THE NATIONAL LAADLI
MEDIA & ADVERTISING AWARDS
FOR GENDER SENSITIVITY
SUPPORTED BY

United Nations Population Fund

Celebrate Her Life
An Initiative by Population First

at TATA Theatre, NCPA, Mumbai on March 20th, 2015
Population First (PF) is a communications and advocacy initiative for a balanced, planned and stable population. It was registered in March 2002 under the Bombay Public Trusts Act, 1950. Our key objectives are to help reduce gender imbalances in the population, sensitize the youth to gender and social development issues and work towards gender sensitive and social development oriented health and population programmes.

**Laadli** is Population First’s flagship campaign that addresses the gendered mindsets which discriminate against girls and women denying or abridging their rights. **Laadli** works to influence the three major influencers – media, advertising and youth to promote a positive image of girls and women to bring in greater gender sensitivity and equality in society.

AMCHI – “Action for Mobilization of Community and Health Initiatives” is a community health and village development project which is being implemented in 100 villages in the Shahapur Block of Thane District, Maharashtra. Our focus is on community mobilization and empowerment of women, youth and village institutions to ensure efficiency, accountability and transparency in the implementation of health and social development programmes.

Population First’s youth initiatives are implemented through Change Maker’s Clubs in colleges which aim to create space for exploring gender issues in curricular, co-curricular and extracurricular activities. Promoting facilitation skills among teachers is yet another important element of **Laadli** Youth Initiatives.

The **Laadli** Media Advocacy initiatives focus on promoting gender sensitivity in the media and advertising to build a gender-just society. Population First is committed to building such a society by engaging the media and advertising in discussions on how it can shape, indeed, change such mindsets. A number of programmes have been initiated with the media, such as “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.

This year we had a consultative meet with the Heads and Creative Directors of Advertising Agencies to review the gender guidelines for advertising and the draft guidelines are ready. We had also commissioned a research study on 'Changing trends in the portrayal of women in Indian Advertising' through IAA. The survey confirmed that there is a definite change in advertising with more positive portrayals of confident, assertive and successful women. A consultative meet was also held in Delhi with representatives of Press Club of India, Women Press Corps, Foreign Correspondents Club of South Asia, Editors Guild and Press institute of India to explore various means to promote gender sensitivity.
This is the sixth edition of the Laadli Media and Advertising Awards for Gender Sensitivity. A lot has changed in the last six years. It is interesting to see many path breaking ads which are weaving stories of women's empowerment, independence and self-respect into commercials. They are also portraying men who are willing to redefine masculinity. This shows that gender sensitivity could be an integral part of creative communication and that it does not undermine the bottom lines.

Media also has been playing a big role in highlighting and pursuing issues related to gender insensitivity, injustice and violence. The fact that we have received close to 1300 entries most of which were written with passion, commitment and considerable research shows that media, particularly the young media persons, are concerned about the issues and are willing to use the power of their pen to challenge gender stereotypes and redefine gender roles.

The fact that the film 'Queen' has resonated so well with the common people, particularly young girls shows that there is change happening and people are willing to accept the change. The whole premise is critical and empowering for everyone as Rani retains her space, independence and identity.

We are honored to present the 'Laadli Voice of the Century' award to Bharat Ratna Lata Mangeshkar who had enthralled many generations of Indians with her singing.

We are thankful to Canadian Consulate for their support to the National Event. We are as always immensely grateful to UNFPA, particularly the Mumbai Office and Ms. Anuja Gulati for their support and guidance.

This round of awards would not have been possible without the hardwork, perseverance and support we received from our state coordinators, collaborating agencies and the entire team at population First. Our thanks are also to Dolly who had put the event together with great enthusiasm and energy.

Sharada.A.L.                                      S.V.Sista
Director                                          Executive Trustee
Population First                                  Population First
The National Laadli Media and Advertising Awards are the culmination of the four regional awards, where the country's best are felicitated. Around 1300 entries in 13 languages were received from all over the country and 77 regional awards were presented to media persons. The 13 National Award winners were chosen from these regional awardees by a fresh panel of distinguished Jury members. The National Awards also felicitate gender sensitive advertisements.

Lata Mangeshkar has been awarded Laadli Voice of the Century Award. Special awards are also been given to men and women who through films, theatre and literature have attempted to break gender biases.

The National Awards Event is being supported by the Consulate General of Canada. The Laadli Media Advocacy initiatives including the awards are also supported by United Nations Population Fund (UNFPA).

The National Laadli Media and Advertising Awards are co-ordinated by Ms Dolly Thakore, a well known theatre personality.
NATIONAL AWARDEES

BEST INVESTIGATIVE STORY
DANISH RAZA | DELHI
CHEAPER THAN CATTLE | HINDUSTAN TIMES

Danish Raza's deeply moving story 'Cheaper Than Cattle' highlights the horrifying objectification of women. Detailing the lives of 'paros' - women trafficked for marriage and traded like cattle for a few thousand rupees in the states of Haryana, Punjab and Western Uttar Pradesh which are having skewed sex ratios Danish's story delves with empathy into the social status, the emotional trauma, the vulnerability and the struggles of these paros for justice and presents a well researched piece which examines the situation from multiple perspectives and angles.

Danish has more than seven years' experience in print, electronic and web media with reporting on Human rights, Gender, social movements etc being his passion.

BEST FEATURE- MAGAZINE
JAYASHREE ARUNACHALAM | TAMIL NADU
THE CRADLE OF LIFE | FOUNTAIN INK

Jayashree Arunachalam's feature 'The Cradle Of Life' is a very comprehensive analysis of Tamil Nadu’s cradle baby scheme wherein cradles are installed in certain areas where babies can be placed for adoption by government agencies. Putting together the story of two of the girls who were cradle babies, aided by the narratives of orphanages, role of government representatives, stories of parents who have given up their children, Jayashree manages to raise critical questions about the practice of female infanticide. While the government views it as a humanistic response to save girls, at another level, it is argued that it tends to normalize the practice of abandoning girls, thus perpetuating discrimination against girls. It gives a very nuanced critical narrative of a very complex problem and it addresses the contemporariness of a very relevant issue.

