



Ranchi's Kritika Received the Impact Award

Why in News?

- On June 15, 2022, Kritika Singh from Ranchi, the capital of Jharkhand state, was honored with the Impact Media Award at a function held in Mumbai. This award was presented to Kritika by Padmashree Prasoon Joshi.

Key Points

- The award has been given to 28-year-old Kritika for her influential personality in the Under-30s, discharging her duties responsibly, helping people and playing an important role in the country's important projects.
- Kritika is currently working as the Contact Group Head for Wavemaker Global, under which various campaigns have been successfully conducted.
- Earlier, Kritika has also been awarded the MSL Group Maestro Award Individual for her outstanding performance in the year 2016.
- Kritika has worked on important projects on OTT platforms, web content, TV partnerships, marketing sponsorships and as a marketing influencer.
- Apart from social responsibility, Kritika had contributed significantly to the Swachh Bharat Mission run by the Ministry of Urban Development, Government of India and the Kovid Vaccination and 'Malaria No More' campaign of the Union Ministry of Health and Family Welfare.

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