



TUSKER COLLATERALS NATIONAL AWARDS - OVERVIEW

The awards recognize excellence, innovation, leadership, and impact across diverse sectors including corporate functions, technology, social development, communications, and emerging industries. Each category is designed to honour organizations, individuals, and initiatives that demonstrate measurable achievements, forward-thinking approaches, and meaningful contributions to industry and society.

Each category comprises multiple sub-categories, and within every sub-category, awards will be presented in three tiers: Gold, Silver, and Bronze, recognizing varying levels of excellence and achievement. This structure ensures a comprehensive and inclusive recognition of outstanding performers across all domains.

1) CSR (Corporate Social Responsibility)

Recognizes organizations that demonstrate a strong commitment to social responsibility through impactful, innovative, and inclusive initiatives that contribute to community development and sustainable progress.

Sub-Categories:

- CSR Excellence:** Recognizing a company's exceptional commitment to social responsibility with a significant impact on the community.
- CSR Innovation:** Highlighting innovative CSR initiatives that have made a substantial difference.
- CSR Engagement:** Honoring a company's efforts in actively engaging employees and stakeholders in CSR activities.



2) HR (Human Resources Excellence)

Honours organizations and leaders who excel in people management by fostering talent, enhancing employee engagement, and promoting a culture of diversity, inclusion, and workplace well-being.

Sub-Categories:

- a) **HR Leadership:** Acknowledging a company or HR leader for outstanding leadership in talent management and development.
- b) **People Oriented Practices :** Recognizing innovative HR practices that have improved employee engagement and satisfaction.
- c) **HR Diversity and Inclusion :** Honoring efforts in promoting diversity and inclusion within the workplace.

3) Real Estate & Infrastructure:

Celebrates excellence in real estate development and infrastructure projects that combine quality, innovation, sustainability, and positive community impact.

Sub-Categories:

- a) **Real Estate Excellence:** Recognizing a real estate company for excellence in design, construction, and sustainability.
- b) **Real Estate Innovation:** Highlighting innovative real estate projects or technologies.
- c) **Real Estate Community Impact:** Honouring a project that has positively impacted the local community.

4) Rajbhasha (Official Language):

Recognizes organizations that actively promote the use, inclusivity, and advancement of Rajbhasha in official communication and capacity-building initiatives.

Sub-Categories:

- a) **Language Promotion:** Recognizing organizations promoting the use of Rajbhasha effectively.
- b) **Language Inclusivity:** Highlighting efforts to ensure inclusivity of Rajbhasha in workplace communication.
- c) **Language Education:** Honouring initiatives that support the education and proficiency of Rajbhasha.





5) Education & EdTech Innovation:

Honours institutions and initiatives that are transforming education through excellence in teaching, research, and the adoption of innovative technologies and learning methodologies.

Sub-Categories:

- a) **Educational Excellence:** Recognizing an educational institution for outstanding teaching and research.
- b) **Educational Innovation:** Highlighting innovative teaching methods or educational technologies.
- c) **Revolutionizing Education:** Honouring initiatives that is reshaping education and promoting life long learning.

6) Banking & Financial Services:

Recognizes financial institutions that drive innovation, enhance customer experience, and demonstrate leadership in sustainable and technology-driven financial practices

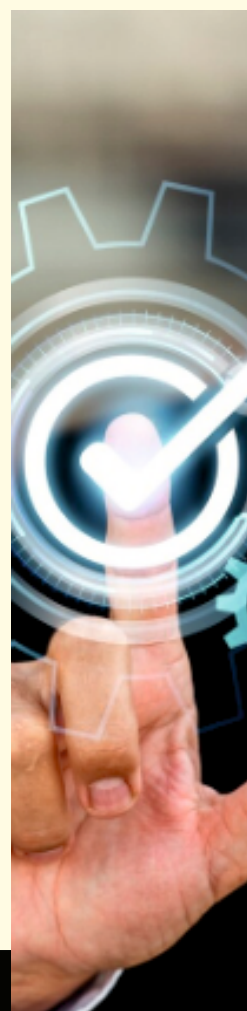
Sub-Categories:

- a) **Financial Innovation:** Recognizing a bank's innovative financial products or services.
- b) **NBFC:** Institutions that have leveraged technology to enhance banking services.
- c) **Sustainable Banking:** Institutions that have demonstrated leadership in Environmental Social and Governance (ESG) Practices..