BEST NEWS REPORT
MINATI SINGHA | ODISHA
2 GUTSY WOMEN BREAK GLASS CEILING | THE TIMES OF INDIA

Minati Singha's report '2 Gutsy Women Break Glass Ceiling' is an inspiring account of two women who have broken gender barriers by working the male-dominated field of construction as masons. These women have proved their mettle by taking on the work of erecting a 30 feet pillar without any supporting roof, a work which even male masons shied away from. Not only have they proved to be good masons they are also good employers and their male labourers are happy working for them.

A Principal correspondent with Times Of India, Minati has ten years of progressive experience as a mainstream journalist with significant experience in reporting on issues like education, health, women issues, civic affairs, environment, art and culture and other areas including politics.
NATIONAL AWARDEES

BEST FEATURE
NIKHAT PERWEEN | BIHAR
Housle Buland Ho To Kamyabi Qadam Chumti Hai | AZIA-UL-HIND

‘Housle Buland Ho To Kamyabi Qadam Chumti Hal’ is a true story of how education empowered three girls coming from very difficult backgrounds and how they succeeded against all odds to win scholarships to pursue their dreams. They are a source of pride to the family and inspiration to the community at large and have succeeded in making people understand the importance of educating girls and how it not only empowers the girls but also benefits their families and community at large. Nikhat has managed to draw attention to the very dark problem of gender and economic disadvantage through a constructive and inspirational story.

Nikhat Perween is a freelancer who has been writing for three years and she writes both in Urdu and Hindi in publications in various states. Gender related issues is her focus area. She has been the recipient of the Laadli Media Awards 2012-13.

BEST NEWSREPORTING
SHASHIKIRAN SANDESH | GWALIOR

ShashiKiran Sandesh is a weekly newspaper published from the interiors of Gwalior, a district with a very low sex ratio. The paper has managed to raise awareness on the need to change the patriarchal mindset and empower women through its editorials, features and news reports. By focusing on positive stories of women who have managed to succeed in various fields and break the limitations set on them Ravindra Satyarthi and his team have done a commendable job of using the media to influence people to change their mindsets which discriminate against women.

BEST CAMPAIGN
UPMITA VAJPAI | MADHYA PRADESH
PRINT MEDIA | TEZAAB KE KHILAAF | DAINIK BHASKAR

Acid attacks are one of the most brutal forms of violence against women. Upmita Vajpai ran the campaign ‘Tezaab Ke Khilaaf’ between 9 and 19 July 2013. A very straightforward and consistent campaign, it focused on the need to ban the sale of acid and reported on the unregulated sale of acid till the decision banning sale of Acid was given by the Supreme Court. And being on a main stream newspaper this campaign reaches out to a large cross section of people thus creating a lot of awareness on this issue.

With her focus being on gender related issues, Upmita has covered various conflict and women related issues in J & K. In her own words she would like to be a soldier in the field of journalism taking on the voice of women.
BEST COLUMN
VARSHA BHAMBHANI MIRZA | RAJASTHAN
KHUSBHU KI PAATI | DAILY NEWS

Varsha Mirza's column 'Khushbu Ki Paati' in the 'Khushbu' supplement of Daily News, Rajasthan focuses on women related issues and is an effort to build up gender equality. Varsha's lucidly written pieces on topical issues force people to think deeply. She covers all the possible aspects of cases without being critical about the system. Her stance on gender issues is wide ranging and progressive and she analyzes cases and issues like that of bar dancers, Tehelka case, the Delhi gang rape case and others with a rights perspective. Her balanced style of writing is gripping and leaves the readers with hope that change is possible.

Varsha is Deputy News Editor, Daily News, Rajasthan and is In-charge of the Khushbu supplement of Daily News.

BEST FEATURE
PRIYANKA KAUSHAL | CHHATTISGARH
SLAVES TO THE GRIND | TEHELKA.COM

What happens to young women who are lured out of their homes by false promises? This is a story not often told. Priyanka Kaushal in her web feature 'Slaves To The Grind' tracks one of Bastar’s best kept secrets – the fate of young girls from poor families who are made pawns in the much bigger racket of human trafficking. Her feature is extremely insightful, explains process of procurement of girls by pimps, painful experiences of women in flesh trade, economic deprivation with deep understanding about patriarchal control over women's sexuality, fertility and labor in the context of deprivation and marginalization. The author has shown tremendous personal commitment, honesty of purpose and courage of conviction.

Priyanka Kaushal has worked in both electronic and print media since eight years and among her various awards is the one by Rajya Mahila Ayog, Chhattisgarh Government as a Fearless and Best Journalist in Chhattisgarh in 2009.

BEST COLUMN
K.A.BEENA | KERALA
AKAKAZHCA | MATHRUBHOOMI.COM

Beena in her column 'AKAKAZHCHA' writes about the various issues facing women – child marriage, living with people with mental disorders, exclusion of women from history, objectification of women, etc. In 'Ultimate Secret Behind Sanitary Pads' the column explains personal journey of Arunachalam Mathuranandan whose innovative and gender sensitive approach of providing low cost sanitary pads was inspired by his working wife's discomfort during menstrual period. The growth trajectory of reaching out to most deserving girls and women in 23 states of India and 103 developing countries is extremely inspiring.

Writer, Journalist and columnist K.A.Beena is an ardent observer of social realities with a passion to express through the medium of writing. Her first book, Beena Kanda Russia (The Russia that Beenasaw) was published when she was barely 13 years old. Beena is steady presence in Malayalam print and online media with columns in several platforms and her work has consistently challenged patriarchy and its diverse manifestations.
BEST SOCIAL MEDIA CAMPAIGN
URMILA CHANAM | KARNATAKA
BREAKING THE SILENCE
Urmila Chanam is a HIV/AIDS & public health professional, a gender rights activist and journalist from the north-eastern state of Manipur and single-handedly she leads a global campaign titled 'Breaking the Silence' to banish the myths, taboos and stigma revolving around menstruation in India and overseas, that act as a barrier to good health choices among women and adolescent girls and lead to low self esteem, school drop outs and disease. She trains women and adolescent girls on hygienic management of menstruation, environment friendly disposal of used sanitary material and distributes sanitary pads for free. Operating on ground in 6 states in India and 5 countries of UK, USA, Uganda, Nigeria and Pakistan, Urmila often travels alone from village to village to spread awareness on the subject. In 2014 alone Urmila has reached close to 6000 girls and women and 80 teachers in India and Uganda through her on-ground trainings, and hundreds of thousands through her social media campaign hosted on Facebook. 10,000 sanitary pads were mobilized by her campaign on Facebook where people donated generously.

