The Laadli Media & Advertising Awards for Gender Sensitivity 2017 (Regional Awards)

In Association with

Inspiring Excellence in Communications Worldwide™

Cause Partner

United Nations Population Fund

On 14th September, at USI, Rao Tula Ram Marg, New Delhi
Media has huge potential to play the role of an influencer – establishing, perpetuating and challenging the gender stereotypes that make this world less inclusive and more discriminatory. Establishing new norms and challenging old ones requires tremendous conviction, commitment and consistent engagement. It is heartening to see more and more publications, both online and print versions, being dedicated to writing and programming from a gender perspective. Overall there seems to be an acknowledgement that the narrative has to change making women matter in media. We realize there is a long way to go but we are happy that we are taking long strides towards it.

The range of topics covered, the perspectives provided and the consistency of reporting by our winners is heartening. It is always such a learning experience to go through the entries. We thank all those who have sent in their entries. There were many who did not win the award but whose work was much appreciated by the jury.

We received more than 1500 entries in 13 languages from across the country which were painstakingly gone through by the esteemed jury members who lent their time and insight so generously. We owe them our heartfelt gratitude.

We are also honored that Padmashri Shovana Narayan has agreed to perform at our event. Nothing is more befitting than having Mr. P. Sainath as our Chief Guest at the awards event. His commitment and investigative rigor in reporting on the grass roots issues is legendary and we are sure the winners find a role model and an inspiration in him.

We are also happy to collaborate with Centre for Media Studies - a pioneering institution in media sphere- for the regional event in Delhi. Our special thanks to P. N. Vasanti, Annu Anand and Kavita Rakheja for their efficient facilitation of the jury meetings and the logistic support for the event. We thank UNFPA, UNGC and IAA for joining us as cause partners. We would also like to acknowledge UNICEF, Delhi for hosting the jury meetings. Our special thanks to Dolly Thakore for her unflinching support to the cause.

Rajasthan Patrika and Telegraph have been our consistent media partners and we express our immense gratitude for the media support that they have extended to us over the years.

These awards would not have been possible without the enthusiastic team at Population First – Pooja, Raina, Sneha, Ujjwala, Nirmala, Meenal, Venu, Malavika and Asha who were determined to make the event a success. A big Thank You to all of them.

Dr. A.L. Sharada  
Director

Mr. S.V. Sista  
Executive Trustee
Parvin Sultana in her feature talks about the roots of the #metoo movement which was started by a black feminist Tarana Burke and other social media movements to counter sexual harassment. The article urges for a collaboration with the feminist movement to bridge legal gaps to address sexual violence.

Ekhan Alap looks at various issues related to tribal women in West Bengal including their land rights, environmental shifts that are taking place in the region, their impact on livelihoods and economic conditions of women, issues related to dowry and the various forms of discrimination faced by women at various levels in society.

Jinat highlights the plight of women whose husbands, who have migrated to other parts of the country, have used instant triple talaq as a convenient way to abandon them and their children. The blog also dwells on the plight of women whose husbands have not given Talaq but are not taking any responsibility of the families left behind leaving women in a quandary.

Amrika is an eye opening campaign, reminding us of the grim society we live in. It depicts the story of a girl diagnosed with a mental disorder who was ill treated by the Director of the Mental Health Centre even after government action and intervention. The campaign demonstrates an effort by a media house to actively engage citizens on an issue.

Ms. Representation gives a refreshing and sensitive take on movies through a gender lens. Lakshmi Krupa Ge highlights the gender nuances in movies that one might not have observed. She raises questions on the deep seated stereotypes that these movies might be propagating while also applauding some for breaking the gender barriers.
This feature highlights the effective role women have played in transforming the agrarian economy of a number of villages in Nagaland’s Phek district through millet farming. Aheli underscores that the effort has not only brought this native crop back to the centre stage but also the women who are bringing about the transformation.

Leena Gita Reghunath presents the details of the Mangalam TV sexual harassment case bringing together the views and responses from various stakeholders. The feature highlights the crass sexism, lack of institutional mechanisms to protect the dignity of women, provide them a safe working place and commercial interests taking over professional ethics. The feature also underscores how cases like Mangalam could make it increasingly difficult for women to join and succeed in the field of journalism.

Neha Sharma covers the rape of a 10 year old girl including the efforts to rehabilitate the girl and the search for a home for her infant. Neha Sharma was the first to report the story which led to a PIL being filed in the Supreme Court of India and the Court’s decision to monitor all developments related to the victim.

Puja Changoiwala provides the readers a comprehensive understanding of the landmark scheme, Manodhairya, which came into existence in Maharashtra after Nirbhaya rape case in 2012 to provide compensation to women victims of sexual violence and abuse as well as acid attacks. However, the execution of this scheme is plagued with arbitrary decisions, insensitivity and avoidable administrative delays.

Rakhee tells us the story of Ruwathis, girls who stay with families that employ them. The article brings out the underlying sexual connotation of the ownership of their labor which renders the women unsuitable for marriage and outcasts them. She describes the efforts of the Action North East Trust to rehabilitate and open new doors for the Ruwathis through a weaving project.
SARITA SANTOSHINI
‘THE PRICE OF LIFE’ | THE CARAVAN

The Price of Life exposes the thriving business of trafficking of women in Silchar district of Assam. It exposes the lures and compulsions that drive young girls to brothels, plight of the trafficked women, their struggles for freedom and efforts to rescue other girls from the brothels, the threats that the NGOs receive and the nexus of the law enforcing agencies with the traffickers and the brothel owners.

SHWETA PUNJ
‘I WAS SOLD AT 14 AS A SEX SLAVE’ | INDIA TODAY

Shweta Punj delves deep into the inhuman trafficking of young girls for sex trade and exposes the factors that increase the vulnerability of orphaned and poor girls who fall prey to trafficking and the involvement of young men and families in trafficking for easy money. Using personal narratives of the girls trafficked, the feature provides a comprehensive picture of trafficking for sex in India.

ADRIJA BOSE
‘WHEN WOMEN FIGHT THEIR OWN BATTLES’ | WWW.HUFFPOST.IN

Adrija's features focus on a wide range of issues from the women Muslim Qazis, to the mental anguish faced by Kashmiri women to the feel-good story on a girls football team in Haryana. The features are well crafted, empathetic and drive home the point powerfully.

Basudev Mahapatra gives a detailed picture of the prevalence of child marriage across Odisha and identifies the socio-cultural factors responsible for it through the voices of a cross section of programme implementers. He says there is hope as Odisha has been able to reverse the trend thanks to initiatives like PREM by UNFPA which inform, skill and empower girls to say ‘NO’ to child marriage.

Bhavya Dore features women soccer coaches from across the world who are no less than their male counterparts in terms of playing prowess or coaching skills. Constituting a mere 7% of soccer coaches they face much resistance and are denied opportunities to coach the premier male teams. She emphasizes the need to have more women coaches to make sports in general more gender inclusive and sensitive.
WEB | BEST FEATURE | ENGLISH (SOUTHERN REGION)
ILA ANANYA
‘IVF’S POTENTIALLY FATAL SIDE EFFECTS: OHSS, THE INDUSTRY’S BARELY KNOWN WORST NIGHTMARE’ | WWW.THELADIESFINGER.COM

It is a well researched article about the side effects of In Vitro Fertilization which are often not informed to the women, leading to health risks for women. OHSS (Ovarian Hyperstimulation Syndrome) is one such common side effect which is not looked into by the industry. Ila Ananya makes a strong case to normalize infertility and stop glorifying motherhood, considering the risks involved in IVF.

