

Population First

UNFPA- *Laadli* National Creative Excellence Awards for Social Change

- A project report



A Girl Child Campaign



United Nations Population Fund - India



ADVERTISING
AGENCIES
ASSOCIATION OF
INDIA



The
Advertising
Club
Bombay

Foreword

A woman is a celebration of life. A society where the woman isn't respected for her being, is a stunted one. Yet, even in the present day and time, in most parts of the country, she is considered the lesser of genders. Her own ignorance and mute acceptance in the face of such unfairness could sometimes be as much a perpetrator of crimes against her, as those committed by the watch-dogs of society discriminating against her. Population First is a communication and advocacy initiative for a balanced, planned and stable population. The key objective is to reduce gender imbalances in population as reflected by the falling sex ratio. *Laadli* is a campaign initiated by Population First towards creating awareness about falling sex ratio, as well as to promote a positive image of the girl child. The campaign focuses on the pleasure and pride of having a daughter. The UNFPA-*Laadli* National Creative Excellence Awards for Social Change is a nationwide initiative by Population First, supported by United Nations Population Fund India (UNFPA). The aim is to create a pool of promotional material that could be used for various campaigns against sex selection, such as *Laadli*, by different stakeholder groups working on the issue. Through this initiative, we hope to reach out and sensitise the society to the most heinous forms of gender discrimination the practice of sex selection.

The issue and what can be done?

Demographers and activists working on gender issues describe the falling sex ratio situation in India, as a silent national emergency. Yet, most people are in denial mode with fingers pointed at lower socio-economic groups, while data shows otherwise. The falling sex ratio signifies increased gender based violence in future. Apart from ensuring that the law banning misuse of technology is implemented effectively, the need of the hour is to communicate to the people that sex selection is not a 'personal choice' but a 'social issue' that needs urgent attention. There is a need to shoot down misconceptions that increase son preference and instead promote a positive image of the girl child. It is imperative that we reach out to the masses and create a people's movement against the practice. What better way than to get the creative minds on our side to come up with communication materials using various media and communication techniques. Thus the UNFPA-*Laadli* National Creative Excellence Awards for Social Change was announced, inviting entries on the issue of sex selection.

The initiative - UNFPA *Laadli* National Creative Excellence Awards for Social Change

The UNFPA-*Laadli* National Creative Excellence Awards for Social Change were instituted with the idea of developing effective communication resources on the issue of sex selection. Population First and UNFPA together announced the initiative with an aim of involving individuals and organisations in thinking about the issue of sex selection and devising communication strategies to tackle the problem. We have garnered their support and hope to mobilize public opinion against the practice by making the material accessible to various campaigns on the issue.

Conceptualized by Mr. Farook Ambalapurathe of UNFPA- India, the initiative headstarted in December 2008, under the guidance of Ms. Anuja Gulati, State Program Officer UNFPA- Maharashtra State, to be executed by a core team at Population First. Spearheaded by SV Sista, Executive Trustee, PF and Dr. AL Sharada, Program Director, PF, the initiative was carried out by Ms. Saipriya Paranjape and her team comprising Ms. Mahuya Ghosh and

The initiative specifically targeted the social issues of sex selection and the falling sex ratio in the country. The awards were open to creative professionals, freelance professionals, students, art schools and colleges. Entries included non-commercial material as well as official campaigns. More than 400 entries from across India were received. The categories for the awards included Storyboards of TV Commercials, Films and Animation Films; Slogans, Lyrics and Songs; Campaign Ideas; Print Ads and Cartoons; Posters and Outdoor Media; Photography; and Innovative Merchandise Materials.

Phase wise execution

December '07 upto January '08

Phase 1

Recruitment process- An internal team was put together. The initiative was headed by Dr. AL Sharada and coordinated by Saipriya Paranjape.

Announcement of the initiative - The initiative was announced on the 1st of December '07. E mailers and inserts were sent to a database of advertising professionals, the media, NGOs and colleges.

