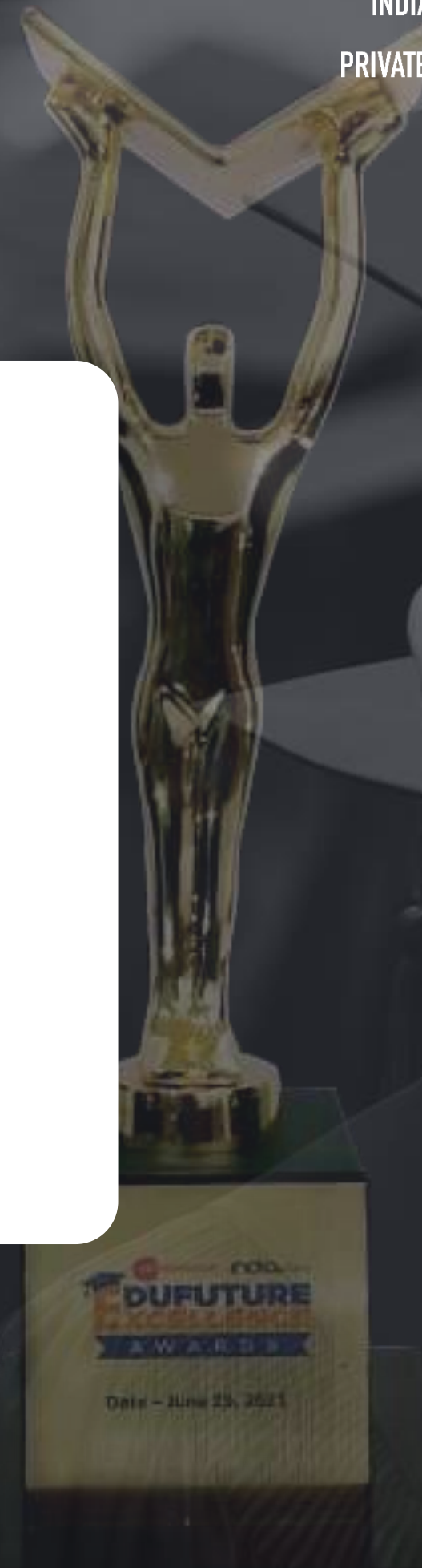




2024

SEASON 4



RETROSPECTIVE 2023



SHRI MAHENDRA NATH PANDEY
MINISTER OF HEAVY INDUSTRIES

CHIEF GUEST



VIVEK RANJAN AGNIHOTRI
NATIONAL AWARD WINNING DIRECTOR

GUEST OF HONOUR

REACH

75+ Mn

RIBBONS

64,585,991 Impressions

BANNER

24,306,469 Impressions

MICROSITE

3,469,895 Page Views



After the phenomenal success of 3 Seasons, Zeenews.com and India.com brings Edufuture Excellence Awards 2024.