WEB | BEST FEATURE | ENGLISH (SOUTHERN REGION)
RAGAMALIKA KARTHIKEYAN & THEJA RAM
‘SHAMING OF THE MOTHER IN PASCAL CHILD ABUSE CASE SHOWS ALL THAT’S WRONG WITH OUR LEGAL SYSTEM.’ | THE NEWS MINUTE

Ragamalika and Theja Ram expose the gender biases that influenced the prosecution and judgment in the Pascal child sexual abuse case involving an influential father. They highlight the insensitivity in the prosecution process and expose how various value judgments about the character of the mother, her aspirations, her social life, her spending habits, sexual relationship with her husband etc., influenced the judgment denying justice to the victim, acquitting the father accused of abusing the child and shaming the mother.

WEB | BEST FEATURE | ENGLISH (EASTERN REGION)
RINI BARMAN
ASSAM: HOW TRIBAL COMMUNITIES BREW APONG, THEIR DRINK, REVEALS A LOT ABOUT GENDER AND TRADITION’ | WWW.SCROLL.IN

Rini Burman in this insightful article presents the role of norms, cultural practices, caste hierarchies and gender equations in brewing of the local liquor Apong in Assam. She analyses the economic and political factors behind the proposed move to commercially produce and promote the traditional brew and its impact on the position of women in rural societies who brew the liquor and also the social fabric of the communities where liquor brewing and consumption patterns are culturally defined.

WEB | BEST FEATURE | ENGLISH (WESTERN REGION)
URVASHI SARKAR
‘WIDOWED BY TIGERS, ABANDONED BY THE STATE’ | WWW.RURALINDIAONLINE.COM

Urvashi Sarkar turns the spotlight on the plight of the Tiger Widows of Sunderbans, women who lost their husbands to tiger attacks in the reserve forest. The tedious paper work and exploitation by middle men place innumerable hurdles in claiming their rightful compensation. Also, the fact that many men who die of tiger attacks do so in the core area which is barred for any human intrusion leaves the woman no scope to claim compensation, leaving them to fend for themselves in a hostile habitat.

ELECTRONIC | BEST FEATURE | ENGLISH (NORTHERN REGION)
BHAWNA G. NAYAR
‘ACID ATTACK - LOST IDENTITY’ | LOK SABHA TV

Lost Identity brings out the strong voices of acid attack survivors against the perpetrators and the stigma that they face from the society. It also reveals the tremendous positivity with which the survivors are moving on in their lives.
This blog throws light into the much debated practice of Female Genital Mutilation (FGM) in a hitherto unidentified area - Kozhikode in Kerala where it is carried out discreetly and clandestinely. The irony that this is practiced under the guise that it helps women improve their sex life is brought out clearly in the blog.

Shweta Ganesh deals with a very relevant issue of social conditioning of men, not to change their behaviour, thus normalizing patriarchy. It is argued that while as a society we often teach daughters how to behave, we do not teach our sons to change their attitudes and behaviours towards women and empower them to challenge gender stereotypes.

The campaign on Sexual Harassment on India's college campuses by News Laundary collectively tells a tale of young women students daring to place their stories in the public domain. It points to a faulty redressal system that fails to recognize the deeply entrenched gender abuse and exploitation in campuses throughout India.

Rupsa Chakraborty presents her experiences of trying to buy a female condom in Mumbai. She narrates how in her encounters with one chemist after another she faced mockery, ridicule and attempts to fleece her. High cost, non-availability in most shops and the stigma attached to female condoms is why women are discouraged to buy them, she avers.

Vikhar Ahmed Sayeed highlights the medical malpractice of unwarranted hysterectomies on poor and illiterate women in Kalaburagi district of Karnataka. He brings to light the exploitation of the women by the doctors and the effects of the unwanted hysterectomies on women’s health and work.
Laxmi Prasanna Ajaï brings to light the fact that in spite of the availability of Victim Compensation Fund with the State Government and the Nirbhaya Fund with the Central Government the sexual abuse survivors, including the Suryanelli rape survivor, are yet to be compensated in Kerala. The discrepancies in policies of the State and Central governments and administrative bottlenecks are identified as the reasons behind the poor disbursal of the funds which deny the survivors the much needed succor.

Priyanka Vora investigates the tragic death of Swati Jamdade who is a victim of deep rooted preference for sons, the misuse of ultrasound for sex determination and illegal abortions that are rampant in Sangli District. The alleged cover-up to protect the accused and the inter-state network of the illegal practice reflect the deep seated malaise of gender discrimination and its impact on the lives of the women.

Uma Sudhir exposes a girlchild trafficking racket in Telengana. The infants are sourced from poor Lambada communities from remote hamlets and sold in cities for a price. The nexus between the touts and the government service providers to fudge the records and create documents is also exposed. The sting had resulted in the arrest and conviction of the gang members.

This series of News Reports follows the story of a 10-year-old rape survivor who was denied an abortion and had to continue her pregnancy to give birth. The series of reports cover a wide range of topics from the health of the girl, to the identity of the rapist, to the court’s views and the infant finding a home.

Jyoti Shelar’s news report highlights the inner conflicts and orthodox outlook about gender rights within the Parsi community. The efforts taken by Parsi women to change this outlook and views of the community leaders, gives the readers a comprehensive picture of the conflict within. This is a subject that has not been talked about much either in the community or in the media.
The series of reports by Kalluri Shiva Shankar on the five maternal deaths in Niloufer Hospital in Hyderabad expose the crass neglect, abysmal sanitary conditions and incidence of maternal deaths in public hospitals. The series of articles follow the course of investigation and the response from the hospital administration to keep systems in place to avoid such incidents in future such as Maternal Intensive Care Units and protocols for post operative care.

In this report Nitin B. & Ragamalika give a chilling account of the living conditions in a home for the destitute in Hyderabad. It exposes the sub human conditions in which inmates are forced to stay in this remand home, ironically called 'Aaramghar'. The report exposes the violation of all legal and human rights in the treatment meted out to the inmates and shines a light on the insensitivity of society towards destitute women.

It is widely accepted that parents play a major role in socialization of the children, particularly boys. Meghna places her argument forcefully that to change the gender stereotypes we need to change the gender equations at home through sharing of the personal upbringing experiences and views of well known and influential personalities.

As the Transgender Persons (Protection of Rights) Bill, 2018 is waiting Parliament's approval, the editorial piece goes into the details of the legislation and the accompanying High Court and Supreme Court orders since 2014. Shreya looks into the drawbacks of the bill, starting with the very definition of transgender person.

Minor Offence is an intensive investigation into sex trafficking of minors and makes a disturbing but compelling watch. It is one of the few documentaries that explore life beyond the rescue of those forced into prostitution.
ELECTRONIC | BEST DOCUMENTARY | ENGLISH (SOUTHERN REGION)

**SUDHIR T. S**

‘CHILDREN OF A LESSER GOD’ | INDIA TODAY TV

T.S.Sudhir explores the strong linkages between agrarian crisis, poverty, rural out-migration and trafficking of children. He brings to the viewers the compulsion of parents to migrate and the plight of young children left behind who are forced to fend for themselves. They are the easy targets for the touts scouting for girls for trafficking. The documentary is an indictment of our government schemes and policies that leave these children outside the pale of development.

WEB | BEST SOCIAL MEDIA CAMPAIGN | ENGLISH (NORTHERN REGION)

**FCB INDIA**

‘SINDOOR KHELA- NO CONDITIONS APPLY’ | YOUTUBE

This strong social media campaign moves beyond being a mere creative commercial by impacting change on the ground where widows and transgender individuals, who are traditionally shunned from such festivities, stepped into Sindoor Khela festivities- their feisty spirit leaving the conservatives no choice but to embrace them.