BEST TALK SHOW
ALKA DHUPKAR| MAHARASHTRA
YONICHYA MANICHYA GUJGHOSHTI | IBN LOKMAT
'YONICHYA MANICHYA GUJGHOSHTI' a talk show by Alka Dhupkar, centered around the play "vagina monologues", takes a very balanced look at the extremely sensitive and generally considered taboo topic of women's sexuality. At a time when sex education itself is still not acceptable to most, this discussion, in an open platform giving guests a good opportunity to express themselves, brings out how silence on women's sexuality leads to systematic suppression of their sexuality while allowing society to create myths, misconceptions and abusiveterms around it.

Alka was till recently the News Editor of IBN Lokmat and has recently joined Mumbai Mirror of Times Group as Assistant Editor. She has been the recipient of the Laadli Media Awards 2011-2012 and 2012-13 and was also recently honoured with The Ramnath Goenka Award for Excellence in Journalism.

BEST TOPICAL PROGRAMME
PRIYA ELAVALLY MADOM | KERALA
AKALANGALILE INDIA- MALAYALAM PARAYUNNA HARYANA| ASIANET NEWS
The adverse sex ratio in Haryana has led to Haryanvi men seeking brides from Kerala. Priya's Programme 'akalangalile India- Malayalam Parayunna Haryana' is an insightful story from the remote villages of Haryana which depicts the background and lives of these women who were so married. It brings out how these women mostly economically backward adapt to this new environment where language, food habits, customs are all totally strange to them. It also highlights how the rampant discrimination against girls lead to a situation, where men have to go searching for women to marry to other states.

Priya has been in the media field for nearly eight years and has been honoured with the Navakeralam Award for Best Reporter in 2012. She is the main anchor of Asinanet News ‘s flagship Campaign programmes and has done a special documentary on women workers in cemetery.
BEST DOCUMENTARY
SHINY JACOB BENJAMIN | KERALA
TRANSLATED LIVES: A MIGRATION REVISITED | DOORDARSHAN & JEEVAN TV

Shiny Jacob’s documentary 'TRANSLATED LIVES: A MIGRATION REVISITED' maps the lives of a generation of women from Kerala who trained as nurses migrated to Europe in the 1960s in search of financial security for their families. It traces the lives of the migrants from then till today. It narrates the pains of alienation, the joy of assimilation, the “Imported Marriages” set in different cultural contexts and the hope and despair of an uncertain future. Its extremely inspiring with a strong content. Well presented it’s a fresh eye on documenting a gender based story.

Shiny has been a documentary producer and Director since 1999 starting her career in print media. She has won a number of awards including National and State Awards. Her documentary TRANSLATED LIVES: A MIGRATION REVISITED' has been showcased in a number of National and International Film Festivals.

BEST COMMUNITY RADIO PROGRAMME
COMMUNITY RADIO 'WAQT KI AWAAZ '91.2 FM | UTTAR PRADESH
ELECTRONIC MEDIA | MERE BHI KUCHH SAPNE HAI

The skit 'Mere Bhi Kuch Sapne Hai’ brings out the struggle of a girl to pursue her educational aspirations in a social context that is against girls' education. It shows the girl supported by her grandmother fighting against her parents and the community to continue her education. By raising pertinent questions about the discrimination and its impact on the society and how it impedes women from exercising their rights as well as their ability to access resources, the skit brings out powerfully the importance of educating girls.
BEST ADVERTISEMENT – SERVICE
RK SWAMY BBDO
TVC | BANK OF INDIA – VEHICLE/CAR LOAN

The Bank of India, Vehicle/car loan ad uses the very common experience of dealing with arrogant and unresponsive auto drivers to promote its car loans. The ad portrays a competent and confident woman who empowers herself by buying a car availing a car loan. The way she settles scores with an auto wala in a fun way brings out a smile and makes it highly watchable ad.

BEST ADVERTISEMENT – PRODUCT
LOWE LINTAS
TVC | HAVELLS – RESPECT WOMEN

The series of Havell's ads – Respect Women, touch upon the innumerable ways in which women are treated as instrumental to men's needs, undermining their dignity and self-respect. The lack of sensitivity on the part of the men is what is highlighted in the ads, with women refusing to be treated as extensions of appliances. Considering the fact that the target group for the products is women, such an approach could have been disastrous; yet the ads manage to successfully project the brand as one that respects and values women as individuals.

BEST BRAND PROMOTION
Mc CANN ERICKSON
TVC | NESTLE-SHARE YOUR GOODNESS

Nestle's Brand Promotion Ad – ‘Share Your Goodness’, touches the hearts of the viewers with a very sensitive portrayal of the girl child. While the parents are shown adopting a girl child, the portrayal of the girl breaks many stereotypes – she climbs trees, picks up worms and is a fun loving child who picks up toffees from the kitchen shelf. The spontaneity and carefreeness of the girl child endears her not just to her new brother but to the viewers as well.
PC Jewellers ad – Working Woman, challenges the dominant perception that a bread winner is always a man and projects a confident, successful and charming woman who asserts her identity as the woman of the house. The fact that the man is shown as not being the provider and comfortable about it, is itself refreshing.