7) AI (Artificial Intelligence & Emerging technologies):

Celebrates advancements and applications of AI and emerging technologies that drive innovation, efficiency, and ethical transformation across industries.

Sub-Categories:

- a) **AI Advancement:** Recognizing breakthroughs and advancements in AI technology.
 - b) **AI Innovation:** Highlighting innovative applications of AI in various industries.
 - c) **AI Ethics:** Honouring companies or individuals for ethical and responsible AI development and deployment.
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8) Manufacturing Excellence:

Honours manufacturing organizations that achieve superior performance through quality, efficiency, innovation, and environmentally sustainable practices.

Sub-Categories:

- a) **Manufacturing Excellence:** Recognizing a manufacturing company for outstanding quality, efficiency, and sustainability.
- b) **Manufacturing Innovation:** Highlighting innovative manufacturing processes or technologies.
- c) **Manufacturing Sustainability:** Honouring companies that prioritize environmental sustainability in manufacturing.

9) Hospitality & Tourism Sector:

Recognizes excellence in delivering outstanding guest experiences, innovative tourism campaigns, and sustainable practices within the hospitality and travel industry.

Sub-Categories:

- a) **Hospitality&Tourism Excellence:** Recognizing a hotel /hospitality/travel agency establishment for outstanding service, guest experience, and innovation.
- b) **Travel & Tourism Campaign:** Creativity and effectiveness in travel marketing and Impact on tourism growth and visitor numbers.
- c) **Sustainable Hospitality:** Honouring eco-friendly practices and sustainability efforts in the hospitality& tourism industry.

10) Healthcare & Wellness :

Celebrates organizations and individuals contributing to healthcare advancement through innovation, accessibility, and initiatives promoting health awareness and well-being.

Sub-Categories:

- a) **Healthcare Innovation:** Recognizing a healthcare organization or individual for groundbreaking medical innovations or technologies.
- b) **Rural &Remote Healthcare:** Providing exceptional patient care in difficult resource limited settings.
- c) **Health Education and Awareness:** Honouring initiatives that promote health education, awareness, and disease prevention





11) Training & Development:

Honours organizations that foster continuous learning by implementing effective training programs and promoting professional and skill development.

Sub-Categories:

- a) **Learning & Development Excellence:** Recognizing outstanding efforts in creating a culture of continuous learning and development within an organization.
- b) **Training Innovation:** Highlighting innovative training programs or methods that have yielded significant improvements in skills and knowledge.
- c) **Professional Development:** Honouring initiatives that have enhanced the professional growth and career prospects of individuals/ employees

12) Corporate Communications & PR:

Recognizes excellence in strategic communication, reputation management, and stakeholder engagement through innovative and integrated communication practices.


Sub-Categories:

- a) **Excellence in Corporate Communications:** Recognizing a company or individual that has demonstrated outstanding proficiency in Corporate Communication aligning with corporate values & brand story telling.
- b) **Reputation Management:** Highlighting innovative and effective communication strategies that have successfully conveyed key messages thru Media Relations and perception management.
- c) **Excellence for Internal & external Communication:** Recognizing creative and effective communication strategies that have improved relations both for internal and external stake holders- thru News letters, integration of multiple channels (Linkedin, YouTube, X/Twitter etc)

13) Short Films:

Celebrates creativity and technical excellence in short filmmaking, including impactful storytelling, corporate narratives, and socially relevant themes.

Sub-Categories:

- a) **Best Creative & Experimental Short Film:** Recognizing the overall excellence in storytelling, cinematography, and direction in a short film.
 - b) **Best digital Corporatefilm :** Highlighting outstanding scriptwriting and storytelling in a digital film.
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c) **Best Social Impact Short Film:** Honouring Technical brilliance in direction, editing, and sound design

14) Social Media:

Honours effective and innovative use of social media platforms for communication, branding, engagement, and influencing audiences positively.