PRINT | BEST COVER STORY | GUJARATI

**AMITA MEHTA**

‘UPDOWN STRIONI LIFENE KARE CHE DOWN’ | SANDESH

Amita Mehta documents the experiences of women who engage in inter-city travel daily for work purposes. She elucidates the harassment and dangers that they face while commuting and the punishing routine that they follow to play the dual role of homemakers and working women. Amita Mehta salutes the resilience and spirit of the women who still find camaraderie, friendships and moments to celebrate during their daily commutes.

PRINT | BEST NEWS REPORT | GUJARATI

**ASMITA DAVE**

‘AA BAHENO NA ATMASAMMAN, DHIRAJ, SAHANSHILTA, HIMMAT ANE JAVBDARI MA GANDHI CHHE’ | NAVGUJRAT SAMAY

Amita presents the yeoman service that Paryavaran Mitra, an NGO in Gujarat, does to bring dignity and self-respect to the women rag pickers whose presence is not even acknowledged leave alone appreciated by many of us for their contribution to solid waste management. Through five solid waste management centres, the health, nutrition and micro finance needs of the women and the education of their children is taken care of removing the sense of insecurity from their lives.

PRINT | BEST FEATURE | GUJARATI

**DEVAL THORIA**

‘HOUSEWIFE ME SE POWERFUL BUSINESS WOMAN BANI’ | GUJARAT SAMACHAR PLUS

Deval Thoria profiles the lives of three house wives, Veena, Vaishali and Ulhasben, who were forced to take over the business responsibilities of their families under unanticipated circumstances. The three women are running businesses which are not generally associated with women. Veena turned an entrepreneur, Vaishali runs a hydraulic cylinders factory and Ulhas manages a chemist shop proving that women could manage businesses as well as men.
This is an awareness campaign, in which Upma Singh throws a challenge to the readers against gender stereotyping as well as gender biases, gender roles and gendered mindset. She raises many pertinent issues in the campaign such as restrictions on the movement and dressing of women, gender discrimination in schooling, son preference etc.

This web campaign addresses all important issues related to the usage of pads. Particularly relevant is her feature on the issues involved in the disposal of sanitary napkins and the threats they pose to those who use them and also to the sanitary workers. She makes a strong case for finding reusable, biodegradable options to avoid the piling up of plastic sanitary waste.

Neetu Singh has been writing continuously on women's issues in Gaon Connection. She has written on a number of issues including among others on the process of women empowerment, self-help groups etc. Her stories send a positive message about women, their struggles and successes.

Rachna Priyadarshini provides a holistic perspective on menstruation bringing out how religious, socio-cultural beliefs and taboos, superstitions and misinformation on menstruation impacts the physical and mental health of girls and women. The article attempts to challenge these by putting together data, arguments, scientific facts, and stories of social and behavioral change initiatives.

Amit Baijnath Garg brings to us the various facets of the Rudalis - women who are the professional mourners at the death of rich Rajput men. He deconstructs the gender, caste and patriarchal underpinnings of the practice observing that Rudalis who have taken up other occupations and livelihoods fare much better than the traditional mourners.
This field report on trafficking of women from Jashpur district of Chhattisgarh exposes how girls are being kidnapped by the gangs operating in this tribal belt for sex trade. It also throws light upon the challenges and the risks NGOs face and the experiences of the trafficked women.

Nikhil Kumar exposes the inhuman and patriarchal tradition followed in the Kaddugolla community where women are made to leave their homes during menstruation, childbirth and post delivery period. The news report reveals how the unhygienic conditions, lack of nutrition and isolation diminish the self respect of women and girls as well as adversely impact their health also the well being of the new born.

Through a number of case studies from Baitul district of M.P Ruby Sarkar illustrates how the right to land has brought stability in the lives of Gond and Korku adivasi women who were earlier forced to migrate in search of livelihood. She underlines the fact that the patriarchal mindset in society disregards the immense contribution of women’s labour to agriculture, and how it is changing after women got joint land rights under the Forest Rights Act and have worked wonders on the land.

Sabita Kumari reports on a case of triple talaq involving a medical practitioner who declared triple talaq over the phone to his wife on the flimsy ground that she was not willing to cook on firewood and refused to bow to pressure from her in-laws. It juxtaposes the practice as well as the debate on triple talaq and promotion of the Ujjwala scheme by the government in the broader context of patriarchy in society.

Narjis Hussain highlights the change that has been wrought in the lives of tribal women due to the 'Varsai' or inheritance scheme. It reveals that though the law entitles women to inherit property, at the ground level this right is hardly ever exercised. Urging society and the government to help women realize their rights, it also emphasizes that women should be aware of their own rights and ask for them.
Jahid Khan provides a comprehensive perspective on the Maternity Benefit(Amendment) act 2017. While lauding it as one of the most progressive legislations in the South Asia Region, Jahid Khan points out that the act leaves out a large section of women who work in the informal sector. He also points out the need to consider providing paternity leave to the men to increase their participation in child care particularly in the current context of nuclear families.

Ritika Roy argues that the issue of sexual harassment within the campus and the inaction of the authorities that brought the students of BHU onto the streets is not a law and order problem. She exposes the efforts to politicize it and underlines the need for a long term sustained ideological struggle to fight deep rooted patriarchy in society.

#BHL is a gender agnostic social media hashtag campaign done as a part of the transmedia project funded by UNICEF. The objective was to create a new normal for 16-25 year olds in India. The campaign deconstructs gender stereotyping labels such as 'Bigdi Hui Ladki/Bigda Hua Ladka' and aims to make those tags into badges of honor.

The film is part of the Bas Ab Bahut Ho Gaya campaign which features fathers who played a supportive role in the success of their daughters. The film featuring Vidya Balan and her father is impactful and addresses the challenges faced by a father and a daughter. It is an inspiring story about the belief and confidence of a father in his daughter and journey of the daughter towards realizing her dreams.

'Bekhauf Rah', a radio play, deals with the ordeals of a young girl who faces sexual harassment from boys in her neighborhood and has to give up her studies and mobility due to her family’s response to the harassment. It also features the perpetrator who realizes the negative impact of his actions and vows to change not only his behavior but also that of his friends.
Pahad Ki Aurat profiles women achievers from the hills juxtaposing poetic narration of the beauty of the hills with the voices of women who have broken the gender barriers to fulfill their dreams and aspirations. The women achievers are chosen from diverse fields to drive home the point that there are no areas where women cannot excel.

Can we really celebrate Women’s Day when our day to day language is replete with abuses involving women? Can we have a Happy Women’s Day when we gloat over our red light areas in cities? Can women really celebrate Women’s Day when they fail to exercise their choice and agency in their lives? The radio campaign by Naba Kishore Sarangi effectively raises these issues in a forceful manner and conveys the message that there can be no Happy women’s Day till we address the inherent misogyny in our society.

Manjula Raj focuses on gender discriminatory norms which hinder women while also emphasizing the need to work with men as well to change the norms. She picks on norms around mobility and education as well as on menstrual hygiene while making a strong case for a campaign for eco-friendly menstrual hygiene products.

Rajesh Rai Chatla through his series of articles brings to the readers the findings of a report prepared by a committee formed by the state government on sex workers. He presents the data and findings in a lucid style. All the dimensions of women in sex work including health, welfare, safety, and the trafficking issues are analyzed in a non-judgmental fashion based on the findings of the study.