E mailers - Websites frequented by NGOs, media, creative professionals and youth were furnished with details about the NCEA and the issue at hand. www.karmayog.org, www.indianngos.org, www.devnet.org, www.agencyfaqs.com, www.aisec.org, www.orkut.com, www.facebook.com are among the websites that carried information about the initiative.



Development of Communication brief- A

Communication brief was created to aid development of website, design and layout for the inserts and the posters developed.

Identified potential partners for the initiative and proposals submitted - Advertising Agencies

Association of India (AAAI) and Ad Club Mumbai,

Delhi, Hyderabad, Kolkata and Chennai were approached for their support to the initiative as Cause Partners, besides seeking a partnership with organizations like Reliance Entertainment ltd, agencyfaqs.com, exchange4media.com, Encyclopedia Britannica, Rediff iShare and USP age.

Other activities - NSS and Women's Cell at various colleges and universities were approached directly, to communicate about the NCEA.

February - March '08 Phase 2

Website Development

PF developed www.creative-excellence.org along with E Vision Technologies Pvt. Ltd, a Mumbai based IT Solutions Company. The site was launched on the 8th of March 2008, International Women's Day (refer Annexure 1- www.creative-excellence.org).

www.creative-excellence.org will contain entries received under the NCEA and be accessible to stakeholder groups that could download the

materials and edit them to suit their requirements in campaigns on the girl child and sex selection.



Public Relations-

A Public Relations agency was appointed to promote the NCEA with the target audience. An intensive PR exercise was devised by Think Public Relations, a Mumbai based national PR agency. Press releases were issued to media houses nationally, calling for entries and announcing the launch of the website. Multiple coverage was received in the months of March and April (refer Annexure 2 Public Relations and Media Coverage - A report)

Tie Up's and Partnerships-

AAAI and AD club Bombay confirmed their participation in the initiative as Cause Partners. Mr. Colvyn Harris CEO JWT, also on AAAI Executive Committee, took personal interest in supporting the initiative, while Mr. Bipin Pandit agreed to communicate about the initiative to Ad Club members personally. On Ad Clubs request, exchange4media.com circulated an e mailer on the initiative, to their database of 64,000 members.

As Cause Partners, AAAI and AD Club Mumbai offered PF:

- Support in organizing a comprehensive Poster campaign at ad agencies (members) in the country.
- An e mailer sent directly from both organisations to their respective databases about the initiative.
- Any/all communication related to the NCEA, until the call for entries came

Magazine Partners: USP Age Brand vision agreed to be magazine partners of the initiative. The magazine has a circulation of 3.58 lacs nationally. Its subscribers include ad agencies, PR and marketing agencies besides management schools and others.



As magazine partners, USP Age- Brand vision offered Population First:

- One full page colour ad in its April 2008 issue of USP Age.
- One full page colour ad in its July 2008 issue of USP Age.
- Banner space on the USP Age website up to the awards function.

Post the UNFPA-Laadli National Creative Excellence Awards, USP age will give editorial coverage for the event.

Population First offered USP Age- Brand Vision:

- Branding as "Magazine Partner" for the UNFPA-Laadli National Creative Excellence Awards.
- Banner space on official website upto the awards function.
- Logo on all communication, event backdrop, all ads released pertaining to the event.

External Jury formulated - A series of eminent professionals from the ad fraternity agreed to be on the Jury for the final selections of the short listed entries. The Jury included comprised

1. M.G. Parmeswaran, Executive Director, FCB Ulka Advertising
2. Pranesh Misra, President and COO, Lowe India
3. Pradeep Guha, CEO, Zee Telefilms Limited
4. Priti Nair, National Creative Director, Grey Worldwide
5. Ramesh Narayan, Founder, Canco Advertising
6. K.V. Sridhar, National Creative Director, Leo Burnett

The final selections were scheduled for the 11th June 2008, at the IMC Chambers, Mumbai.

