

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**'.