

Greenstorm whirls up to a new high !



July 14, 2017. The Center Hotel, Panampilly Nagar. It was evening time. The beginnings of a heavy downpour fortunately stopped after showering its blessings on the occasion. And the occasion was the most-awaited, much-talked-about Greenstorm Awards Ceremony. The stage, decorated with real fern fronds, was as green as could be. And the event was star-studded with Actor Srinivasan and Director Sathyan Anthikad along with Hon'ble Speaker P. Sreeramkrishnan adding glitter to the function, not to mention other stalwarts like Architect Shankar and Prof. M. K. Prasad.

Hon'ble Speaker Sri P. Sreeramkrishnan, who was the Chief Guest of the occasion, gave away the Greenstorm Ecostar Awards to Prof. M. K. Prasad, Ar. G. Shankar and Actor Srinivasan. He reminisced his college days when he used to be Prof. Prasad's student. He remembered the powerful messages carried by Srinivasan's movies and how these messages enlightened him during his student years as to the responsibilities of a good politician. The Speaker also praised Ar. Shankar's efforts at finding simple and sustainable solutions to man's need for shelter through his iconic 'green architecture.'

The Ecostar Awardees were chosen by a jury of leaders, including Film Director Sibi Malayil, Management Expert Venugopal C. Govind and Social/Environmental Activist C. R. Neelakandan. Prof. Prasad expressed his acceptance of the

award and his heartfelt gratitude. Professor, who had spent 30 years of his life as an academician - as the Principal of Maharaja's College, Kochi, and Pro Vice Chancellor of the Calicut University - was the guiding spirit behind Kerala's struggle to save the Silent Valley, and this was just one of his contributions to the conservation of Kerala's nature.

Greenstorm Ecostar 2017 Winners

Professor M K Prasad
Actor Srinivasan
Architect G Shankar

The champion of organic farming who leaves no opportunity amiss to spread the idea of green farming among the masses, Actor Srinivasan, appealed to Greenstorm to take up the issue of the contaminated backwaters of Kochi thanks to the ever-increasing numbers of high-rise buildings and the ever-decreasing sense of responsibility shown by the 'red category' industrial units close to the banks of River Periyar, due to which the health issues of Kochiites are also on the rise.

Ar. Shankar remarked how the inflated egos of the Malayali is leading him to spend obscenely and unsustainably on weddings and homes which is increasingly taking its toll on nature. Shankar, who earned his name as 'People's Architect' by making green architecture available to all income groups of the society through cost-effective measures, acknowledged the role of the realty sector in building a sustainable environment.

Dileep Narayanan, Managing Director, Organic BPS, traced the origin and evolution of Greenstorm to become the only popular initiative of its kind in the country. Greenstorm is an initiative which aims to kindle love for nature, especially in the hearts of the youth, and Dileep Narayanan's words resonated with his joy at having achieved this goal to the extent that it has today.

Greenstorm Award Ceremony was the culmination of a series of events which began with the Greenstorm Creative Contest followed by the online Exhibition. According to Dhanya Pappan, Greenstorm Coordinator, who extended the vote of thanks, Greenstorm has been reaching out not only to the contestants, but also to the millions who have watched, followed and voted for their favourite entries. Needless to mention, for the team at Organic BPS who has been working behind the last nine editions of the event, it was a day of great joy and pride.



Dear friends,

Greetings of the season!

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” – Margaret Mead

And we are trying to do our bit.

The financial year started with a happening quarter for Organic BPS. Greenstorm 2017, the ninth edition, created a positive stir among the media and the public. For the first time, Greenstorm recognized three leaders from the community, who are constantly and untiringly trying to spread environmental awareness, with Greenstorm Ecostar Awards. The Greenstorm Awards function was star-studded and replete with inspiring takeaways. More details of the Greenstorm events are included in this newsletter.

On the professional front, the Team has made good use of opportunities to explore new approaches to communication and design. Needless to mention, it is this evolutionary journey that keeps us excited. In the last couple of months, we have pitted our wits against each other churning ideas for topics ranging from culture to politics, historical to topical.

The Advisory Board Meeting conducted on the 1st of July turned out to be a vibrant learning ground for the Organic BPS Team. The leaders offered deep insight into new arenas of untapped potential and presented creative possibilities from a new perspective. Indeed, the Team is now bursting with new energy and ideas.

Hopefully, we will continue to engage you in innovative surprises!

Warmest regards,



Dileep

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Greenstorm Pictale Challenge 2017 Winners



Film Director Sathyan Anthikad along with the contest winners Sreenath V. K., Saravanan Krishnamurthy and Sharandip Kaur, and the Cluster Heads Jimmy Thomas, Beena Madan and Wilson Antony.

Director Sathyan Anthikad, who was the Guest of Honour, along with the Cluster Heads of Organic BPS, presented the cash awards, trophies and citations to the top three winners of the Greenstorm Pictale Challenge 2017. The Pictale Challenge was a photography contest on the theme, ‘Connecting with Nature,’ which drew 3000 entries from across the country. A jury of eminent photographers – Rajan Paul, Seema Suresh and K. R. Sunil – shortlisted the entries which were showcased online for public voting. The top three prizes were won

by Saravanan Krishnamurthy (Chennai), Sharandip Kaur (Kapurthala) and Sreenath V. K. (Pondicherry).