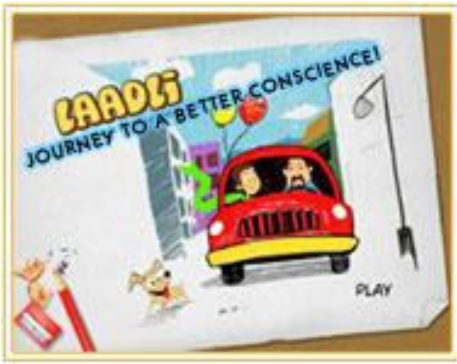
Mr. Mohammed Khan, Mr. AP Parigi and Ms. Tanuja Chandra were very supportive and had agreed to be on the Jury panel, but were unable to be attend the judging process in June '08, due to prior commitments.

April- May '08 Phase 3

Call for entries comes to a close- The call for entries came to a close on 12th April 2008. upto 400 entries were received under the initiative, in its first year. Agencies that participated in the initiative included Lowe Lintas, Grey worldwide, Rediffusion DY&R, Interface, Mudra Communication, M&C Saatchi, Beehive Communication, FCB Ulka amongst others.

Website Promotion- www.creative-excellence.org was promoted thoroughly via press releases and word of mouth. It recorded 69,223 page hits by the end of May '08. Publications like the Times of India, Afternoon, Saamnaa, Lokmat, Loksatta and Hindu carried articles on the website and the initiative.

Zapak Digital Entertainment Ltd of Reliance group of companies developed an issue based interactive game called Zapak *Laadli*. The game was made with an aim of promoting the website and spreading awareness on the issue at hand - Sex selection.



Pre selection of entries- All entries received went through a pre selection process. Each entry was judged on the basis of three important parameters:

1. Creativity - Focus being the design and layout of the artwork
2. Message - Clarity To judge the clarity in the message and content
3. Usability - to see if the creative has a mass appeal and can be used by various stakeholder groups.

The entries were scored on a scale of 1-5, 5 being the highest and 1 being the lowest.

The pre selection Jury panel included representatives from UNFPA and Population First. 140 entries were chosen as finalists and featured on the website.

June - July '08 Phase 4



“Innovating ideas, creating change” - A booklet containing nominated entries from the initiative, was brought out in the month of June, with the aim of promoting the website www.creative-excellence.org and the entries available on it. The same will be promoted extensively in the months of August, September and October '08.

Winning entries chosen : The external Jury comprising M.G. Parmeswaran, Executive Director, FCB Ulka Advertising, Pranesh Misra, President and COO, Lowe India, Pradeep Guha, CEO, Zee Telefilms Limited, Priti Nair, National Creative Director, Grey Worldwide, Ramesh Narayan, Founder, Canco Advertising, K.V. Sridhar, National Creative Director, Leo Burnett met the UNFPA and PF team at IMC Chambers for the final round of selection, to decide and select winning entries.

28 winners were chosen from among 140 entries showcased individually and marked on the basis of following criteria

1. Concept and creativity / Design & Layout
2. Message clarity
3. Usability

The Jury

Priti Nair

Currently, the National Creative Director of Grey Worldwide, Priti's advertising career has spanned over 17 years. She has been the brain behind some of the biggest brands in the country including Coca-Cola, Limca and Ariel to name a few. Winner of many National and International awards, Priti has crafted a series of campaigns such as Surf Excel 'Daag Achhe Hain' and Greenply 'Janam Janam Ka Saathi'.

MG Parameswaran

M.G. Parameswaran pursued his management studies at IIM Kolkata after graduating as an engineer from IIT Chennai in 1977. Beginning his career in the ad industry, Parmeswaran has enjoyed a vibrant career, handling new initiatives such as direct marketing, healthcare and brand consultancy across the southern and western regions of the country. Today, after leading the organisation for two decades, he is the Executive Director of FCB-Ulka Advertising.