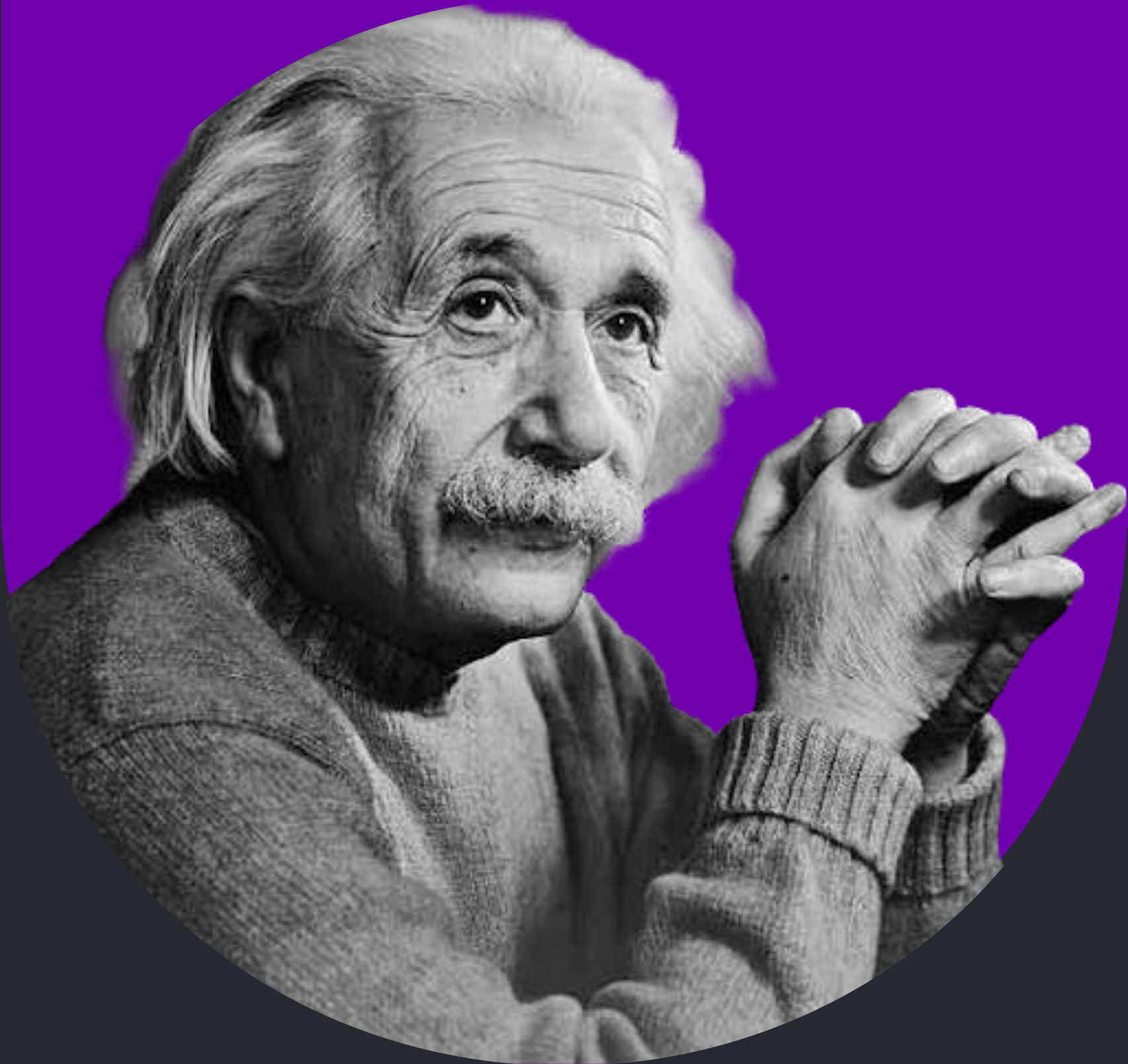
THEME FOR THIS YEAR

FUTURE OF EDUCATION IN 2040

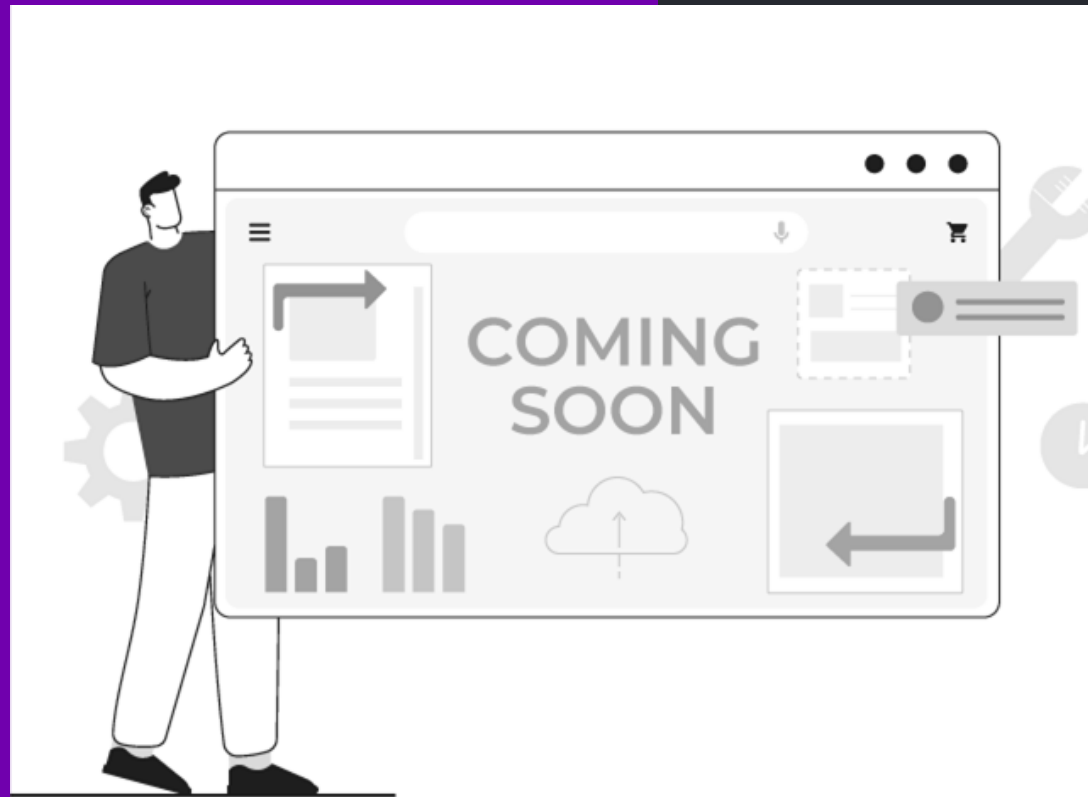


EDUCATION IS NOT THE LEARNING OF FACTS, BUT THE TRAINING OF THE MIND TO THINK

To take the wisdom ahead and bring it to reality educators of India have been toiling hard to give education the extra edge that it needs. Whether it is setting an example of inspiring educational leadership, innovative methods of teaching or noteworthy academic/extracurricular student achievement, ZEE EDUFUTURE EXCELLENCE AWARDS 2024 is a platform that rewards such pioneering educational initiatives.



Phases of the Initiative



PHASE 1

Pre-event Promotions

- Social Media
- Microsite
- Content Creation
- Workshops



PHASE 2

On-ground Event

- Keynote Speaker
- Fireside Chat Session
- Conclave
- Felicitation Ceremony



PHASE 3

Post Event Promotions

- Social Media Promotions
- Winner Bytes
- Event Vignettes

PHASE 1

PRE-EVENT PROMOTIONS

The campaign starts with a huge impact on Digital space



The Online Education destination will be hosted on Zee News .com (English) & India.com



Co-branded banners on Zee Digital to promote the event



Vignettes/Articles highlighting the importance of teachers in Education today