Sathyan Anthikad had the audience in splits of laughter with his anecdotes from his film-making experiences with Actor Srinivasan. His love for simple and sustainable things in life was as evident in his words as in his movies. He spoke about the increasing pollution not only of the environment but also of people’s minds with accumulation of impurities via television and other media.



“We are seriously in need of a social movement that initiates a way of life where water is considered as capital.

————— **Sri P. Sreeramakrishnan** —————

“We are going through a time when society is getting polluted in every way. Earth has now become a garbage bin where all unwanted things are thrown away.

————— **Sathyan Anthikad** —————



“The focus is always on commercial viability. In case of land, the trend today is to acquire as much land as possible, often using it for activities that it is not suitable for.

————— **Prof. M. K. Prasad** —————

“Today in Kerala, where its 44 rivers are literally on their deathbeds, I am unhappy to say, 5 billion litres of water is being wasted in our toilets to flush out our dirt.

————— **Ar. G. Shankar** —————



“It’s high time the concerned authorities took action against the factories under the ‘red’ category on the banks of Periyar, the polluted waters of which is putting the lives of 50 lakh people in Kochi at risk.

————— **Srinivasan** —————



Winning Photographs of Greenstorm Pictale Challenge 2017



FIRST PRIZE

Saravanan Krishnamoorthy, Chennai.



SECOND PRIZE

Sharndeeep Kaur, Kapurthala.



THIRD PRIZE

Sreenath V. K., Pondicherry.

On the Wings of Success



Mr. Venkitraman Anand
Executive Director,
Aspinwall and Co. Ltd.

“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do,” in the words of Pele, the greatest football player of all time. And Henry Ford says, “Coming together is a beginning; keeping together is progress; working together is success.” Organic BPS identifies with the essence of both these thoughts of wisdom. The Team consistently puts together its wits and skills to create successes for its clientele, thus spreading its own wings of success.

Aspinwall and Co. Ltd. is crossing a significant milestone in 2017. The Company is celebrating its 150th anniversary this year. In this context, the Company entrusted Organic BPS to commemorate this extraordinary achievement and rare distinction. As part of the celebration, it was decided to symbolize and communicate the achievement with a sesquicentennial logo. The creative team of Organic BPS worked on a concept for the logo which retained the essence of the brand identity (the soaring bird), contained the message of the milestone and reflected the Company’s heritage. An identity was created which proudly announced the achievement of the milestone – 150 Years – which is nothing short of ‘making history.’ The identity was incorporated into all corporate stationery. A coffee table book tracing the history of the Company is in the making.



Mr. Prakash Namboodiri
Chairman, International
Spice Conference - 2018

The third edition of International Spice Conference, a platform for the global spice industry to interact, discuss issues and concerns, seek solutions and make positive changes, organized by All India Spices Exporters Forum, is going to be held in Jaipur in February 2018. The concepts and the creative designs for the promotional campaigns of the Conference are being developed by Organic BPS. The imagery of the butterfly, which represents metamorphosis, put together by a variety of spices, visualizes the theme of the Conference – Managing Disruptions through Transformation & Collaboration. As the Conference is international in its character and scope, digital marketing platforms are being aggressively used to reach out to its audiences. Periodic information updates, conference details, special offers and registrations are all managed online. This is the second year Organic BPS is providing a comprehensive service support for International Spice Conference.



Organic Footprints

The first quarter of the year began with the team gearing up for Greenstorm 2017. Greenstorm Pictale Challenge gathered around 3000 entries. From contestants to viewers to voters, the contest and the exhibition touched over 2,00,000 people in the online space alone. Almost all television channels and newspapers covered the Greenstorm events with great elan. The Advisory Board Meeting opened the floor for extensive, if not exhaustive, deliberations, bringing up new creative possibilities.



Greenstorm Ecostar Awards 2017 jury members, Venugopal C. Govind, Management Expert, Sibi Malayil, Film Director, and C. R. Neelakandan, Social/Environmental Activist, met to select the awardees from the nominees.



Organic BPS, Advisory Board met on July 1, 2017. The Board comprises Madhav Mohan, Corporate Mentor, Mumbai, Biju Dominic, CEO, Final Mile Consulting, Mumbai, Rajiv Raja, CEO, BrandMusiq, Mumbai, Ninan Thariyan, CEO, Daily Thanthi Next, Chennai, and Gaurav Singhal, CEO, Blue Digital Media, New Delhi. Performance of the team was reviewed, challenges discussed and solutions proposed.



Greenstorm Pictale Challenge 2017 jury comprising eminent photographers, Rajan Paul, Seema Suresh and K. R. Sunil met for a screening of the contest entries to shortlist the best photographs.



MIMAMSA, the company's learning initiative, was conducted in the presence of Advisory Board. The Board met with the members of the Team and discussed and deliberated on a range of topics.



View of the Inter-Cluster Meeting held on 7th August 2017, where Clusters presented their activities, achievements and major works of the previous month. The Clusters did some introspection on their various hits and misses of the month. Major campaigns of each Cluster were showcased.

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