Ramesh Narayan

Ramesh Narayan is the founder of Canco Advertising. He wound up his business to pursue other interests related to NGOs and writing. During his career, Ramesh has been at the helm of various professional bodies like the Advertising Agencies' Association of India and Ad Club, Bombay. A regular columnist in various publications across the country, he also has the distinction of being the first Indian invited to judge the final round of the EFFIE awards in New York.

Pranesh Misra

President and COO of Lowe India, Pranesh Misra has an aura of an understated and unassuming grace about him, letting his work do the talking for him. Misra, an IIM alumnus, has over 26 years experience in not just diverse industries but also various organisational categories. His profile includes stints at communication, marketing, marketing research, brand planning and international client management in industries ranging from soaps & detergents, personal care and beauty products, mobile telephony and Internet connectivity. As International Client Director, Lowe (Asia) on Unilever, he was responsible for leading eight regional advertising centres across Asia.

Pradeep Guha

Twenty-nine years into print media, and a name synonymous with the power of the Times Group, Pradeep Guha was the publisher of magazines like Femina and Filmfare. He is also the one mainly responsible for the two major events associated with them - the Femina Miss India Contest and with the Annual Filmfare Awards. Guha is now the CEO of Zee Telefilms Limited, India's largest satellite television network.

K.V. Sridhar

K.V. Sridhar, or Pops as he is fondly called, has spent over two decades in Indian advertising. Currently the National Creative Director of Leo Burnett, Sridhar started out at the erstwhile FCB version - Ulka. There on he moved on to agencies like the JWT and Enterprise, leaving his indelible mark on all that he touched. It was under his stewardship that legendary brands like ITC's Charms, Sundrop, Hero-Honda, amongst others, acquired much of their exposure. Besides his knack for cutting edge work, Sridhar's greatest asset is his uncanny perception of the changes in the Indian society and its culture. He has been on the jury for various national and international festivals including the 'Ad Club', 'Goafest', 'Young Guns', 'Adfest', 'New York Festivals', the 'London Awards'.

Winners

Print advertisements/Cartoons

1.Pranav Harihar Sharma, Amol Dahanukar, Ravi Ambetkar

2.Kshitij Patwardhan, Suraj Savardekar, Sandeep Sarathe

3.Suneel G Katarnavare, Viral J Bhatt

4.Amina Rampurawala, Sunil Shah

5.Rajesh Kumar

Innovative merchandising materials

1.Pranav Harihar Sharma

Campaign ideas

1. Yashashree Redkar, Interface Communications
2. Pranav Harihar Sharma
3. Zubin Driver, Evita Fonseca, Madhu Amodia, The Cell
4. Sandeep Patil
5. Lorren Borggohain, Neetu Nagdev

Slogans/Lyrics/Songs

1. Swaminathan Nagirathinam
2. Dr. Radhika Shukla, Dr. Nisheet Chandra, Sanjay Jaipurwala, Jaideep Jaipurwala
3. Pranav Harihar Sharma
4. Shyam Bhargava
5. Rohit Banka

Storyboards of TVCs/Films/Animation Films

- 1.Vrishasen Dabholkar
- 2.Sameer Sahasrebudhe
- 3.Metaphor Studios
- 4.Aditya Kulkarni
- 5.Akriti Arora, Mudit Rastogi

Special Award

Zapak Digital Entertainment Ltd for the Zapak *Laadli* Game

Posters

1. Pranav Harihar Sharma, Amol Dahanukar, Ravi Ambetkar
2. Pranav Harihar Sharma, Amol Dahanukar, Ravi Ambetkar
(Two awards in the same category)
3. Amol Annaldas
4. Dennis Massey, Rishab Jain
5. Komal Mukherjee

Photography

1. Swaminathan Nagirathinam

Exhibition and display of entries -

As a pre event activity, an exhibition put up at the foyer, showcasing some of the best entries received under the initiative, on 30th June 2008, 6 pm onwards.