This four part series by Richard Joseph tells stories of marginalized women in Kerala. It narrates the hard work and suffering that women face to make both ends meet. Particularly heart touching are the stories of elderly women who bring firewood from the forest to the local village market to eke out a living.
Colours of life is a three part series depicting the success stories of three girls with disabilities from Malappuram in Kerala - two visually challenged and one amputee. It is the story of their lives in an unfriendly and stigmatised world, wherein despite these challenges, they are achieving great heights in their lives.

K. Rajendran investigates dowry oriented migration in Kerala. The feature exposes the increasing dowry demands from educated and well placed youth and the sufferings of parents who are forced to sell their land and house to pay the dowry and perform the marriage as per the demands of the groom's family. The feature reveals that many parents are forced to migrate to remote places to eke out a living, exiled from their relatives and friends.

Nizar Puthuvana's investigative story explores the aspirations of Tribal children in Augathya Hills of Trivandrum. It highlights the desire of the tribal students to get into modern schooling rather than be chained to the community's false beliefs and underscores the need for empowerment of girls in the community.

Sanoop Sasidharan brings to us the fascinating story of village Piplantri in Rajasthan which has come up with a unique intervention to protect girls, water and forests under the leadership of its Sarpanch Shyam Sunder Paliwal who lost his dear daughter when she was 14 years old. The villagers not only plant 111 trees on the birth of a girl but also ensure she gets all her rights and grows up in an environment that is healthy.

This investigative story is a first person account of reporter Pragati Patil who got a sex determination test done when she was pregnant in order to expose the illegal practice of pre-birth sex determination. The sting exposed the culprits leading to legal action and a conviction.
Rajesh Joshte presents a well researched report about the reservation for women in the local self government institutions. The article highlights the fact that reservation has enabled women to break free of the domestic barriers and establish themselves in the public sphere tackling issues like water, domestic violence, prohibition of liquor, literacy, health care and so on successfully in their villages.

The feature is a touching narration of the author’s own experience of time spent with a transgender person, giving us a glimpse of the world of transgender persons and their daily lives. It speaks powerfully about the gender injustice towards them and perceptions held by people about them. The article beseeches the readers to stop marginalizing them and accept them into society.

Vandana Dhaneshwar’s feature profiles Jija Rathore from the Banjara community who is doing commendable work to raise awareness about and stop the practice of female infanticide. It highlights her struggle to stop the inhuman practice of infanticide and her crusade to educate and empower girls.

Aishwarya Parija brings to light the stigma linked to AIDs and narrates the story of a woman crossing the barrier of social exclusion and shame to become part of the mainstream social activism on AIDs. It takes note of her courage and the agency and the recognition she gained for her work.

Ghasiram Panda analyses child marriage in terms of section 375 and the Supreme Court Judgment in October 2017 which criminalized sexual intercourse or sexual acts by a man with his wife who is a minor. The editorial exposes the contradictions and the need for greater clarity.
Nibedita Pattanaik argues that in spite of the legislative and government response to Nirbhaya there has been no change in the number of rape cases in the country. While the Nirbhaya fund remains under-utilized and One-Stop-Crisis Centres are not established, denying women support, the misogynist culture continues to make women vulnerable to rape by people known to them.

Supriya Dash through the programme RAHA on Naxatra TV by bringing together an acid attack survivor, Pamodini Raul, whose case was closed in 2012 citing ‘No Clue’, a social activist and a psychologist for a panel discussion had a great impact with social activists and NGOs coming forward to support her in her quest for justice. The case was reopened and the accused nabbed and convicted.

A heartfelt, hard hitting feature takes the reader through the travails of a woman's total negation of personality and erosion of her 'Core Being'. Neetu Arora has delayered the miasma of domesticity and the institution of marriage which undermines any initiative, intellect or talent left in a woman, devaluing her, making her a victim of the image of femininity created through the social constructs.

Over the last few years, women have come out of their households to protest against threats to their livelihoods. J Sathish captures lives of the women who lead the environmental struggles in Tamil Nadu and the reasons that bring them out, recording various voices in the process.

Sugitha’s series of articles discuss in-depth the place of women politicians in Indian politics, their challenges and their responses. This is particularly noteworthy in the context of Tamil media which revolves around male politicians and where women’s struggle in the field of politics is never addressed. The strengths, weaknesses, successes, failures, the family backgrounds and professional contributions of the women politicians are highlighted giving a complete picture of their choices and constraints as women.
Muthurasa Kumar discusses the constraints faced in gaining economic independence by those who do not identify with the gender binary. It captures their struggles to get and to sustain a job and voices their unheard stories.

Every incident of sexual assault on women encounters the bitter experience of facing the unjust system. When Adivasi women are the victims of such assaults and if the perpetrators are the special police of the State, the victims out of sheer fear do not speak out. Malleswari, in the light of the Supreme Court ordering the trial of the accused in the case of sexual assault, traces the ten year long struggle of the Adivasi women of Vakapally against the system to get justice.

This feature tells the story of a fourteen year old girl who is sexually assaulted by an auto driver while living with her mother, a coolie. It takes us through her fight against the school which turned her away for being pregnant and her success in getting a favorable verdict from the court protecting her right to education.

AA EE Anjali is a You Tube channel that is dedicated to communicating the basics about trans persons. It is the first of its kind you tube channel in India run by tran spersons to demolish the myths and misconceptions about non-binary genders. It provides information in a simple, entertaining and engaging fashion.

Kadali Mohan tells the heart warming story of four young women in their early twenties making a difference to the lives of children through their initiative ‘Make World Wonderful society’. Meghna, Khyati, Pranati and Soumya are from the US who came to India to work with disadvantaged children to promote harmony and peace and provide education that leads to all round development.
Nandagiri Kishtiah’s feature focuses on the gap between enrolment and drop-out rates of girls from schools. While the enrolment rates are going up, still close to 30% of girls keep dropping out of education, particularly from the marginalized communities and remote hamlets due to poverty, migration, lack of transport, gender bias and childcare responsibilities.

Nikhat Parween highlights the miserable conditions of women engaged in Bidi making. The exploitative nature of the industry with meager wages and harsh working conditions does little to alleviate the poverty of women, most of who are saddled with the responsibility of young children. The human aspect is captured through the case of a woman bidi worker, highlighting not just her plight but also the dignity of the woman in dealing with her life condition.

Bashir in her article highlights the plight of women in Kanyari village in Kashmir. Poor sanitation, lack of clean water and dismal health facilities threaten maternal health. Anemia, UTI, pre-term births and so on are just a few problems that women face. She points out the negligence by the government to provide proper sanitation in rural Kashmir, which is also one of the sustainable development goals of the United Nations.

Pinto Deepak exposes the little known side of rural India where son preference makes women go through repeated pregnancies with some women giving birth to 18 girls just in the hope of a son in Polynayak hamlet in Nalagonda district’s Mududandla village. The high infant mortality rate could be indicative of the rampant neglect of girl children and hidden infanticide as well.

Aarefa, in this feature, recounts her own journey in Gujarat, speaking to women and men trying to understand their opinions on politics. She is confronted by the total silence and non-participation of women in political decision making, reflecting the deep seated patriarchal forces and glaring gender disparities in terrifying volumes. She highlights the need to call out gender based discrimination every time and reminds us of the distance we need to cover to be an equal society.
Ujwala Shenoy Karmarkar analyses the experience of illness, health seeking behavior and response of the family to women’s illness. She says that while women delay seeking health care, their problems are not properly diagnosed as they manifest symptoms differently owing to their biology. The medical science research also does not take women's responses and requirements into reckoning leading to poor diagnosis and management of women's illnesses.

