



THE POLESTAR FOUNDATION ANNOUNCES WINNERS OF TWELFTH ANNUAL POLESTAR AWARDS

~ *Recognises Excellence in IT and Business Journalism for 2009* ~

Chennai, November 18, 2010: The PoleStar Foundation, an independent trust established in 1998 to recognise Excellence in Business and IT Journalism, announced the winners of the Twelfth Annual PoleStar Awards in a ceremony held at the ITC Sheraton Park Hotel & Towers, on Friday, November 12, 2010. **Ms. Poongothai Aladi Aruna, Minister for Information Technology, Govt. of Tamil Nadu,** presided over the function as the Chief Guest and felicitated the winners.

The Winners of the Twelfth Annual PoleStar Awards are:

1. Best Feature in IT Journalism:

Mr. Srikanth RP, currently Senior Associate Editor, Information Week, Mumbai, for his story, **“How Unified Communications is transforming India Inc.”** published in **Network Computing**.

2. Best Feature in Business Journalism:

Mr Indrajit Gupta, currently Editor, Forbes India, Mumbai, **Ms Malini Goyal**, currently Senior Editor, The Economic Times, New Delhi and **Ms Neelima Mahajan**, currently Visiting Scholar, University of California, Berkeley, jointly won the award for their story, **“Walmart’s Passage to India”** published in **Forbes India**.

3. The ‘Jury’s Special Recognition:

Ms. Shriya Bubna, currently pursuing her master’s programme in Development Economics at the School of Oriental & African Studies, University of London, for her story, **“The risk in ratings”** featured in **The Week**.

This year, the Foundation received **194 nominations** from Journalists across India. A team of esteemed Jury members from the Corporate world and Academia selected winners in the categories of IT and Business Journalism. The Jury comprised Mr. Abhay Gupte - CEO, Logica India, Mr. Anand Sudarshan - Group President, Manipal Education, Ms. Aruna Rao - Group CTO, Kotak Mahindra Bank, Mr. Arunkumar NT - CEO & Director, Board of Global FS IT, Analytics & Consulting Business, Prof. Ashok Korwar - CEO Coach & Former Professor, IIM-A, Mr. Pradipta K Mohapatra - Chairman, Governing Board, Coaching Foundation India Ltd., Mr. Ramaraj R - Co-Founder and Former CEO, Sify Ltd. and Ms. Uma Ratnam Krishnan - COO, Business Services HR, RBS Business Services Private Ltd.



From left to right:

Ms. Poongothai Aladi Aruna, Minister for Information Technology, Govt. of Tamil Nadu, Ms. Malini Goyal from The Economic Times, Mr. Charles Assisi from Forbes India and Mr. Arun Jain,

Founder, PoleStar Foundation



From left to right:

Ms. Poongothai Aladi Aruna, Minister for Information Technology, Govt. of Tamil Nadu, Mr. Srikanth RP from Information Week and Mr. Arun Jain, Founder, PoleStar Foundation

Hi-res pictures of the event can be made available on request



At the awards ceremony, **Ms. Poongothai Aladi Aruna, Minister for Information Technology, Govt. of Tamil Nadu**, touched upon the importance of media and responsible journalism in articulating right perceptions in the mind of the common man. She urged the media fraternity to work in unison and play a significant role in influencing public opinion towards common good and prosperity.

Congratulating the winners, **Mr. Arun Jain, Founder, PoleStar Foundation**, said, “While new technologies have brought in new business opportunities, we are also faced with an increasingly fragmented media with bustling recipient participation, courtesy forums and social media. In the cacophony of a 24x7 information dissemination format, it’s understandable that shrill exposes and dramatic sound bytes centered around breaking news and yet another scandal, take precedence over well researched stories. But I believe that while news ‘informs’, a well researched article ‘influences’.”

“The PoleStar Foundation salutes the spirit of true journalism that represents a standard of excellence that does not come by taking a shortcut to success, but by remaining uncompromising day in and day out to stay factual, fair and yet publish articles that are relevant and credible”, he further added.

The awards ceremony included a panel discussion on the topic, **“Why does luxury loving India struggle to shake off its low cost tag?”** Moderated by Mr. Sanjay Pinto, Executive Editor, NDTV Hindu, the panel featured thought leaders and eminent personalities from the Media fraternity including Mr. Dakshesh Parikh, Executive Editor, Business India, Ms. Naazneen Karmali, India Editor, Forbes Asia, Mr. Pankaj Mishra, Editor - Technology, The Economic Times and Ms Deepa Srinivasan, Bureau Chief, Media Voice.

The panelists debated on whether India Inc. is innovative enough to create global brands, has the required R&D potential as well as the hunger and determination to make it big in the global arena. The competitive pressure on delivering the best and remaining affordable in the market was discussed. The panel concluded that India and India Inc. has what it takes to be a global leader, and what it needs is to be able to take risks and 'celebrate failure'.

The awards evening was attended by leaders from the Industry, Media, Academia and students of Journalism schools in Chennai.

About The PoleStar Foundation

The PoleStar Foundation instituted the PoleStar Award in 1998 to celebrate Excellence in IT & Business journalism. The foundation through its annual awards pays tribute to the media citizens' contribution, for their commitment to the nation and its people, and also for tirelessly acting as a catalyst in disseminating quality information to the world. The PoleStar Award is an annual award by the PoleStar Foundation for Excellence in Indian journalism. This prestigious recognition for the Indian journalists includes a trophy, a citation and a cash prize of Rs 1,00,000 for furthering education.

For further details, visit <http://www.polestar-foundation.org/>

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