The Raymond’s Ad – Being there, portrays a working couple with the woman being torn between her official commitments and concern for her child. The ad breaks the stereotype by making the man take the initiative to stay back at home with the child while the woman goes to office. Shot with no dialogues, the film redefines the complete man as one who shares the parental responsibilities and is also sensitive to the woman's work commitments.
OGILVY AND MATHER
TVC | TITAN RAGA- TUM NAHIN BADLE

The Titan Raga ad – Tum Nahi Badle, touches upon the deep rooted mindset that views work and career as man's prerogative and woman's work and career being secondary. The woman is shown as being assertive and independent enough to exercise her choice to walkout of a marriage where her aspirations were not being respected. Yet, her character is etched sensitively, depicting her as being confident and unapologetic about her choice. The creative team has managed to tell a great story in short time and established the identity of the brand with women with agency and choice.

SMITA BHARTI
JUG JUG JIYO

Jug Jugjiyo, a play in Hinglish, directed by Smita Bharti, unravels the lives of two women across three decades, who are living and sharing a house in a small town. The play begins with the visit of their children who are in a live in relationship in Mumbai to their home town to meet their parents. This leads to a small confrontation and lays bare the hidden past of the two women until there is nothing left to lay bare. The story intimately journeys through hard hitting topics of social stigma for unmarried and pregnant women, marital rape, female foeticide and infanticide, trafficking and illegal surrogacy. JUG JUG JIYO is an entertaining yet socially relevant play that compelsone to think of the many messages it wants to deliver. It ends with love and hope that change is possible.
**FEATURE FILM**

**VIKAS BAHL | QUEEN**

Queen is a tale, simply told, with characters that are real and possible to identify with. Deftly, yet with a light touch, it deals with the troubled issues (especially in our society) of women's independence, freedom and most importantly, of self respect. It is reassuring to see that audiences have been able to identify with Rani, the main character. They comfortably journey with her as she retains her space and identity and moves gently from pain and loss to acceptance and confidence. The film works as a whole as well, with good characterizations and performances.

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**BOOK-NON FICTION**

**Dr. SWATI TIWARI**

**SAWAAL AAJ BHI ZINDA HAI**

Dr. Swati Tiwari, in her book, “Sawaal Aaj Bhi Zinda Hai” despairs that the Bhopal Gas Disaster is not just a tragedy for Bhopal but for the entire Nation.

In this book, Dr. Swati chronicles the lives of women who have been and continue to be worst hit. It documents the lives of women survivors who have lost everything and continue to face a never-ending struggle. It narrates stories of how the women have picked up their lives in the aftermath of the tragedy.

It highlights the irony where a medical card holds more importance than a ration card, because food is needed every month whereas medicines are needed every other day.

The book details the dire straits of women in 'Widow Colony' now renamed “Jeevan Jyoti” colony. She salutes the fighting spirit of Rashida Bi and Champadevi who continue their crusade to bring justice to the survivors.
Lata Mangeshkar fondly known as Didi has been weaving her musical magic for over seven decades. Her voice has been the most recorded voice in history – 30,000 songs in 36 Indian languages. Indian music is synonymous with Lataji's name. She has single handedly, with her music, helped the global reach of Bollywood. Her singing “Ae mere watan ke logon' was so heart rending that it is said to have moved Pandit Jawaharlal Nehru to tears and there is no Republic Day or Independence Day when her patriotic songs are not played and they still evoke the same response in people. In 2001, Lata Mangeshkar was awarded Bharat Ratna, India's highest civilian honor.
Ustaad Maa Zila Khan is a Sufi legend of the new millennium. Spanning seven generations of legendary classical musicians, Zila Khan is the first female singer from Imdad Khani Gharana. Inspired by her legendary father the renowned Sitar maestro Ustad Vilayat Khan, but managing to establish herself in a mould that is independent of his singing, Zila Khan has established herself as one of the top Sufi singers of this country. She has great command over various music styles such as Indian Classical, Semi-Classical, Sufi, Folk, Ghazals and Bhakti Sangeet and can sing in eight different languages and has also sung 'Western Concertos' in English, Latin, Persian & Arabic. Growing up she was trained by her father and she handled the business side of his musical career, toured with him, managed his dates, archived his music and life. Her awareness of Gender Equality was part of this grooming by her father and has played a big part of her spreading awareness on Women Empowerment & Education Rights at various platforms. Her Album “Zila – The Girl child” was the first woman Sufi’s sufii’sm recorded in the history of music. A Music Therapist and Consultant Zila started the first Music Therapy wing in India at Fortis Hospital. UstadGah, is the vision of Zila Khan to provide opportunities for the lesser privileged but musically talented children who do not have the ability to shape their talent and fulfill their dreams. She has been awarded the ‘Roll Of Honour’.
AMY FERNANDES
Amy Fernandes is Group Editor Women.Travel. Luxury with Zee Media Corporation Limited. She is also editor of the Sunday magazine section of DNA, called Just Before Monday. She was earlier editor of Femina. She has written extensively on women’s issues and in her current position also produces content in this direction. She is also Associate Director, Literature Live!

ANISH TRIVEDI
Anish Trivedi is a former investment banker who gave up Wall Street to host radio, anchor television and run a media company. He was the host of one of the first shows to air on India’s privatised airwaves in 1993. Anish has also produced and anchored for television channels like CNBC, CNN, PBS, CNNfn, Zee, Zee English and Channel V. He is a former Food Editor of Elle magazine, and writes regular columns for a number of newspapers, magazines and websites. He is the writer of two plays, Still Single and One Small Day. His acting credits include the stage, Hollywood and Bollywood. He lives in Mumbai, but writes all over the world. A jazz and blues fanatic, Anish oversees finance and strategy at Banyan Tree Communications and is also actively involved in developing markets and new business for the company.

ANURADHA PARIKH
A practicing Architect and Filmmaker Anuradha Parikh started her design studio Matrix Architecture in 1991 and has worked on a diverse range of projects including residential, industrial, interior projects. In 1995 she set up an independent film company, Tropicfilm Private Limited in 1995 and produced the award-winning films English, August and Split Wide Open, apart from several documentaries. She is Founder Director of the G5A Foundation for Contemporary Culture 2005.

ANURADHA SENGUPTA
Anuradha SenGupta is a broadcast journalist/anchor and producer. Her shows "Being..." (CNN-IBN), “Beautiful People” (CNBC-TV18), “Storyboard edited by Anuradha SenGupta” (CNBC-TV18), “LIME” (CNBC-TV18) and “Chivas Studio Gentleman’s Code” (Star World) are seen as benchmarks for television features. She is a member of ad-regulator ASCI and has helped draft the new guidelines for the advertising of fairness products.