Mohd Imran Khan brings to the readers the travails of women in flood hit Bihar who have no access to toilets and are forced to relieve themselves in the open. The government relief camps are no better, he observes, underscoring the apathy and total absence of sensitivity of the government to the needs of the women.

Pamposh Raina explores the links between natural disasters, poverty, lack of education and trafficking of girls in North-Eastern states. The poor infrastructure and human resources available with the police make rescue and rehabilitation a difficult task while the illiteracy and ignorance of the tribal population deters them from filing and pursuing cases.

Priyanka Vora takes a close look at the emerging technique of uterus transplant, which is new to India and is both expensive and risky. The whole medical technique, the author explains, falls in a grey area as far as regulations are concerned.

Shreya Ila Anusuya looks into the hitherto unexplained aspect of “asexuality”. Till now what everyone thought or explained as 'lack of interest' in sex is delved into, giving it a specific name and definition. It is also the story of those whose feelings are yet to be recognised.
Anupam Kumari blows the lid off all the government schemes purportedly meant for the safety of women. Relating the case of a young girl who, driven to desperation due to sexual harassment, committed suicide, she puts a question mark on the much hyped safety schemes. It is a candid indictment of government apathy and failure of women's safety schemes ranging from the Women's Commission to the women's police station right up to volunteer squads of college girls.

This article talks about the sterilization of women in West Bengal in the name of family planning based on the analysis of NFHS-IV data. It attempts to indicate that other methods of family planning are being completely ignored and sterilization of women is rampant, which adversely affects health of women when conducted in compromised conditions.

Swati Korapati narrates the politics behind the cosmetic industry and how the ideology of white complexion is being promoted through the media, often undermining the dignity and value of women who are not fair complexioned. It also presents the views and experiences of some successful non-fair complexioned personalities to drive home the point that success is not related to being fair complexioned.
This feature reveals that the much publicized Swatch Bharat Abhyan has not really reached the ground level by pointing to the total lack of toilets on the highway between Jammu and Pooch. It creates awareness about hardships which women travelers face on long road trips.

**PROGRAMME**

- Curtain Raiser

- Welcome address by Mr S. V. Sista, Founder and Executive Trustee, Population First

- Address by Dr A. L. Sharada, Director, Population First

- Presentation of Laadli Media and Advertising Awards (Set 1)
  
  Address by P. N. Vasanti, General Director, Centre for Media Studies

- Performance by Padmashri Shovana Narayan

- Presentation of Laadli Media and Advertising Awards (Set 2)

- Address by Chief Guest, P. Sainath, Eminent Journalist & Founder, Editor of People’s Archive of Rural India
Abha Singh is a former civil servant and presently an advocate practicing in the Bombay High Court. She took up the case of the two Palghar girls arrested unlawfully for innocent comments on Facebook and the Salman Khan hit and run case to ensure that the law is upheld. She has been awarded the Women Achievers Award in 2008, Shatabdi Varsh Samman in July 2008, Karmaveer Puraskaar and Mumbai Mayors award on 8 March, 2011.

Anand Madhab is currently the principal consultant at Gender Resource Centre. He has worked with various media houses like Aaj, Sunday Mail, The Pioneer, The Times of India, Jagran Prakashan Limited etc. He has been associated with The World Bank, UN agencies, World Diabetes Foundation, and INGOs in the Corporate and government sector. He also received the "100 Most Impactful CSR Leaders" presented by World CSR Congress 2016.

Anuja Gulati is the State Program Coordinator for Maharashtra, United Nations Population Fund. She provides backstopping to Government of Maharashtra (GoM) for programs on reproductive health and gender. She has been involved in building capacities of the Judiciary, Prosecution and Implementing Authorities. She was a member of the committee formed by GOM to suggest amendments to the MTP Act.

Anuradha Rajan is a development professional with 20 years of experience in gender and development. Her experience spans working with a grassroots organization, teaching and research at TISS and leading the work of International Centre for Research on Women (ICRW) in India. Currently she serves as the Chief Executive of Mumbai Mobile Creches.

Arvind Kumar Singh has been a renowned journalist for 3 decades and is the Editor - Parliamentary Affairs, Rajya Sabha TV. He has been a member of the Committee on Health and Family Welfare and Committee on Welfare of Other Backward Classes. He has published many books and articles related to various social issues. In 2015 he was awarded the Ch. Charan Singh National Agricultural Journalism Award. He is also a member of the Writers and Journalists Association, Delhi.
ASHA HANS

Prof. Asha Hans is a leading campaigner of women’s rights and she has participated in the formulation of many conventions in the United Nations. She is the President of Sansristi—a gender resource centre and founder director of School of Women’s Studies, Utkal University. She has written three books on gender issues.

BISHAKHA DE SARKAR

Bishakha De Sarkar has been a journalist for almost 36 years. A resident of Delhi, she started out as a trainee journalist in the wire service, the Press Trust of India, in 1982. She worked as a reporter-cum-sub-editor in The Sunday Observer, a weekly paper, and was the features editor in the Calcutta-based newspaper, The Telegraph. After a short stint with PTI as its Chief News Editor, she is now the editor of BLInk, the Hindu Business Line’s features section.

C. VANAJA

C. Vanaja is an acclaimed journalist and film maker. She has the distinction of being one of the first generation Anchor-Reporters in Telugu media. She is a creative writer and translator for a number of publications. She has been a visiting scholar at UC Berkeley and is the first Telugu journalist to receive the Ramnath Goenka Excellence in Journalism Award.

DR. BAL MUKUND SINHA

Dr. Bal Mukund Sinha is a senior journalist and academician who began his career in 1982 with the Times of India group and has been associated with dailies like Nav Bharat Times. He has written extensively on civic issues, constitution, women’s issues, social values and socio-political and economical issues. He was given The Times Fellowship, CSE and Media foundation award. His work has been path breaking for modern Hindi and was responsible for setting a new pattern of language in the Daily.

DR. K. BHARATHI

Dr. K. Bharathi is a prolific writer and initially an Editor of a Tamil Women’s Magazine “Elatchaya Penn”. She was a member of the Regional Panel constituted by the Central Board of Film Certification. Currently she is a Trustee of the Sri Ramcharan Trust which is instrumental in running Montessori system of Education in 65 schools run by the Chennai Corporation.
**DR. DAYA KRISHAN MANGAL**

Dr. Mangal has worked closely with the Government of Rajasthan and UNFPA, India. He is presently serving as Professor of Public Health and Dean Research, at IIHMR University, Jaipur India. He is also Senior Associate in the Department of International Health, Johns Hopkins Bloomberg School of Public Health, Baltimore, USA.

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**DR. GAURANG JANI**

Dr. Gaurang Jani is a faculty at the Sociology Department of Gujarat University and is a visiting faculty at National Institute of Mass Communication (NIMC), CEPT, and EDI Ahmedabad. His research projects include - Child labour in the Diamond Cutting Industry, Commercial Sex Workers in Ahmedabad and Land Alienation of Tribes. He is also a columnist in Phoolchhab and Gujarat Guardian.

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**DR. KALPANA APTE**

Dr Kalpana Apte is currently heading the Family Planning Association of India (FPA India) working on Sexual Reproductive Health Rights (SRHR). She is a member of various national and international advisory committees, task forces and expert groups. She is in the forefront of advocacy for the right of women to safe abortion.