WORKSHOPS

WORKSHOP 1

Counselling for
students

By Jyoti Singlee,
Counsellor, IIM
Bombay

WORKSHOP 2

Environment
Sustainability

By Vikrant Tongad,
Environmentalism

WORKSHOP 3

Social and
Dining
Etiquette

By Suma Chacko,
Founder, Image
Consulting
Business Institute
(ICBI)

WORKSHOP 4

What are the
different
career graphs?

By Deepak Malkani

PHASE 2

ON-GROUND EVENT

ARCHITECTURE OF THE SHOW



Date: 28th June 2024
Venue: New Delhi

Audience Profile – Institute
Head/ Vice Chancellors/
Principals

Timings of the On-Ground
Event –11:00 Hrs to 13:00 Hrs

Will be hosted Live on – ZEE
News and India.com FB



CHIEF GUEST

Dharmendra Pradhan

Hon'ble Minister of Education
of India



GUEST OF HONOUR

Himanshu Gupta

Director, CBSE

PANEL 1: AI in the Future of Schools and Colleges



Kiran Mazumdar-Shaw,
Art Connoisseur and
Executive Chairperson
of Biocon Limited



Dr Vibha Dhawan,
Director General, TERI



Pankaj R. Patel,
Chairperson, IIM
Ahmedabad



Prof. Subhasis
Chaudhuri,
Director, IIT Bombay



PANEL 2: Skills and Employability



Sameer Dhanrajani,
CEO, AIQRATE
Consultancy and
Advisory



Jyoti Bhasin, Managing
Director, NSF
International (Asia
Pacific)