DEEPA SAHI
School of Drama, Deepa Sahi has over 25 years experience in the Film & TV industry as a Film star, Screenplay writer, Film and Television Producer, Media entrepreneur. She has so far produced 7 feature films, over 14 TV series and numerous ads and documentaries. She also promoted Maya Digital Studios, India’s largest original animation producer and VFX studio. Deepa has a perfect blend of both creative and management talents and currently her company is producing original animation content for Nicklodeon, Discovery and Disney etc.
DILIP DSOUZA
Dilip Dsouza started his career as a computer scientist but switched to become a writer and journalist. He has several Awards to his credit, including The Daily Beast award for South Asian commentary, The Statesman Rural Reporting Award, the Times of India/Red Cross prize, the Outlook/Picador (nonfiction) prize, the Sanctuary Magazine prize and more. His most recent book is "Final Test: Exit Sachin Tendulkar.

Dr MANJARI THAKOOR
Currently Deputy Curator at National Gallery of Modern Art, Mumbai, Manjari Thakoor combines two unique disciplines – Art and Ancient History. A Bachelor of Fine Art from the JJ School of Art, she has also pursued a Masters program in ancient Indian culture from the Mumbai University and has done her PhD in Buddhist Art. She was former Head of Department of the Academy of Fine Art at Rachana Sansad, has taught heritage architecture at NM College and has been a Research Associate to the Director, Chattrapati Shivaji Maharaj Vastu Sangrahalya. She is also a consultant on various International heritage conservation projects.

MOHAMMED KHAN
The guru of cool and classy advertising in India, Mohammed Khan is the founder of Enterprise Nexus and ex-chairman of Bates Enterprise. A man of rock-solid convictions, those were amply evident in his approach to the business of advertising. He also carries the distinction of being the first Indian jury member in the British Design and Art Direction awards. He was inducted into the exchange4media Indian Creativity Hall of Fame on January 24, 2014.

MONICA TATA
With over 24 years of media experience primarily with Star TV and Turner TV. Monica Tata is presently Managing Director, South Asia for HBO India Pvt Ltd. Adjudged as one of India’s hottest young executives of the media industry in 2009 and identified as ‘next 30’ most powerful women to look out for in 2010 by Business India she was also identified as one of the top 50 influential women in media and marketing by the leading media magazine IMPACT. Monica is a Managing Committee Member and the Hon. Secretary of the International Advertising Association- India Chapter. She is also an active member of ASCI.

MONICA WAHI
Monica Wahi is a curator, content developer and creative producer. As a children’s media specialist she has developed programming and production strategies for various organisations; helmed the development of award winning features and shorts including UNICEF supported Girl Stars; organized and programmed film festivals including The Golden Elephant – the largest children’s film festival in the world. She is the Founder-Director of Southasian Children’s Cinema Forum. Monica is also active in the cross border peace movement between India and Pakistan and is the Founder of Himmat, a woman’s collective formed by those widowed in the 2002 communal carnage in Gujarat.
NANDINI SARDESAI
A doctorate in Research with a focus on “Sociology of Sports’ Nandini Sardesai is presently a visiting Professor at St Xavier's College, Jai Hind College and K C College as also a member of Censor Board of Film certification. She is also a representative of Maharashtra Women’s Commission on the Consumer Complaints Council of the Advertising Standards Council of India (ASCI). She has led a movement to achieve gender parity at the Bombay Gymkhana and is actively involved in issues of social concern.

RAJNI BAKSHI
Rajni Bakshi is A Mumbai based author as also the Gandhi Peace Fellow at Gateway House. Among her innumerable books are Bazaars, Conversations and Freedom: for a market culture beyond greed and fear, which won two Vodafone-Crossword Awards, Lets Make it Happen: a backgrounder on New Economics and An Economics for Well-Being. Her book, Bapu Kuti: Journeys in Rediscovery of Gandhi inspired the Hindi film Swades starring Shah Rukh Khan. Rajni serves on the Boards of CRY and Citizens for Peace. She is also a member of the Executive Committee of the Gandhi Smriti and Darshan Samiti, an autonomous body under the Ministry of Culture and a long term associate of Centre of Education and Documentation (Mumbai & Bangalore).

RAMESH NARAYAN
Advertising man, writer, photographer. Ramesh founded CANCO Advertising and ran it as a model agency with blue chip clients till he wound it down in 2006. He was president Advertising Agencies Association of India and President Advertising Club. He was the first Indian to judge the finals of the EFFIES in New York. Still active in the advertising industry he was inducted into the IAA Hall Of Fame in March 2014. In July 2014 he was honored with the AAAI Lifetime Achievement Award and in 2015 the Public Relations Council of India conferred the Advertising Excellence Award on him. Ramesh is an avid columnist and an active Rotarian.

SIDHARTH BHATIA
Sidharth Bhatia is a journalist and author. He has been in the media, both in India and abroad, for over 35 years. He was part of the founding editorial team of DNA in 2005. He is now a popular commentator on current affairs for Indian newspapers and on various television channels. He was made an Associate Press Fellow at Wolfson College Cambridge in 2001. A regular commentator in national newspapers and on TV channels on current affairs, he has authored – Cinema Modern The Navketan Story, Amar Akbar Anthony and India Psychedelic: The Story of a Rocking Generation.