Sub-Categories:

- a) **Social Media Excellence:** Recognizing a company, organization, or individual for exceptional use of social media to achieve marketing, branding, or communication objectives.
- b) **Social Media Campaign of the Year:** Highlighting innovative and successful social media campaigns that have made a significant impact.
- c) **Social Media Influencer of the Year:** Honouring an individual or influencer who has effectively leveraged social media to engage and influence their audience positively.

15) Rural Sports Promotion:

Recognizes efforts to promote, preserve, and modernize rural and traditional sports while expanding their reach and participation.

Sub-Categories:

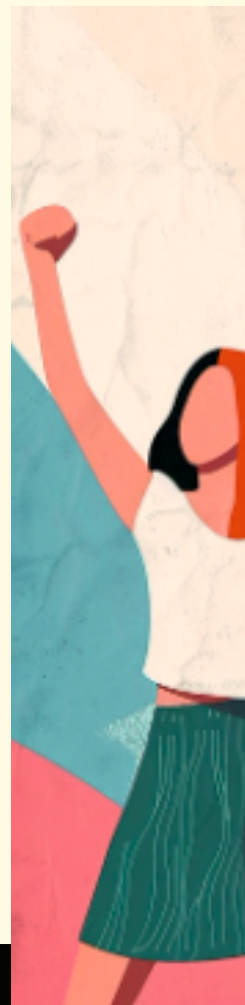
- a) **Excellence in Rural Sports Promotion:** Recognizing organizations, individuals, or initiatives that have made outstanding contributions to the promotion and development of rural sports and traditional physical activities.
- b) **Rural Sports Outreach:** Highlighting efforts to expand the reach of rural sports to a broader audience.
- c) **Innovation in Rural Sports:** Honouring innovative approaches, events, or projects that have revitalized and modernized rural sports while preserving their cultural significance.

16) Girl Empowerment Mission:

Celebrates initiatives that empower girls and young women through education, advocacy, mentorship, and leadership development.

Sub-Categories:

- a) **Outstanding Girl Empowerment Initiative:** Recognizing organizations or individuals who have demonstrated exceptional dedication to empowering girls and young women in various aspects of life, such as education, leadership, or personal development.





- b) **Advocacy and Awareness:** Highlighting initiatives or campaigns that have effectively raised awareness about issues affecting girls and young women and advocated for their rights and well-being.
- c) **Mentorship and Role Models:** Honouring mentors, role models, or programs that have had a significant positive impact on the lives of girls and young women by providing guidance and support.

17) Media Relations Excellence:

Honours outstanding media engagement strategies, impactful publicity campaigns, and strong, credible relationships with media stakeholders.

Sub-Categories:

- a) **Best Media Engagement Strategy :**Recognizing effective planning and execution of media outreach and engagement.
- b) **Outstanding Press & Publicity Campaign:**Honoring campaigns that achieved significant media coverage and public visibility.
- c) **Excellence in Journalist & Stakeholder Relations:**Celebrating consistent, credible, and long-term relationship-building with media professionals

18) Advertising & Promotional Campaigns:

Recognizes creativity, innovation, and effectiveness in advertising across various platforms, driving brand visibility and audience engagement.

Sub-Categories:

- a) **Out-of-Home (OOH) Advertising:** Awards for groundbreaking billboards, transit ads, digital OOH,Photography and ambient advertising that capture public attention and drive engagement.
- b) **Social Media Campaigns:**clarity of brand message and audience recall including reach, engagement ,campaign effectiveness,Product launch etc.
- c) **Advertising & Promotional Campaigns:**Print,Film/TV commercials & Direct Mailers , including Web ,display ads, online promotions etc

19) ESG (Environmental, Social and Governance):

Celebrates organizations that integrate ESG principles into their operations, demonstrating leadership in sustainability, ethical governance, and social responsibility.