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**DR. KANCHAN MATHUR**

Dr. Kanchan Mathur is a Professor at the Institute of Development Studies, Jaipur. She has vast experience of research, training, consultancy and advocacy on issues related to gender and development in India and South Asia. She is the author of “Countering Gender Violence: Initiatives towards Collective Action in Rajasthan” and has also published extensively.

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**DR. S. KRISHNASWAMY**

Dr. S. Krishnaswamy is a globally renowned Documentary & TV Filmmaker, Film Historian and co-author of the book, “INDIAN FILM”. Among the many awards he has received are Padmashri from the President of India, Life Time Achievement Award of the US International Film and Video Festival, Los Angeles and Honor Summus Award of the Watumull Foundation, Honolulu. He has published a book “An Unlikely Chemistry – Autobiography of a Couple”. 

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DR. SONAL PANDYA

Dr. Sonal Pandya is a professor and the Head of Department of Communication, Journalism and Public Relations and Executive Council member, Gujarat University, Ahmedabad. She is a member of Research and Development Committee of University of Mumbai. She received three different awards for her contribution to media education. She writes a column on gender issues and is a script writer for radio shows on tribal women, children and environment.

GEETA RAMASESHAN

Geeta Ramaseshan is a lawyer with 35 years of experience. She has done remarkable work with women who are survivors of violence. Geeta is an expert on International Human Rights Law and has conducted many workshops for judges, lawyers and NGOs in the Asia Pacific region in this area, especially in Nepal, Sri Lanka, Thailand, Cambodia, Malaysia and Indonesia. She has co-authored a book “Child and Law.” She has also served as a consultant to UNICEF and UNDP.

GEETA SESHU

Geeta Seshu is an independent journalist engaged in reporting and analysing media issues, in particular on freedom of expression, media ethics, media ownership, representation of women in media and working conditions of journalists. Currently, she is Contributing Editor of The Hoot. She is a member of UNESCO’s Media Freedom Committee, India. She has worked for popular media houses like Indian Express, SoulKurry and Humanscape.

GOKUL KRISHNAMOORTHY

Gokul Krishnamoorthy is an independent consultant on branded content, columnist and a former journalist and editor covering the advertising, media and marketing domains. The world’s first gender sensitivity reviews for advertising were crafted in 2012 under his watch at Campaign India, in association with Population First. He has served as Managing Editor of Campaign India, Editor of Campaign Middle East, Founding Managing Editor of Eventfaqs, Founding Consulting Editor of Top of Mind and as a journalist with The Hindu BusinessLine.

GYANENDRA PANDEY

Gyanendra Pandey is working as an Editor of Dainik Bhaskar UP. Before joining Dainik Bhaskar he worked as the content Editor of Loksabha TV. Also worked as special correspondent & chief of Bureau Sunday Mail, Saptahik and Samachar Mail.
**INDU CAPOOR**

Indu Capoor is a nutritionist and the Founder Director of Centre for Health, Education, Training and Nutrition Awareness (CHETNA). She is a pioneer in getting “gender” recognized as a key social determinant of Health and well being at the state, national and international levels. She was awarded the “Citizen for Better Health” at the National Healers of India Awards by the Health Minister in 2017 and has also written a book - “A Shared Destiny: My journey with CHETNA” in 2017.

**JEYARANI**

Jeyarani is currently a Life Style Editor in Dinamalar. She has traveled all over Tamil Nadu, recording the travails of oppressed people. The anthology of her essays is published as a book called ‘Jaathiyatrawalin Kural’. She has won 14 awards for her contributions including an IFJ commendation prize and Canada Literary Award.

**JOI BARUA**

Joi Barua, a singing sensation from Assam is a lead vocalist and musician of the popular Assamese band – Joi. He was invited as a fellow at the first INK conference in 2010 and as an INK Speaker in 2011. Joi’s work is associated with various Bollywood hits like “Margarita with a Straw”, “Dev D”, “Udaan” and many more. Apart from his passion for music, he is deeply committed to gender issues.

**KEERTI**

Keerti is the Country Director of Caritas Switzerland’s India Programme. She is the State Convenor of Mahila Kisan Adhikar Manch, convenor of Collective Coalition against Human Trafficking. She is also associated with Gender Alliance, Saajha Manch, National Centre for Advocacy Studies and Nagrik Jan Pahal. As a member of the Land Reforms Core Group of the Government of Bihar, she has consistently advocated for women’s land rights.
KAVITHA MURALIDHARAN

Kavitha Muralidharan is a bilingual journalist writing in both English and Tamil, with an experience of over twenty years across various platforms. She has published a poetry collection and two translations in Tamil besides a collection of her essays on contemporary issues. She is currently contributing to various portals on issues relating to Tamil Nadu politics, human rights and women's issues.

LAD KUMARI JAIN

Professor (Retd.) Lad Kumari Jain has been a women's rights activist for four decades. She is the former Chairperson of the Rajasthan State Commission for Women and is also a life member of Rajasthan University Women's Association. She has been appointed the President of RUWA twice.

LALIMA ANEJA DANG

Lalima is an emcee (for UN) she is also a freelance Newsreader, commentator and a radio jockey at All India Radio and ex DD anchor. Environment, Alternative therapies and meditation are her passions. She strongly feels the need to reclaim the lost space of Indian tradition and the wisdom that comes with it which includes folk and classical arts, rich heritage, Yog and Ayurveda.

MALTIE MEHTA

Malti Mehta is a media and communications expert. She teaches mass communication, communication skills, development communication and film production. She has contributed significantly to the drafting of the Gender Equity Policy for the Government of Gujarat. She is the founder member of the Media Women’s Forum (Gujarat) and the Regional Coordinator for the Network of Women in Media, India.

MANJARI CHATURVEDI

Manjari Chaturvedi is a Special Correspondent/ Assistant Editor with Navbharat Times, a Hindi daily of Times of India Group, working with the Times Group for the last 27 years in various capacities. At present she is in the National Bureau covering President House, PMO and many other ministries. She has taken many international official assignments successfully. As a member of women's press corps she represented India at various international forums.
MANNIKA CHOPRA

Mannika Chopra is a journalist and is currently Managing Editor of the social science quarterly, Social Change. A long time journalism educator, including at Columbia Journalism School and Lady Sri Ram College, University of Delhi, she has been closely associated with women media collectives and held senior positions in prominent dailies.

MANJIRA MAJUMDAR

Manjira Majumdar is an independent journalist working full-time in mainstream media. Her approach consists of combining writing with media advocacy and teaching media science. She is the author of 3 children's books - Ten of Us, The Story of Anjana and Ghost stories from Bengal and Beyond.

MEENA KARNIK

Meena Madhukar Karnik started her career with a weekly called 'Dinank' and then moved on to work for various dailies and magazines. She has translated three books written by Pinki Virani from English to Marathi, one of which is based on the famous story of Aruna Shanbaug. She has also written a biographical book on Gautam Rajadhyaksha in Marathi called 'Gautam'.

MEGHNA GHAID PURI

Meghna Ghai Puri is the president of the internationally renowned Film School, Whistling Woods International. Taal, Pardes & Yaadein are a few of the prominent projects that she led in the past. In less than 8 years, she has spearheaded the launch of seven schools within Whistling Woods. She was awarded with the prestigious Honorary Fellowship by Bradford College for her contribution to Media Education.

MINI KAKAR

Mini Kakkar leads National Foundation India's programmes on Media & Youth and Inclusive Citizenship. Her work with the media involves engaging with different forms of media to mainstream the development and social change discourses. She has over 12 years of experience in the development sector and has worked closely with NGOs, civil society organizations, government, media houses, educational institutions and individuals.
MONICA NAYYAR PATNAIK

Monica Nayyar Patnaik is the managing Director of Sambad Group - Odisha's No.1 media house. She is the Founder Promoter of Radio Choklate. She is also on the Governing Body of AROI- Association of Radio Operators of India and is the governing body member of FICCI- Media & Entertainment Skills Council.