TINA MEHTA
Tina Mehta is a brand strategist at Lightbox, a venture capital firm that invests in consumer tech businesses in India. Tina started her career in New York with Wolff Olins, a brand consultancy famous as one of the world’s most influential brand businesses, responsible for brands such as Orange, Tate, RED and London2012. She worked on brand strategy programmes for GE, Target, McDonald’s and Citibank. She came back to Mumbai in 2008 and began working with Saffron Consultants. She has been very influenced by Laadli Campaign of Population First and she found a lot of meaning in how the media can play a influential role in changing old fashioned thinking.
PROF VIBHUTI PATEL

Prof. Vibhuti Patel is Head, Department of Economics, SNDT Women's University, Mumbai. She is a member of Expert Committee on School of Gandhian Thoughts, Board Member of School of Extension & Development Studies and Board member of School of Gender and Development Studies for Indira Gandhi Open University (IGNOU). She is a member of Advisory Board of Department of Women’s Studies of National Council of Education, Research and Training (NCERT), Delhi. She has made contributions in Women’s Studies and Gender Economics. She was awarded post-doctoral fellowship from Association of Commonwealth Universities to be a visiting Fellow at the London School of Economics and Political Science.
Through the Gender Lens brings the writings from across the country that reflects exemplary courage, commitment and sincerity of media persons in reporting on gender issues. It is a compilation of some of the most gender sensitive writing chosen specifically from our award winning entries from print, electronic and web media. The media persons represented in Through Gender Lens cut across different types of media organizations – from national newspapers and TV channels to regional publications to community newspapers and radio. The stories from regions facing insurgency, Naxalism and armed conflict are particularly riveting as they give us an insight into their impact on women and their lives.

The articles and features showcase how events, incidents, programmes, policies and data could be analyzed using a gender lens. They demonstrate the role of the media as the watch dog, the conscience keeper and the change maker. The insights they bring out are thought provoking and the stories they narrate are inspiring and at times heart rending.
The Western Region Awards event was held on December 24, 2014 at Mahatma Gandhi Labour Institute, Ahmedabad.

Press conferences calling for entries were held in Ahmedabad and Mumbai and around 588 entries were received in Marathi, Gujarati, Hindi and English from the states of Maharashtra, Gujarat, Rajasthan and Goa.

A jury panel comprising 15 eminent persons selected the winners.

The 26 winners were felicitated by Smt. Lilaben Ankoliya, Chairperson and Gujarat State Women's Commission.

Harita Talati, Tanu Dwivedi and Revathi were the coordinators of Gujarat, Rajasthan and Mumbai respectively and Gender Resource Centre, Ahmedabad was the Collaborating Agency.

The event was supported by BLUE STAR
WESTERN REGION Awardees

**BEST CAMPAIGN | ENGLISH | PRINT**
FEMINA
ENOUGH

**BEST NEWS REPORT | ENGLISH | PRINT**
KUNAL RAJNIKANT PUROHIT
TALES FROM THE SUICIDE COUNTRY | THE HINDUSTAN TIMES

**BEST FEATURE | ENGLISH | PRINT**
SHWETHA KANNAN
EVEN MEN ARE VULNERABLE | AFTERNOON DESPATCH AND COURIER

**BEST FEATURE | GUJARATI | PRINT**
GUJARAT GUARDIAN
VIDHVA NE POOJARAN BANAVYANU KRANTIKARI PAGLU

**BEST FEATURE - MAGAZINE | GUJARATI | PRINT**
HIMMAT KATARIA
SAMAJIK HADD PAAR KARTI MAHILA | ABHIYAAN

**BEST COLUMN | GUJARATI | PRINT**
KAMINI SANGHVI
DIL KE JHAROKHON SE | MUMBAI SAMACHAR

**BEST NEWS REPORT | GUJARATI | PRINT**
KETAN DAVE
PAHELI DIKRI TAMARI, BIJI AMARI, ANOKHO YAGNA | NAV GUJARATSAMAY

**BEST CAMPAIGN | GUJARATI | PRINT**
GUNJ
KUTCH MITRA

**BEST NEWS REPORT | HINDI | PRINT**
BHUVANESH PANDYA
PITA KE HAUNSLE SE BADALNE LAGI ZINDAGI | RAJASTHAN PATRIKA

**BEST CAMPAIGN | HINDI | PRINT**
FEMINA
HAMSE HAI ZAMANA
WESTERN REGION AWARDWiners

BEST FEATURE | HINDI | PRINT
SUMAN KACHHAWA
GAYATRI MAANGE INSAAF | DAILY NEWS

BEST COLUMN | HINDI | PRINT
VARSHA BHAMBHANI MIRZA
KHUSBHU KI PAATI | KHUSBHU,DAILY NEWS

BEST CAMPAIGN | MARATHI | PRINT
MOHAN MARUTI MASKAR PATIL
NAKUSA | LOKMAT

BEST COLUMN | MARATHI | PRINT
MRINMAYEE RANADE
ARDHE AKAASH | MADHURIMA, DIVYA MARATHI

CONSISTENT ENGAGEMENT WITH GENDER ISSUES | MARATHI | PRINT
VRUSHALI MAGDUM

BEST FEATURE | ENGLISH | WEB
TARA KAUSHAL
DANCE MUMBAI DANCE | GOVERNANCENOW.IN

BEST ARTICLE | ENGLISH | WEB
VINITA DESHMUKH
WOMAN COP ASSAULTED FOR RTI USE | MONEYLIFE.IN

BEST FEATURE | HINDI | WEB
Dr ABHA SHARMA
AURATE JINHE SEETI BAJANE KE PAISE MILTE HA | BBC.CO.UK

BEST CAMPAIGN | HINDI | ELECTRONIC
BOL
94.3 MyFM

BEST ISSUE BASED PROGRAMME | MARATHI | ELECTRONIC
VINAYAK GAIKWAD AND PRIYANKA DESAI
MULGA AAHE MHANUN | IBN LOKMAT
WESTERN REGION AWARDEES

BEST TALK SHOW | MARATHI | ELECTRONIC
ALKA DHUPKAR
YONICHYA MANICHYA GUJGHOSHTI | IBN LOKMAT

SPECIAL AWARD | THEATRE
ADITI DESAI
DIRECTOR OF JASHWANT THAKER MEMORIAL FOUNDATION

BEST HUMAN INTEREST STORY | ENGLISH | PRINT
SUKHADA TATKE
HAPPY FEET IN MUMBAI | THE HINDU

BEST COLUMN | GUJARATI | PRINT
MARISHA SHAH
LAW FOR WOMEN | NAV GUJARAT SAMAY

BEST FEATURE- MAGAZINE | GUJARATI | PRINT
RAJ BHASKAR
DAHEJPRATHA | SADHANA

BEST NEWS BULLETIN | HINDI | PRINT
VIVIDHA
HAMARI AWAAZ

BEST FEATURE SERIES | MARATHI | ELECTRONIC
DIPTI RAUT AND PRIYANKA DESAI
AAMHI DURGA-SPECIAL FEATURE SERIES | IBN-LOKMAT
The Northern Region Awards event was held on Feb 7th, 2015 at Mahant Ghasidas Museum Campus, Raipur.

