

Shalabh Upadhyay conferred with the prestigious Dr. Mangalam Swaminathan National Excellence Award

*~ The Founder & Editor-in-Chief of NEWJ, one of India's fastest growing media-tech companies ~
was the recipient of the foundation's award for Excellence in Science Reporting 2021*

*~Union Minister Mr. Nitin Gadkari, MoS Mr. Shripad Naik and Former Minister Dr. Murli Manohar
Joshi honoured 10 recipients with the Award~*

*~ The award recognizes excellence in promoting science, technology, culture and national ~
interest through new age Social Media*

NEW DELHI, 29th November 2021: Shalabh Upadhyay, Founder & Editor-in-Chief, NEWJ – has been conferred with the prestigious Dr. Mangalam Swaminathan National Award 2021 for excellence in promoting science, technology, culture and national interest through new age Social Media.

The Dr. Mangalam Swaminathan Foundation felicitated the recipients of the awards at a prominent ceremony held at NDMC Convention Centre on 29th November 2021. Shalabh Upadhyay received the award from Union Minister Mr. Nitin Gadkari, Minister of State Mr. Shripad Naik and former Union Minister Dr. Murli Manohar Joshi as he celebrated his achievements along with several other luminaries who were recognised for their work. Several admired and notable personalities across various fields graced the occasion with their presence to make it a memorable evening.

The Dr. Mangalam Swaminathan Foundation National Awards are constituted at a national level. The idea is to create a community of dedicated, exceptionally promising and idealistic professionalism in areas of their passion.

The foundation recognises individuals in the field of:

- Excellence in Journalism (Reporting, Investigation and Presentation)
- Science Reporting (Reporting in-depth, Authentic, Exceptionally Brilliant and with a commitment to promote research, innovation, and study with scientific temper)
- Excellence in the field of art and literature and culture (Performing, Research, Writing and Teaching)
- Investigative reporting, writing and exposing of medical malpractices and criminality in the field of commercialization and corporatisation of medical profession in India

Awards for 2020 and 2021 were given last night in New Delhi. Each award carried a cash prize of Rs 1 lakh, a citation and a memento in bronze.

While addressing the gathering, Union Minister Nitin Gadkari said, "The Foundation has taken forward the vision of Dr. Mangalam Swaminathan and has recognized individuals from all the fields she has worked in. These individuals have not worked with the goal of an 'award' but have dedicated themselves to the society with their work. The Foundation has brought forth their contribution to the society with these awards."

On receiving the award, Upadhyay, Founder and Editor-in-Chief, NEWJ said, "We at NEWJ feel immense pride to be conferred with such a prestigious award and recognised for our work. Journalism,

media, and communication at large are transitioning through a much-needed process of democratization. This phenomenon isn't restricted to India — it's a global transformation fuelled by access to the digital world and accelerated by social media. Our social spheres are evolving at a rate unseen across recorded history.”

NEWJ (New Emerging World of Journalism Limited) is one of India's fastest growing media-tech companies, founded by a team of young entrepreneurs led by Shalabh Upadhyay and backed by Jio Platforms Limited. It is a video-only, mobile-first publisher focused on creating and producing high impact video content for the smartphone obsessed young Indian.

About NEWJ

Founded in 2018, the company's mission is to tell stories that matter to India's masses and remains committed to helping build a 'Digital Bharat' as well as grow the country's Digital Knowledge Economy through impactful and India-centric storytelling. An important part of the mission is to reduce the urban-rural divide in India's new media space by leveraging data and tech to serve one of the largest and fastest growing news markets in the world.

As a “social-first” publisher, NEWJ incorporates stories of all genres under an umbrella platform and is present in thirteen languages namely Hindi, English, Tamil, Bengali, Marathi, Gujarati, Telugu, Kannada, Punjabi, Odia, Assamese, Urdu, and Malayalam.

NEWJ aims to scale up its capabilities in visual storytelling with a focus on #BharatFirst and has aggregated over 15.1 billion views since inception reaching an audience of tens of millions across a dozen social media and OTT platforms. It offers its partners and clients 9 times higher engagement rate and 5.5 times higher view to audience ratio compared to average industry standards As many as 850 video stories produced by the 'NEWJRoom' have recorded over a million views each.

NEWJ was ranked 35th amongst the top 50 Global Digital Media Companies by Tubular Labs Ltd.