

## The Ninth Annual PoleStar Award announced

Coverage – Mainlines, Financials & Onlines  
Publication - News Today



Polaris Software Lab CMD Arun Jain, NASSCOM president Kiran Karnik and Polestar winners Sangeetha Chengappa, Archana Shukla and Gopalakrishnan, father of Janani Gopalakrishnan, at the awards ceremony in Chennai yesterday.

### City scribe gets Polestar Award

NT Bureau

Chennai, July 7:

In the midst of 24 x 7 channels purveying news and views without a break, the relevance of print journalism for indepth understanding of issues and current affairs was stressed by Kiran Karnik, president, NASSCOM, the premier agency for software and service companies in India.

Speaking at the Polestar Awards functions organised by the Polaris Software Lab here yesterday, he said one has to rely on print journalism for indepth news with analytical views rather than visual media which thrived on 'flash news' that did not even register on viewers' mind. The ninth Polestar Awards rewarded those who had excelled in IT and business fields of print journalism.

The coveted awards were instituted by Pole Star Foundation, an independent trust formed to recognise excellence in journalism. Kiran Karnik presided over the function and presented the awards to those who had seminal articles in business and IT journalism in the country.

A nine-member team of jury panel drawn from corporate, media and academic sectors had to evaluate

125 nominations from journalists across India for shortlisting the final candidates in the IT and business categories.

Janani Gopalakrishnan, freelance writer and consultant editor of *i.t.* magazine, part of EFY group in Chennai, bagged the award of Best Feature in IT journalism for her story: *Will men and machines walk this planet together?*

Delhi-based Archana Shukla, deputy features editor, *Mint*, got the award for Best Feature in Business journalism for her write-up, *Confessions of a rural marketer* that was published in *Business Today*. The award titled, *Jury's Special Recognition*, was given to Sangeetha Chengappa, senior reporter, *Deccan Herald*, Bangalore.

Polestar Awards include a trophy with citation and a cash prize of Rs one lakh to further education. The Pole Star Foundation was set up in 1998 to recognise and honour extraordinary talent among Indian media professionals.

The foundation through its annual awards has been felicitating journalists for their commitment to the nation and its people, and also for being catalysts in disseminating news to the world.

## Onlines



**PoleStar Foundation, an independent organization in India that honors the best Indian media professionals, has revealed the lucky winners of the Ninth Annual PoleStar Awards.**

The PoleStar Award is not merely a trophy but a true credit in itself. Apart from the much-coveted trophy, the winners walk home with a citation and a cash prize of Rs 1,00,000 for further education.

**Mr. Kiran Karnik, President, NASSCOM presided over the function and gave away the prizes to the Indian journalists.**

The Foundation received 125 nominations from journalists across India, Since the PoleStar Foundation focuses only and only on celebrating excellence in IT and Business Journalism in India, the jury team too comprised of big names from Corporate, Media and Academic sector, who selected winners in the categories of IT and Business Journalism.

Jury members for Ninth Annual Polestar Award:

**Mr. B Santhanam - Managing Director, Saint Gobain**  
**Mr. Vishal Dhupar - Managing Director, Symantec Corporation**  
**Dr. Ashok Jhunjhunwala - Head of the Department, Electrical Engineering, IIT Chennai**  
**Dr. Ashok Korwar - CEO Coach**  
**Mr. Anand Parthasarathy - Consulting Editor (IT), The Hindu**  
**Mr. L Subramanyan - Head, Jasubhai Media**  
**Mr. Vijay Ramachandran - Editor, CIO magazine**  
**Mr. Anand Sudarshan - Head, Manipal group of Publications**  
**Mr. R Seshasayee – Managing Director, Ashok Leyland**

**The winners of the Ninth Annual Polestar Award are:**

Best Feature in IT Journalism:

**Ms. Janani Gopalakrishnan**, Freelance Writer and Consultant Editor, i.t. Magazine, EFY group, Chennai, for her story, “Will men and machines walk this planet together?”

Best Feature in Business Journalism:

**Ms. Archana Shukla**, Deputy Features Editor, Mint, New Delhi, for her story, “Confessions of a rural marketer” published in Business Today

The award titled, “Jury’s Special Recognition”, has been given to **Ms. Sangeetha Chengappa**, Senior Reporter, Deccan Herald, Bangalore.

Source: [www.techshout.com](http://www.techshout.com)T

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**EFYtimes.com**

## **And The PoleStar Goes To Consulting Editor, i.t. Magazine!**

The consulting editor of 'i.t.' (Information Technology) magazine, Janani Gopalakrishnan Vikram, recently received the prestigious PoleStar Foundation award for Best Feature in IT Journalism.



**Monday, July 09, 2007:** Janani Gopalakrishnan Vikram, consulting editor, i.t. (Information Technology) magazine, EFY Group, has won this year's PoleStar Foundation award for Best Feature in IT Journalism for her story; *will men and machines walk this planet together?* Celebrating excellence in IT and business journalism in India, the PoleStar Foundation conferred the Ninth Annual PoleStar Awards 2006 on the winners on Friday evening in Chennai. Kiran Karnik, president, NASSCOM, gave away the prizes recognising outstanding talent amongst Indian media professionals. T. Gopalakrishnan, Janani's father, received the award on her behalf as she was in Sydney, Australia, during the ceremony.

Source: EFY Times