Press Conferences calling for entries were held in Dehradun, Shimla, Chandigarh and Raipur. Around 293 entries were received in Hindi, English, and Urdu from the States of Uttar Pradesh, Madhya Pradesh, Delhi, Chandigarh, Punjab, Haryana, Himachal Pradesh, Uttarakhand and Jammu & Kashmir.

Nineteen winners were chosen by a panel of eminent panel of 14 jury members.

Kumud Singh, Alka Pande and Sanjay Sharma were the coordinators for this region.

The event was ably supported by the Directorate of Culture and Archaeology, Chhattisgarh.
NORTHERN REGION AWARDEES

**BEST OP-ED | ENGLISH | PRINT**
CHETNA VERMA
WOMEN IN CONFLICT | DAILY EXCELSIOR

**BEST INVESTIGATIVE STORY | ENGLISH | PRINT**
DANISH RAZA
CHEAPER THAN CATTLE | HINDUSTAN TIMES

**BEST CAMPAIGN | ENGLISH | PRINT**
HINDUSTAN TIMES - CHANDIGARH
FIGHTING SHAME - SAFER TRICITY FOR WOMEN

**BEST FEATURE | ENGLISH | PRINT**
PPOLOMINI BANERJEE
WHEN PRIVATE PARTS BECOME PUBLIC: ABSENCE OF TOILETS AT HOME ROB WOMEN OF BASIC HUMAN DIGNITY | HINDUSTAN TIMES

**BEST NEWS REPORT | ENGLISH | PRINT**
SUMAIYA YOUSUF
PUBLIC TRANSPORT BECOMING UNSAFE FOR WOMEN IN JAMMU & KASHMIR | RISING KASHMIR

**BEST ARTICLE | HINDI | PRINT**
ANU SINGH CHAUDHARY
BADLAAV KO JANM DETI HAI SHIKSHITH LADKIYAN | GAON CONNECTION

**BEST OP-ED | HINDI | PRINT**
JAHID KHAN
MAHILAONKE SASHAKTIKARAN MEIN MADADGAAR HOGA MAHLA BANK | DESHBANDHU

**BEST FEATURE | HINDI | PRINT**
RAJENDRA BANDHU
MEERABAI : PANCHAYAT KI SARPANCH AUR KSHETRA KI NETAAS | COMMUNITY MEDIA

**BEST NEWSREPORTING | HINDI | PRINT**
SHASHIKIRAN SANDESH

**BEST CAMPAIGN | HINDI | PRINT**
UPMITA VAJPAI
TEZAAB KE KHILAAF | DAINIK BHASKAR
NORTHERN REGION AWARDEES

BEST FEATURE | URDU | PRINT
NIKHAT PERWEEN
HOUSLE BULAND HO TO KAMYABI QADAM CHUMTI HAI | AZIA-UL-HIND

BEST COMMUNITY RADIO PROGRAMME | HINDI | ELECTRONIC
COMMUNITY RADIO 'WAQT KI AWAAZ' 91.2 FM MERE BHI KUCHH SAPNE HAI

BEST RADIO PROGRAMME | HINDI | ELECTRONIC
94.3 MY FM WOMEN WITHOUT FEAR

BEST TOPICAL PROGRAMME | ENGLISH | ELECTRONIC
RUNJHUN SHARMA JIND: A LONG ROAD TO JUSTICE | CNN-IBN

BEST DOCUMENTARY | HINDI | ELECTRONIC
Dr VARTIKA NANDA NANAKPURA KUCH NAHI BHOOOLTA | LOK SABHA TV

BEST FEATURE | ENGLISH | WEB
PRIYANKA KAUSHAL SLAVES TO THE GRIND | TEHELKA.COM

BEST BLOG | HINDI | WEB
TRIPTI SHUKLA RAPE TAB RUKHENGE JAB SITA BHI JAYEGI KHELNE | NAV BHARAT ONLINE

CONSISTENT WRITING ON GENDER ISSUES: ENGLISH
NISHITA JHA

CONSISTENT WRITING ON GENDER ISSUES: HINDI
PRIYANKA DUBEY
A combined Southern and Eastern region AWards event was held on March 10, 2015 at Darshini, Hotel Daspalla, Vishakhapatnam.

Press Conferences calling for entries were held in Hyderabad, Vishakhapatnam and a total of 290 entries were received in English, Hindi, Tamil, Malayalam, Kannada and Telugu from the states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu.

A jury panel of 16 eminent people selected the 18 winners who were felicitated at the event.

Susheela Nair, Roopa Vani and Meera Asok were the coordinators for this region.

*Rotary Club of Vishakpatnam co-hosted the event.*
SOUTHERN REGION AWARDWINNERS

**BEST FEATURE - MAGAZINE | ENGLISH | PRINT**
Jayashree Arunachalam
*The Cradle of Life | Fountain Ink*

**BEST INVESTIGATIVE STORY | ENGLISH | PRINT**
Lakshmi Subramanian
*The Republic’s Lost Children | The Week*

**BEST NEWS REPORT | ENGLISH | PRINT**
Shilpa Puttaswamy
*Marry Outside Faith, Invite Ostracism | Deccan Chronicle*

**BEST FEATURE | KANNADA | PRINT**
Rupa Hassan
*Hennu Kane – Kanade Karana | Vijay Karnataka*

**BEST FEATURE SERIES | MALAYALAM | PRINT**
Davis Pynadath
*Vikasanavazhiyile Vijayasree | Deepika Daily*

**BEST OP-ED | TELUGU | PRINT**
Padal Dattaram Khatri
*Idi Mana Tulabharatam | Eenadu*

**CONSISTENT WRITING ON GENDER ISSUES | TAMIL | PRINT**
Vaidehi Ranganathan

**BEST COLUMN | MALAYALAM | WEB**
K.A. Beena
*Akakazhcha | Mathrubhoomi.com*

**BEST FEATURE | HINDI | WEB**
Gayathri Arya
*Savadhan Sthreyon: Sahanubhuti Tumse Nahi Tumhari Izzat Se | Janjwar*
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<th>Category</th>
<th>Language</th>
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<td>Best Topical Programme</td>
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<td>Best Investigative Story</td>
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<td>Consistent Reporting on Gender Issues</td>
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SOUTHERN REGION JURY