Devyani Jaipuria,
Founder, Aliya
Charitable Trust



Adarsh Mishra,
Director & CHRO,
Panasonic
Life Solutions India



FELICITATION CATEGORIES

SCHOOLS

COLLEGES



ESTEEMED JURY MEMBERS



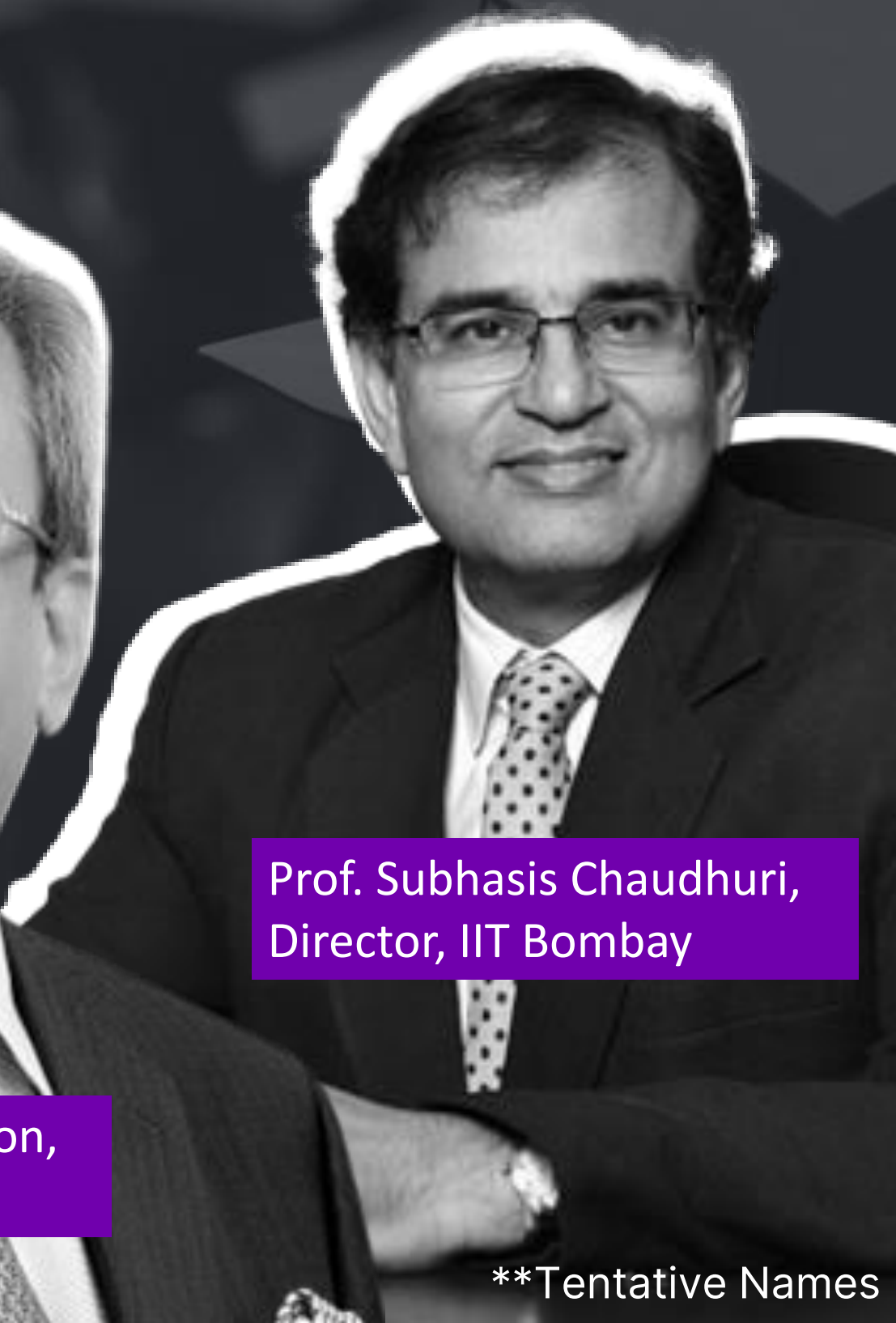
Kiran Mazumdar-Shaw, Art Connoisseur and Executive Chairperson of Biocon Limited



Dr Vibha Dhawan, Director General, TERI



Pankaj R. Patel, Chairperson, IIM Ahmedabad



Prof. Subhasis Chaudhuri, Director, IIT Bombay

**Tentative Names

CATEGORIES

SCHOOL EDUCATION

- India's best playschool chain
- Best Infrastructure in Early Education
- India's Best chain of senior secondary school
- Best International School of the Year
- Best Boarding School
- Best infrastructure amongst Senior Secondary School
- Best Emerging School of the Year
- Principal of the Year

- India's Best Private University North
- India's Best Private University South
- India's Best Private University East
- India's Best Private University West
- India's Best Private Engineering College
- Best Infrastructure amongst Engineering Colleges
- Excellence in Industrial Interface (Engineering Colleges)
- India's best business school

CATEGORIES

HIGHER EDUCATION



SPECIALISED COURSES & COACHING INSTITUTES



- Excellence in Foreign Trade Education
- Best Online Education Platform
- Best IT Training Institute
- Best Coaching Institute
- Best Engineering entrance Coaching Institute
- Best Medical entrance Coaching Institute
- Best Civil Services entrance Coaching Institute
- Best Management entrance Coaching Institute
- Best Online Tutoring

PHASE 3

POST EVENT PROMOTIONS

POST PROMOTIONS



Video bytes of Winners



**Post PR promotion
of the event**



**Vignettes of the Conclave
to be promoted on Zee
Digital Assets and Social
Media**





ESTIMATED REACH

75 Million+

THANK YOU!