Sub-Categories:

- a) **ESG Leadership:** Recognizing organizations or individuals who have demonstrated exceptional leadership and commitment to integrating ESG principles into their core operations and strategies.
- b) **Environmental Sustainability:** Highlighting initiatives that have made significant positive environmental benefits, such as reducing carbon footprints, enhancing biodiversity. etc
- c) **Governance Excellence:** Honouring exemplary governance practices that promote transparency, accountability, and ethical conduct within an organization.

20) Outstanding NGO of the Year :

Honours NGOs that have delivered measurable social impact through grassroots initiatives, sustainable development, and community transformation.

Sub-Categories:

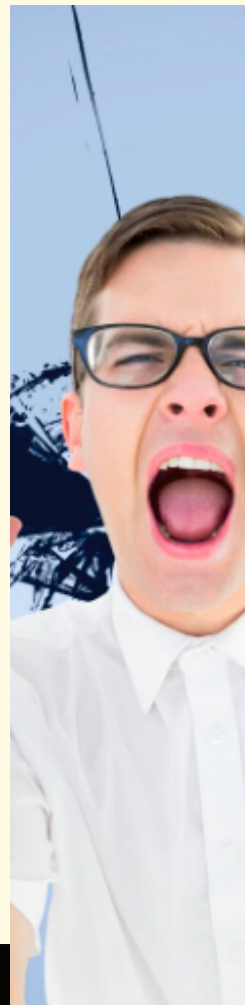
- a) **Excellence in Grassroots Community Development:** Capacity-building and skills development initiatives.
- b) **Proven success in implementing social change:** Recognizing an NGO that has made a significant, measurable impact through innovative programs, large-scale outreach, and sustainable development initiatives.
- c) **Environmental & Sustainability Champion:** outstanding efforts, addressing climate change, afforestation, waste management, sustainable development etc

21) Crisis Communication:

Recognizes organizations and leaders who effectively manage crises through strategic communication, timely response, and successful reputation recovery.

Sub-Categories:

- a) **Best Crisis Response Strategy:** Recognizing organizations that managed crises with agility, clarity, and strategic foresight.
- b) **Reputation Recovery & Management:** Honoring efforts that successfully restored brand trust and stakeholder confidence post-crisis.
- c) **Leadership Communication During Crisis:** Celebrating leaders and spokespersons who demonstrated confidence, empathy, and clarity in high pressure situations.





22) Startup of the Year:

Celebrates emerging and high-growth startups that demonstrate innovation, scalability, and the potential to disrupt and transform industries.

Sub-Categories:

- a) **Emerging Startup Excellence:** Recognizing promising startups with innovative ideas and strong early-stage growth.
- b) **High Growth & Market Impact:** Honoring startups that have achieved significant scalability, funding milestones, and market presence.
- c) **Innovation & Disruption Leader:** Celebrating startups that have redefined industries through cutting-edge solutions and technology.

23) Entrepreneurship:

The Entrepreneurship Awards recognize visionary individuals and enterprises that demonstrate innovation, risk-taking, leadership, and the ability to create sustainable and scalable business models.

Sub-Categories:

- a) **Rural / Grassroots Entrepreneur:** Recognizing entrepreneurs contributing to rural development and local economic empowerment.
- b) **Emerging Entrepreneur :**For first-generation entrepreneurs or early-stage founders showing exceptional promise and growth.
- c) **Women Entrepreneur of the Year:** Celebrating women leaders who have built successful enterprises and are driving change in their industries.

24) Renewable Energy:

The Renewable Energy Awards recognize organizations and individuals leading the transition towards clean, sustainable, and energy-efficient solutions. These awards celebrate innovation, environmental responsibility, and contributions to reducing carbon footprints while ensuring energy security.

Sub-Categories:

- a) **Solar Energy Excellence:** Recognizing outstanding achievements in solar power projects, innovation, or deployment
- b) **Public Sector Excellence in Renewable Energy:** Honoring government organizations or PSUs driving renewable energy adoption and innovation.
- c) **Emerging Clean Energy Technology:** Honoring breakthrough technologies in areas like green hydrogen, energy storage, or hybrid systems.

