

SALONI KUMARI AND SUPRIYA ROUTRAY

WIN THE ADFACTORS PR FCF SCHOLARSHIP

at the School of COmmunications & REputation (SCoRe), India

(Mumbai, India, 27th November 2024) — Adfactors PR and the Future Communicators Foundation (FCF) are pleased to award **Saloni Kumari** and **Supriya Routray** the Adfactors PR Future Communicators Foundation Scholarship at the School of Communications & Reputation (SCoRe), India. Thanks to the financial support of [Adfactors PR](#), the full-tuition award is granted annually to two students enrolled at [SCoRe](#) who receive top-rankings in the FCF Scholarship competition. The two Adfactors PR FCF Scholarships were awarded at the **11th Public Relations and Corporate Communications India Summit** ([PRAXIS](#)), held in Pune, India, on September 20th.

The theme of the 2024 Scholarship was “**Behaviour Change for a Swachh Bharat (Clean India).**” Students were asked to create a campaign brief addressing critical sanitation issues while promoting cleanliness across the country. The Swachh Bharat (Clean India) campaign, launched in 2014 by the Indian government, focuses on behaviour change, encouraging citizens to adopt healthier sanitation practices and maintain cleanliness in public spaces. The aim of the FCF Scholarship is to think creatively about sustainability as an environmental issue of major concern.



Supriya Routray and Saloni Kumari, 2024 Adfactors PR FCF Scholarship Winners



"I feel honoured to receive the Adfactors PR Future Communicators Foundation Scholarship," says **Saloni Kumari** from Bihar, SCoRe class of 2025. "This prestigious recognition not only acknowledges my efforts but also instills in me a sense of purpose and responsibility. For me, this scholarship is more than an achievement; it's a beacon of hope and recognition. I'm grateful for this opportunity to shine, make a difference, and leave a lasting impact in the PR industry."

"Receiving the Adfactors FCF Scholarship is an incredible honor. It not only fuels my passion for public relations but also reaffirms my commitment to bridging communication gaps with creativity and purpose," says **Supriya Routray** from Odisha, SCoRe class of 2025. "I look forward to contributing to the future of PR and using this opportunity to learn, grow, and make an impact."

"Congratulations to our award winners, who created innovative and informative sustainability campaigns around public cleanliness," added **Allard W. van Veen, Founder of The PR Trust**, the 501(c)(6) non-profit organization that administers the Future Communicators Foundation. "I firmly believe that up-and-coming PR professionals can play a prominent role in promoting sustainability. We hope that the FCF Scholarship will help to develop students' social conscience and encourage them to make an impact, in terms of promoting a more fair and sustainable world."

"At SCoRe, we work ceaselessly with the global PR community to create the ideal environment where future PR leaders are born. I am grateful that Adfactors PR and the Future Communicators Foundation have supported us so immensely in this endeavour. Salon Kumari and Supriya Routray of our Class of 2025 are both deserving recipients of these scholarships. They have demonstrated an extraordinary grasp of sustainability principles and commitment to the profession in general. I am particularly grateful to Madan Bahal for his unequivocal and inspiring commitment towards learning and development, and the upliftment of public relations professionals," said **Hemant Gaule, Dean of the School of Communications & Reputation (SCoRe)**.

"Congratulations to our 2024 FCF Scholarship winners! We are pleased and happy to support the learning and development of PR professionals," said **Adfactors PR Co-Founder and Managing Director, Madan Bahal**. "Sustainability principles are the foundation of sustainable business and an integral part of corporate reputation. Our scholarships in partnership with The PR Trust and SCoRe are a small step in this direction."

LINK

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Adfactors PR, founded in 1997, is India's largest Public Relations firm. As a multi-specialist, full-service firm, it serves over 600 retained clients across 25 industries. The clients include some of India's largest corporations, financial institutions, new economy companies as well as a host of not-for-profit organisations. The firm has a track record of successfully delivering complex and challenging PR briefs — often characterised by high stakes, urgency, and a sense of uncertainty about the potential outcomes. In October 2020, PRovoke Media named Adfactors PR as one of the seven Global Agencies of the Decade. Adfactors PR is a member of PROI Worldwide, the largest global partnership of independent public relations firms. For more details, visit:

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ABOUT SCORE

The School of COmmunications & REputation is India's premier institution dedicated to Public Relations. Our Post Graduate Diploma and Corporate Learning Platforms bring the best of Public Relations & Corporate Communications leaders, insights and practices to uplift the PR profession in India. SCoRe is South Asia's first institute to be accredited by the Global Alliance. We create India's future leaders of Public Relations. Find out more at: <https://scoreindia.org/>

ABOUT THE FCF

The Future Communicators Foundation (FCF) provides aspiring young professionals with scholarships, learning opportunities, and outreach programs that foster communication skills around sustainability, climate and social justice. The FCF is an initiative of The PR Trust, a 501(c)(6) non-profit organisation that provides knowledge and networking opportunities, student scholarships and awards programs that elevate and empower aspiring professionals and young leaders in communications. Learn more at: <http://futurecomms.org> | <http://theprtrust.org>

FCF Contact

Dr. tobias c. van Veen

Managing Director

tobias@futurecomms.org

