



FUTURECOMMS.ORG



ADFACTORS PR
Reputation & Critical Issues Advisory

SHRIMOYEE SUR AND CHAARUTHA ARABIND WIN THE ADFACTORS PR FCF SCHOLARSHIP

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

(Mumbai, India, 11th December 2025) — **Adfactors PR** and the **Future Communicators Foundation (FCF)** are proud to award **Shrimoyee Sur** and **Chaarutha Arabind** the **Adfactors PR Future Communicators Foundation Scholarship** at the **School of Communications & Reputation (SCoRe)**. Thanks to the generous financial support of [Adfactors PR](#), the **full-tuition scholarship** is awarded annually to **two winning students** of the Adfactors PR FCF Scholarship competition. This year, the top five applicants were invited to present their campaign brief in person at the Adfactors PR office in Mumbai, with the two winners chosen based on their 20 minute presentation.

The theme of the 2025 Scholarship was “**Mumbai Reimagined: Dreams in Sustainable Motion.**” With Mumbai facing severe infrastructure stress, students were tasked with creating a campaign brief that would build Environmental and Social Governance (ESG) into the city’s narrative, focusing on issues of sustainability, inclusiveness, and climate resilience. Students were required to develop a focus area (such as affordable housing, heritage preservation, or infrastructure), identify three Key Performance Indicators (KPIs) to measure communications outcomes, and address stakeholder engagement from citizens, artists, and civil-society groups.

“We extend our heartiest congratulations to the 2025 FCF Scholarship winners. At Adfactors PR, we remain steadfast in our commitment to nurturing the next generation of communication leaders,” says **Adfactors PR Co-Founder and Managing Director, Madan Bahal**. “Our enduring partnership with the Future Communicators Foundation and SCoRe is a testament to our belief in education as a driver of this positive change,” says Madan Bahal.

“We at SCoRe are grateful to Adfactors PR and the Future Communicators Foundation for integrating Environment, Society, and Governance (ESG) into an international scholarship rewarding our top students in public relations and communications,” says **Hina Issar Huria, Programme Director, School of Communications and Reputation (SCoRe)**. “We are proud of our two deserving students, Shrimoyee Sur and Chaarutha Arabind, for applying experience-based approaches learned at SCoRe to this prestigious, merit-based scholarship,” says Hina Issar Huria.

“Shards from the Crown: Mumbai’s Vanishing Heritage”

Proposing a multi-pronged campaign addressing heritage preservation in Mumbai, **Shrimoyee Sur** focused on initiatives identifying dangers to existing architecture, including flooding, waste dumping, gentrification and large-scale construction. Her campaign proposed to highlight the problem by creating “Shards from the Crown,” a 30 minute documentary on Mumbai’s vanishing heritage. With the slogan “No trash, only bones” (Kahra Nahi, Kal Hai), Sur’s campaign aimed to educate citizens on composting and waste segregation as a means to reduce damaging monsoon floods. A proposed second stage includes identifying real estate projects close to 120 waterlogging sites, advocating for public-private partnerships to build stormwater harvesting into infrastructure development. Her campaign also encourages Electric Vehicle (EV) buses in Mumbai, looking for ways to lessen the negative impacts of large-scale transportation projects on the city’s heritage buildings.



Shrimoyee Sur

“I would like to thank Adfactors PR, the Future Communicators Foundation, and SCoRe for giving me the opportunity to confront the climate and infrastructure issues of Mumbai,” says **Shrimoyee Sur**.

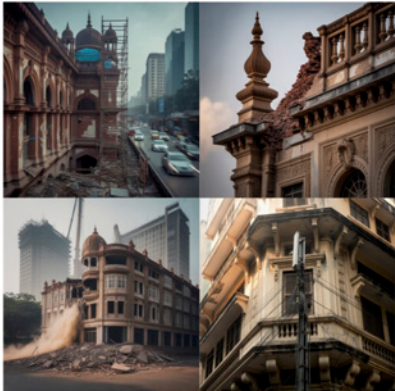
“Undertaking the Adfactors PR FCF Scholarship enlightened me to the environmental challenges of Mumbai, broadening my perception of affordable housing, heritage preservation, and building climate-resilience,” adds Sur. “I learned how sustainability can leverage empathy and enable impact measurement in terms of action, rather than just numbers. The Adfactors PR FCF Scholarship enabled me to self-reflect on my capabilities, strengths, and weaknesses, acting as a source of inspiration and encouragement as I pursue professional communications,” says Sur.

CAMPAIGN EXECUTION



STEP 1: HIGHLIGHTING THE PROBLEM THROUGH DOCUMENTARY “SHARDS FROM THE CROWN: MUMBAI’S VANISHING HERITAGE”

- Context: Portrayal of alarming rise in construction, threatening stability
- Concept: Documentary showing ebbing away of the city’s heritage due to infrastructure stress
- Execution: 30-min film showing demolition of Esplanade mansion, waterlogging, testimonials of local artists, and preservationists
- Media: YouTube
- Metrics: Average watch time 50,000+ hours, positive comments and 20,000+ shares, Feature Articles on 35+ online and social media news portal and digital magazines



"City of Dreams, City of Change"

Noting that Mumbai ranks 141st in global liveability, **Chaarutha Arabind's** campaign proposes citizen-led change through four unique outreach tactics. *Reimagine Walls of Mumbai* uses recent advances in carbon-capture paint to turn neglected city walls near heritage sites into pollution-eating murals, replete with QR codes to share heritage and sustainability stories. *Switch for Mumbai* imagines a gamified reporting website to encourage citizens to undertake green actions. *Partnerships for People & Planet* turns to roundtables and student hackathons to crowdsource policy solutions, as well as partnerships with NGOs such as Green Yatra, Greenpeace, and local run clubs to integrate ESG into community events. And turning to stand-up comedy, Arabind proposes a ticketed Mumbai comedy event as a means to communicate



Chaarutha Arabind

Mumbai's heritage, resilience, and heritage preservation while fundraising for green initiatives.

"The Adfactors PR FCF Scholarship challenged how I view sustainability, showing me that real impact comes from empathy as much as from measurement," says **Chaarutha Arabind**. "Exploring the environmental impacts of AI made me realise how central both technology and sustainability are to the future of communications. As someone entering the field, understanding how these elements come together will definitely impact the kind of work I hope to do. The Adfactors PR FCF Scholarship has helped me recognise my strengths and direction with far more clarity," she adds.

Tactics

- ☐ Reimagine Walls of Mumbai - Pollution Eating Murals
- ☐ Switch for Mumbai - Pledges and Gamification
- ☐ Partnerships for People and Planet- Advocacy and Action
- ☐ Public Facing ESG Event - Comedy & Community



LINK

<https://thepitrust.org/2025/12/04/sur-and-arabind-win-2025-adfactors-fcf-scholarship/>

RELATED

<https://thepitrust.org/2024/11/27/2024-winners-adfactors-pr-fcf-scholarship/>

ABOUT ADFACTORS PR

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, PProvoke 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: www.adfactorspr.com

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 social responsibility to sustainability and climate. 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://thepitrust.org>

FCF Contact

Dr. tobias c. van Veen
Managing Director
tobias@futurecomms.org