Entries at display at the exhibition on 30th June 2008

Culmination of the initiative into an award ceremony-



(Left to right) Dr. AL Sharada, Mr. SV Sista, Mr. Nana Chudasama, Ms. Ena Singh, at the lighting the lamp ceremony

The UNFPA-*Laadli* NCEA culminated in an event at the end of its eighth month, on June 30th 2008. The event anchored by Ms. Dolly Thakore had an audience comprising advertising professionals, media professionals, representatives of NGOs and students, who were witness to the very first UNFPA-*Laadli* National Creative Excellence Awards held at the YB Chavan Center, Nariman

Point, Mumbai. Ms. Ena Singh (Asst Country Representative - UNFPA), Mr. Nana Chudasama (an eminent jurist and a former Mayor and Sheriff of Mumbai) and Mr. Gerson daCunha (columnist and writer) graced the occasion as Guests of honour and the Chief guest respectively.

Certificates and token honorarium dispatched to finalists -

A certificate and token honorarium of Rs. 5000 were sent by post/courier, to each finalist, while a citation was given to each winner along with a trophy at the event.

www.creative-excellence.org
Annexure 1

Population First announced the launch of www.creative-excellence.org, a storehouse of campaign promotional material on the issue of sex selection, on international Women's Day, on 8th March 2008. All short listed entries received from the UNFPA-*Laadli* National Creative Excellence Awards for Social Change are uploaded on the website.

The website is a free open web resource that will enable stakeholder groups access, download and edit campaign materials across seven categories, which includes

1. Story Boards of TVCs/Films/Animation Films
2. Slogans/Lyrics/Songs
3. Print Ads/Cartoons
4. Campaign Ideas
5. Posters/ Outdoor media
6. Photography
7. Innovative merchandising materials

All registered members accept terms and conditions in order to use entries uploaded on the website. Registered members have access to all segments included on the website including an access to the entries uploaded on the site, which may be downloaded, edited and used by him/her/them for any/all campaigns undertaken by him/her/them on similar issues or the issue of Sex Selection. It is mandatory for users to acknowledge and feature the name and contact information of the original author of the creative, in the modified versions (if a particular entry is edited) or even while using the original works.



Unique features of www.creative-excellence.org

Upload entries - Registered users can, at any given time, upload entries on the issue of Sex Selection. All entries uploaded are screened for their content internally and then made available to users online.

Download option- It is mandatory for those uploading entries to submit an open file (editable version) and an un-editable file on the website. Each entry uploaded can be downloaded and edited to suit the requirements of stakeholder groups that want to use the materials in promoting the campaign.

Edit Option- Registered users have an option to edit any/all materials on the website. The process is as follows:

1. Log in
2. Click on 'View Entry'
3. Click on the entry (of your choice) to download or modify
4. A pop up window appears which is essentially an e-tutorial to guide a user on how the material can be modified. One can modify this to suit one's requirements in promoting the campaign.
5. In case a particular entry is modified, the modified version must be emailed to creative.excellence@populationfirst.org
6. It is mandatory for the user to acknowledge and feature the name and contact info of the original author of the creative, in the modified versions.
7. There are no charges to be paid for using the same.

E Tutorial - An e tutorial has been developed in order to guide every user on the technical 'know how' of how a particular entry can be downloaded and edited. The e-tutorial appears as a pop up window when a user clicks on the edit option on the page.

Laadli Interactives

Laadli wallpapers- *Laadli* wallpapers and screen savers are available online, which can be downloaded by users.

