

# Olive Crown Awards 2023

April 8, 2023

**In news**— The India Chapter of the International Advertising Association (IAA) hosted the 13th edition of its annual property, the Olive Crown Awards 2023.

## **About Olive Crown Awards-**

- **The awards were instituted in 17 different categories** to commend the remarkable work of individuals and corporates who drove the message of sustainability or 'green advertising'.
- **P. N. Mohan of the Rotary Club of Madras won the coveted 'Green Crusader of the Year'** award for his commitment to restore seven lakes near Chennai and mobilising people and funds for the cause.
- **Famous Innovations bagged 10 awards across categories,** including the 'Green Agency Of The Year.'
- In the 'Corporate Crusader Of The Year' category, Kirloskar Limitless won the gold award for their work 'A Minute For Nature.'
- **Livpure received gold award in the 'Green Campaign of the Year' for 'Rally for Rivers.'**
- Ogilvy won a silver award for a communication named 'The Inconsiderate Planet' that they made for The Hindu.
- **Chirag Rural Development Foundation** and People for Animals Wildlife Rescue and Conservation Centre were given the gold award in the category '**Green NGO of the Year**'.