusting to it, we have to be as flexible as the zebras. We have to be as resilient as the animals. That perhaps our world will never be the same again. Perhaps all that is left of the pandemic, are the scars that will be so scarred, remarkably changed lessons. And it has also opened up new vistas in a number of fields, that are more extensively opening up, will benefit more for the new world.

Happily when the new world calls in, we will enter it with a number of things – the need for increased hygiene, better infrastructure and amenities, better planned libraries, better focused



Our in house publications were in the news again, having been declared winner at the **59th Annual Association of Business Communicators of India (ABCI) Awards**.

Our Corporate Social Responsibility publication won a Silver in the Social Responsibility Communication category, while our in house journal we Up-to-date also won Silver in the Special Category – Editorial section.

The awards were received by Mr Bhushan Vartak of Business Development at a restricted-attendance event in South Mumbai.

Our congratulations to our Editorial Boards!

**Business Development, 31.12.2020**