MUKEHSH KUMAR

A well known face of Indian television news Dr. Mukesh Kumar has 32 years experience in media which includes 25 years in electronic media. He has launched six news channels and hosted many shows for various news channels. Among his most popular shows are Filhal, SubahSavereRajneeti-Khel SattaKa, ShatranjKeKhiladi and many more. He has directed several documentaries and a Tele film called KANTHA. Dr. Mukesh is well known writer having 11 books in his credit.

OLGA TELLIS

Olga Tellis is one of the senior-most journalists in the country for 54 years and was felicitated by the press club for the same. She has covered almost all sectors from politics to business.

PRIYADARSHAN

Priyadarshan is an esteemed journalist who has written numerous novels, short stories and poems. He is currently the senior editor at NDTV, India. He won the Spandan Samman in 2008 and Hindi Academy Award in 2015. He is author of books like Zindagi Live, Barish Dhua aur Dost and many more. He has also translated many literary works in various languages like Marathi, Punjabi, Bangla and English.

P. P. JAMES

P. P. James is a renowned journalist with 29 years of experience. He is currently the Deputy Editor of Kerala Kaumudi. He was also the worlda coordinator for UN NGO and former president of Press Club. Trivandrum.
PAMELA PHILIPOSE

Pamela Philipose, who is presently the Public Editor of The Wire.in, was until 2014 the director and editor-in-chief of Women's Feature Service (WFS). She was also an advisor to the Media Task Force of the Government of India’s High Level Status of Women Committee Report over the years 2013-2014. As senior associate editor of The Indian Express, she anchored the edit page and wrote extensive commentary on a range of issues. She was awarded the Chameli Devi Jain Award in 1999 and the Zee-Astitva Award in 2007.

PROF. KULDEEP KAUR

Prof. Kuldeep Kaur is a retired Hindi Professor having 32 years of teaching experience. She is currently a visiting faculty at TISS, training international students in Hindi communication skills. She is very well versed in Punjabi literature.

PROF. HEMANT JOSHI

Prof. Joshi before joining IIMC was a freelance journalist, writer and professional translator for more than two decades. He has worked as producer of News Magazine Program in Hindi for National Channels of All India Radio and as Casual News editor and News Reader of Doordarshan and All India Radio. He was elected to the International Council of IAMCR for four years in Sweden. He is member of localization sub group in the e-gov standard of Ministry of Information Technology.

RABIYA NAZKI

Rabiya Nazki is the Head of Department, Film Producing at Whistling Woods International. She is a versatile and seasoned professional with rich experience in Strategic Planning, Creative Direction, Script Writing, Film Production & Direction, Account Management and People Management. She is associated with companies like Network18, BBC, Percept, Zee and many more.

RAJNI NAGPAL

Rajni Nagpal is a senior journalist and academician and is currently the co-in charge of Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya, Noida. She has worked with Janasatta a national daily for 14 years. She was also the Associate Editor for Gramoday, the Central Khadi Gram Udyog magazine. She represented India in the Asain Women’s Journalist Conference, held in Japan.
RICHANIRUDH

Rita Anirudh is a journalist well known in Hindi television. She is best known for hosting the talk show 'Zindagi Live'. She also hosted a show called "Betiyan" on India News where she interviewed women achievers. For last 4 years, Richa has been an RJ on 92.7 BIG FM. Richa has started an NGO called "Meri Laadli". Richa appeared as the Expert Advisor on 4 seasons of the much acclaimed TV Quiz show "Kaun Banega Crorepati" hosted by Mr. Amitabh Bachchan.

RITU KAPUR

Ritu Kapur is the co-founder and CEO of The Quint. She has driven digital innovation at Quintillion Media from redesigning sites, to starting the innovation lab, to launching a health vertical. She also strives to provide platforms for free speech such as Talking Stalking, "BOL" and "My Report". She is on the advisory board of Oxford University's Reuters Institute of Journalism, the World Editor's Forum at WAN IFRA and Future News Worldwide. She has been recognized by Outlook Business as "Woman of Worth 2017 - The Newsmaker".

SAJAYA KAKARLA

K. Sajaya is a well known women's activist from Hyderabad and an independent journalist, columnist, translator, writer and documentary film maker. She has been writing continuously on farmer suicides and the agrarian crisis and its impact on women and children.

SAMPAD MAHAPATRA

Sampad Mahapatra is a media professional with 35 years of experience in print, television and web journalism and has directed two feature and several documentary films. He has worked as the Editor of leading Odia dailies, 'Sambad', Odisha Sun Times and 'Nitidin'. He is presently the Consulting Editor of 'Odisha Reporter', the Odia web portal of top Odia news channel, Odisha Television.

SANDEEP SAHU

Sandeep Sahu is a senior journalist with over 30 years of work experience. He started out with the leading Odia daily 'Sambad,' and has worked for top local, national and international media houses. He reports for the BBC World Service and for 'Outlook' magazine. He writes a popular column "Scandeep" and also writes a popular media watch column 'Jabakaacha'. Apart from his journalistic work, he has written scripts for scores of documentaries, telefilms and TV serials.
**SATYAVATI KONDAVEETI**

Kondaveeti Satyavati, an active champion of women’s rights, was instrumental in the formation of a dowry death committee in the 1980s. She started two feminist magazines – “LOHITHA” in 1989 and “Streevada Patrika – Bhumika” in 1993 in Andhra Pradesh. In 2006 March, Bhumika helpline, the first Women’s Helpline for victims of gender based violence was launched in A.P. She was instrumental in incorporating Gender as a subject in the training course of Judges through the Judicial Academy.

**SHEFALI CHATURVEDE**

Shefali loves to experiment with platforms and Radio content formats. She also keeps her pen inked by writing columns and feature articles for eminent newspapers like Dainik Bhaskar, Hindustan, Grassroots and Outlook (Hindi). She is currently working as Executive Producer at the India office of BBC Media Action. She is the winner of two of the eminent awards for outstanding radio production; namely Laadli media awards 2012 & Rangkriti award 2014.

**SIBY KATTAMPALLY**

Siby Kattampally is an assistant editor of Malayala Manorama. He is a winner of the International Catholic Union of the Press (UCIP) award on women’s issues in 2010 and Media City Award for excellence in Journalism in 2016. He also won the UNFPA-Laadli Award for media activism that led to policy reform in 2008.

**SMRITI NEVATIA**

Smriti Nevatia has worked as a film and theatre critic, film researcher, scriptwriter and co-director. She has collaborated with filmmaker Nishtha Jain on award-winning documentaries such as the ‘City of Photos’, ‘Lakshmi and Me’ and ‘Gulabi Gang’. She has curated several themed film festivals on LGBTQI lives and concerns, gender-based violence, social justice movements and masculinities. Smriti is a co-author of “No Outlaws in the Gender Galaxy”.

**SONALI KHAN**

Sonali has led and grown Breakthrough and has successfully led multi-platform media campaigns like Bell bajao!, Share your story, Mission Hazaar and Nation against early marriage. She has been awarded the Skoll Award for Social Entrepreneurship (2016) and received the Nari Shakti Puraskar (Women’s Empowerment Award) from the President of India. She has served on the MenEngage Global Alliance Board and continues to serve on the Plan International Board.
SUNNY SEBASTIAN

Sunny Sebastian worked for 26 years in The Hindu. He was also the founder Vice-Chancellor of Rajasthan State’s Haridev Joshi University of Journalism and Mass Communication, Jaipur. He has been writing on a wide range of issues like Rajasthan’s perennial struggles with recurrent droughts and acute water scarcity, high maternal and infant mortality, child marriage, discrimination against women and the girl child which has helped catch the attention of the decision makers.