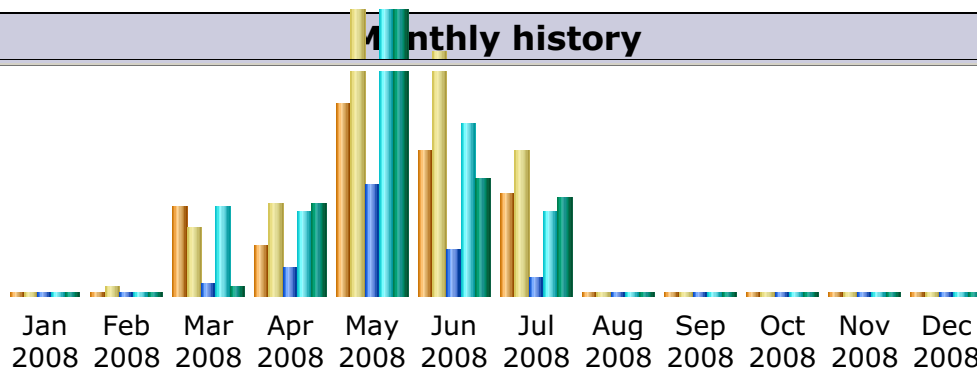
Zapak *Laadli* Game- The game is an effort towards creating awareness about sex selection, sensitively dealing with the questions regarding sex selection that we face in our day to day lives. The aim of developing the game for the website was to aid our efforts of retaining new users for a longer time on the website and gradually familiarizing them with the issue at hand.

***Laadli* Bolg** A blogging space on www.sulekha.com, for those who want to discuss and exchange views on the issue of sex selection.

Website statistics (available on www.creative-excellence.org/webstats):

Number of users: A monthly history of the number of users shows an upward trend in the months of May, June and July 2008. By the end of July 2008, the www.creative-excellence.org had 1, 38, 099 page hits.

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	0	0	0	0	0
Feb 2008	8	12	27	128	426.20 KB
Mar 2008	177	256	2173	14359	71.11 MB
Apr 2008	102	187	4100	13082	793.03 MB
May 2008	386	853	18063	69223	3.61 GB
Jun 2008	292	492	7602	27991	1015.75 MB
Jul 2008	204	289	2765	13316	848.25 MB
Aug 2008	0	0	0	0	0
Sep 2008	0	0	0	0	0
Oct 2008	0	0	0	0	0
Nov 2008	0	0	0	0	0
Dec 2008	0	0	0	0	0
Total	1169	2089	34730	138099	6.28 GB

Average duration of time spent on the website The number of second/minutes/ hours any particular visitor spends on visiting www.creative-excellence.org:

Visits duration		
Number of visits: 289 per day - Average: 453 seconds	Number of visits	Percent
0s-30seconds	135	46.7 %
30s-2minutes	46	15.9 %
2mn-5minutes	29	10 %
5mn-15minutes	37	12.8 %
15mn-30minutes	20	6.9 %
30mn-1hour	10	3.4 %
1hour+	12	4.1 %

Public Relations and Media Coverage – A report
Annexure 2

Consolidated PR Quantitative ratio of coverages received-

Sl nbr	Date	Publication	Quantitative Ratio in Rs.
1	13/02/08	Loksatta (Mum)	72600
2	13/02/08	Lokmat (Mum)	26100
3	15/02/08	Sakaal	28125
4	15/02/08	DNA (Westcoast)	205200
5	21/02/08	Prabhat (Ahmd)	24100
6	22/02/08	Times of Karnavati (Ahmd)	21000
7	22/02/08	Aaj ka Anand (Pune)	6750
8	22/02/08	Lokmat (Pune)	1960
9	23/02/08	Pudhari (Pune)	4185
10	25/02/08	Prabhat (Pune)	13000
11	25/02/08	Lokmanya Sanj Varta	7000
12	28/02/08	Maharashtra times (Mum)	22687.5
13	28/02/08	Navbharat Times (Mum)	9112.5
14	29/02/08	Dainik Rashtradoot (Jaipur)	4500
15	1/3/2008	Western Times (Amd)	48,285
16	3/3/2008	Kesari(Pune)	24700
17	4/3/2008	Evening Post (Jaipur)	11,220
18	5/3/2008	Evening Plus (Jaipur)	41,250
19	6/3/2008	Jaihind (Amd)	14,490
20	6/3/2008	Gujarat Today (Amd)	40,500
21	7/3/2008	Mid-Day (Mum)	86400
22	8/3/2008	Karnavati Express (Amd)	59,850
23	8/3/2008	Chupal (Amd)	30,502.50
24	8/3/2008	Gujarat Pranam(Amd)	40,293.75
25	9/3/2008	Times of India (Mum)	125925
26	10/3/2008	Mahanagar Times (Jaipur)	9,600
27	11/3/2008	Suryakal (amd)	34,212.50
28	12/3/2008	Afternoon (Mum)	120000
29	16/03/08	Punyanagari (Pune)	7650
30	30/06/08	Business Standard	81375
31	4/7/2008	Mahanagar	100100
32	4/7/2008	Shivner	14020
33	4/7/2008	Karnataka Mallya	82800
34	5/7/2008	Sammna	105000
35	July 2008 issue	USP AGE	20000
36	9/7/2008	Loksatta	78412
37	1/7/2008	NDTV	86060
38	2/7/2008	Doordarshan News	40080
39	1/7/2008	agencyfaqs	70000
40	1/7/2008	The Brand Reporter	70000
		Total QR	1889045.75