CHAYA RATAN
PREMA MALINI VANAM
P.RAJA RAMESH
S.RAMA
S.SARALA RAJYA LAKSHMI

VENIGALLA VENKATA RATNAM
V.J.M.DIVAKAR
DR.M.S.ASHA DEVI
DR. N. GAYATHRI
KANCHAN KAUR

LALRINAWMI RALTE
DR.AMPADY
M.S.BANESH
GEETHA NAZEER
K.BHARATHI

DR.S.KRISHNASWAMY
A combined Eastern and Southern region AWards event was held on March 10, 2015 at Darshini, Hotel Daspalla, Vishakhapatnam.

Press Conferences calling for entries were held in Guwahati and a total of 128 entries were received in English, Hindi, Bengali, Assamese, Odia from the states of Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, Bihar, Jharkhand, Odisha and West Bengal.
A panel of 7 jury members selected the 14 winners who were felicitated at the event.

Partha Prawal Goswami and Sandeep Sahu were the coordinators for this region.

Rotary Club of Vishakhapatnam co-hosted the event.
BEST INVESTIGATIVE STORY | ENGLISH | PRINT
FARHANA AHMED
EX-ULFA FEMALE CADRES LIVING IN DIFFICULT CONDITIONS IN LAKHIMPUR | THE ASSAM TRIBUNE

BEST FEATURE | ENGLISH | PRINT
KASTURI RAY
DIRECTED TOWARDS EMPOWERMENT | THE NEW INDIAN EXPRESS

BEST NEWS REPORTING | ENGLISH | PRINT
MINATI SINGHA
WOW WOMEN | THE TIMES OF INDIA

BEST NEWS REPORT | ODIA | PRINT
BHAIRAB CHANDRA BRAHMA
MAMATA LOTILA GACHCHA TALE | ODIA SAMBAD

BEST FEATURE | ODIA | PRINT
DILLIP KUMAR SUBUDHI
PAUNSHA NEBA PRATISHODH | PRATINIDHI

BEST INVESTIGATIVE REPORT | ODIA | PRINT
KONARK HIGH SCHOOL RE CHHATRINKU
ASADACHARAN MAAAMLA: CHHATRI RA BAPA KAN MICHHA | NAMASKAR COMMUNITY NEWSPAPER

BEST FEATURE SERIES | BENGALI | PRINT
ANWESHA BANERJEE
EI SAMAY

BEST ARTICLE | ENGLISH | WEB
SAYAN BHATTACHARYA
MARD | WWW.KINDLE.IN

BEST PHOTO FEATURE | ENGLISH | WEB
SIDDARTH HAOBIJAM
BISHESH GLAM- A WORLD WITHIN A WORLD | WWW.POINTBLANK7.COM

BEST INVESTIGATIVE REPORT | ENGLISH | WEB
HEMANTA KUMAR PRADHAN
W ODISHA WOMEN WORK IN BRICK KILNS AT COST OF HONOUR | WWW.DAILYPIONEER.COM
EASTERN REGION AWARDEES

BEST TOPICAL PROGRAMME | ASSAMESE | ELECTRONIC
DR AKASHITORA DUTTA
JI SOM SOSA KOM | DY365

BEST TOPICAL PROGRAMME | ODIA | ELECTRONIC
ITISHREE NAIK
SURAKSHRU SWADHINATHA | MBC TV

BEST REPORTING | ODIA | ELECTRONIC
RADIO NAMASKAR
AAJRA NAARI

CONSISTENT REPORTING ON GENDER ISSUES | ENGLISH
RAKHI GHOSH
EASTERN REGION JURY

ANUJA GULATI
MALABIKA PATEL
RINKI ROY BHATTACHARYA
ROOPA BARUA
SRILEKHA BOSE
SHRI S.PATEL
SUCHITRA MAURYA
GLIMPSES OF AWARDS

NR Shri Ajay Chandrarkar, Minister of Culture and Education with Dr A L Sharada presenting the award to 94.2 MY FM RJ Parul

P.L.K.Murthy, President, Rotary Club of Vishakha Port City, Dolly Thakore, Andhra Vice Chancellor G.S.N.Raju, with CH Surya Rao, Past district governor rotary and Dr. Sharada awarding Farhana Ahmed

Kuchipudi performance by student of Natraj Music & Dance Academy at Southern & Eastern Region Awards

Vinayak and Priyanka receiving award from Smt Lilaben Ankoliya and Shri Bhupendrasingh Chudasama
• Inauguration by Rotract Club of Jaihind College
• Laadli video by Shankar Mahadevan
• Welcome address by Mr. S.V. Sista, Founder, Executive Trustee of Population First
• Addresses by Dr. A.L. Sharada, Director, Population First, Ms. Frederika Meijer, Country Representative, UNFPA, Mr Richard Bale, Consul General of Canada
• Book Launch
• Presentation of the Awards
• Mr Kapil Sibal's 'LAADLI' poem sung by Jonita Gandhi
• Sa Re Ga Ma Release of Lata Mangeshkar's song CD
• Mr Harish Bhimani film on Lata Mangeshkar
• Presentation of the Laadli Voice of the Century Award
• Launch of WEBSITE
• Presentation of Special Awards for Theatre – Jug Jug Jiyo, Film –Queen and Book - Sawaal Aaj Bhi Zinda Hai
• Performance by Sufi Singer, Zila Khan

Regional Awards Supported By

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