URMILESH

Urmilesh is a journalist, television anchor and author. He was the former Executive Editor of Rajya Sabha TV and has worked in various Hindi publications like Hindustan and Navbharat Times, among others. He is the host for various weekly shows like MEDIA BOL on “The Wire” YouTube channel and “Hafte ki Baat Urmilesh ke Saath” on Newscllick YouTube channel

V J M DIWAKAR

V J M Diwakar has about 29 years of experience in the field of Journalism, having worked in all the major English newspapers like, Indian Express, New Indian Express, Deccan Chronicle, Newstime, Andhra Pradesh Times etc. He is now heading the digital division of Intercontinental Publications which owns a newspaper -Metro India. He is also a music and film critic and an active member of the AP Film Critics Association.

VIDYA BAL

One of the strongest and most committed voices in history, Vidya Bal has strived for several decades to break social norms and pave the way for equality of women. She is known for her commitment to the cause as well as her ability to establish a link between rural and urban women. For three decades she has edited a Marathi monthly called Milun Saryajani that has become a part of women’s reading.

YUSUF HATIM MUCHHALA

Adv. Yusuf Hatim Muchhala is a senior lawyer practising in the Bombay High court and the Supreme Court. He is an ardent advocate for human rights. He is in the Executive Committee of All India Muslim Personal Law Board, All India Milli Council and is the President of Association for Protection of Civil Rights. He is also in the Liberhan Commission on behalf of the AIMPLB inquiring into demolition of the Babri Masjid.
Shovana Narayan, a name synonymous with Kathak, is the celebrated outstanding doyen of this art form. Breathing the spirit and ethos of Indian spirituality, classicism and artistic excellence, for her outstanding, consistent and trend-setting pioneering works in Kathak, she has been awarded the prestigious Padmashri Award by the President of India in 1992 and the Sangeet Natak Akademi award in 2001. She is also the recipient of over 30 national and international awards.

She has pursued two parallel exacting professional careers, as a civil servant and a recognized Kathak Dancer-Guru, achieving distinction and great heights in both.

Her impressive work have made her a role model for millions of girls today who aspire to be like her, following in her footsteps of being an outstanding artiste-Guru-choreographer-author-researcher-organizer, imbued with sensitivity and humanity, ethics and technical excellence and brilliance: in short an “artiste par excellence” in the true sense.

Ustaad Shakeel Ahmed Khan (Tabla)
Ustaad Shakeel is a tabla player of great repute who has provided tabla accompaniment to many leading Kathak dancers, Hindustani vocalists and instrumentalists in various National and International Festivals.

Madho Prasad (Music Composer - Vocalist)
Madho Prasad is carrying on the family tradition of vocal music. Endowed with a rich and mellifluous voice, he has provided vocal accompaniment to a number of leading Kathak dancers.

Mahaveer Gangani (Pakhawaj)
Mahaveer Gangani is an accomplished pakhawaj player and has given pakhawaj accompaniment to several leading Kathak dancers of the country in Festivals within India and all over the globe.

Azhar Shakeel (Violin)
Azhar Shakeel is carrying on the family tradition of music. A gifted violinist, he has performed widely and has accompanied vocal artistes and Kathak dancers.
POPULATION FIRST

Population First is a not for profit organization registered in March 2002 under the Bombay Public Trusts Act, 1950.

Our Vision:
An India where every child is wanted, cared and nurtured
An India where every woman is empowered to exercise her rights
An India where every citizen is secured a life of social well being, free of poverty, violence and discrimination
An India where health and population programmes are pursued as an integral part of social development and gender equality in an environment of collective responsibility
Our key objective is to work towards gender sensitive and social development-oriented health and population programmes. We promote gender sensitivity and gender equality through:
- Awareness programmes on gender, health, population and social development issues
- Mobilising community participation in population, health and social development programmes
- Building Public-Private Partnerships for programme and policy development and implementation
- Working with influencers in media and advertising to change mindsets related to girls and women's rights and gender equality.

ABOUT LAADLI MEDIA INITIATIVES

The Laadli Media Advocacy initiatives focus on promoting gender sensitivity in media and advertising to build a gender just society. Population First is committed to building such a society by engaging the media and advertising professionals in discussions on how they can shape, indeed, change such mindsets. A number of programmes have been initiated with the media, such as the “Media and Gender” workshops for working and student journalists, Laadli Media Fellowships, National Creative Excellence Awards for Creative Professionals, ad analysis and interactive sessions with Creative Directors of general entertainment channels as well as senior editors and media leaders.

ABOUT LAADLI TROPHY

The Laadli Trophy extends the same analogy, with a red ribbon engraved with the words ‘Celebrate Her Life’. The trophy captures movement, free spirit and reaches out to the sky denoting unlimited potential.

The Trophy is designed by Arzaan Khabhatta
Centre for Media Studies (CMS) is a multi-disciplinary, not for profit, think tank engaged in developing and discussing policy alternatives on a wide-range of issues of local and global significance - www.cmsindia.org

Key areas of CMS research and advocacy are in the sectors of Communication and Media, Environment, Social Development and Governance. In these sectors, generating primary and secondary data compilations and analysis on critical or complex behaviour has been its core strength. CMS is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings.

CMS facilitates discourse based on its research findings to highlight contemporary challenges faced by our society. It has emerged as a major stakeholder in creating consensus among different sections of society and as a contributor towards the evolution of appropriate policy or program responses to a wide array of issues.

Established in 1991, the objective of CMS is to influence formulation of policies or programs relevant to contemporary challenges in India with a vision for building an equitable and responsible nation.

The United Nations Population Fund (UNFPA) works to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA focuses on four key tracks in India:

1. Investing in adolescents and youth especially the vulnerable and the marginalized
2. Expanding the availability and use of integrated sexual and reproductive health information and services with a focus on family planning
3. Ending the practice of gender-biased sex selection and promoting gender equity and equality
4. Using data to decode population dynamics including evidence-based advocacy to address the emerging issue of population ageing.

The International Advertising Association is the world's only globally-focused integrated advertising trade association with membership representing Advertising agencies and the Media. The IAA comprises Corporate Members, Organizational Members, Educational Affiliates, as well as 56 Chapters with individual members and young professionals from 76 countries including the top 10 economies in the world. IAA is 80 years' old and is headquartered in New York.

Membership to the Indian Chapter of IAA is by invitation only and IAA has very senior marketing, advertising and media professionals as its members. IAA in India is seen as the most active chapter by IAA Global. IAA India is well-recognized for some of its marquee events like the IAA Leadership Awards, IAA Olive Crown Awards, IndIAA Awards, IAA Debates, IAA Conversations, IAA Young Turks Forum and an array of IAA Knowledge Seminars, Webinars, Workshops, Conclaves etc.
Laadli and Amchi are Population First’s flagship programmes addressing gender inequality and poor social development.

Contributions to Population First are exempt from tax under section 80-G (5) of the Income Tax Act. Population First is registered under Foreign Contributions (Regulation) Act 1976. Cheques can be made payable to Population First and mailed to: Ratan Manzil, Ground Floor, 64, Wodehouse road, Colaba, Mumbai - 400 005.
Population First

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