Total QR received for January, February and June 2008 - Eighteen Lakh Eighty Nine Thousand Forty Five

Publication	Headline	Page nbr.	Size cc	Rate cc
Loksatta (Mum)	Laadli puraskarasathi aavhan	6	90.75	800
Lokmat (Mum)	Laadli puraskarasathi aavhan	3	58	450
Sakaal	UNFPA Laadli puraskar	6	56.25	500
DNA (Westcoast)	City NGO organises special nationwide contest	3	256.5	800
Prabhat (Ahmd)	Population first NCEA mate aavedan patra 31 march sudhi sweekarshe	4	120.5	200
Times of Karnavati (Ahmd)	Population first samajic parivartan matena NCEA mate aavedan patra 31 march sudhi sweekarvama aavshe	3	262.5	80
Aaj ka Anand (Pune)	Rashtriya puraskar Laadli ke liye aavedan aamantrit	8	45	150
Lokmat (Pune)	Puraskarasathi arj (Listing)	3	14	140
Pudhari (Pune)	Laadli sathi arj magvile	7	93	45
Prabhat (Pune)	UNFPA Laadli rashtriya puraskarasathi arj pathvinyache aavahan	2	52	250
Lokmanya Sanj Varta	Laadli rashtriya puraskarasathi aavhan	2	140	50
Total				
Total Amount : Rs. Four Lakh Ten Thousand and Twenty Only				

'लाडली' पुरस्कारासाठी आवाहन

मुंबई, दि. १२ (प्रतिनिधी)

- महिला हक्का तसेच सामाजिक विकासासाठी काम करणाऱ्या पॉप्युलेशन फर्स्ट या सामाजिक संस्थेतर्फे दिल्या जाणाऱ्या युएनएफपीए-लाडली पुरस्कारासाठी आवाहन वारण्यात आले आहे. सामाजिक सेवेतर्गत दिला जाणारा हा पुरस्कार यावर्षी सात वेगवेगळ्या गटासाठी देण्यात येणार आहे. यापुरस्कारासाठी प्रवेशिका अर्ज भरून पाठविण्याची अंतिम मुदत २८ फेब्रु आहे.

यावर्षी दिला जाणाऱ्या लाडली पुरस्कारात टीव्ही चित्रपट व ऑनिमेशन दाखविलेल्या कथा, घोषणा व गाणी छापिले जाहिराती अथवा काटुन्स, पोस्टर्स किवा झॅनर्स, फोटोग्राफी आदी वेगवेगळ्या प्रकारांचा समावेश आहे.

City NGO organises special nationwide contest

It aims to create a pool of promotional material that could be used for the campaign against sex selection, by those working on the issue

Samarpita Mukherjee, Andheri

Population First, a Mumbai based NGO working on population and health issues within the framework of women's rights and social development has announced the UNFPA — Laadli, National Creative Excellence Awards for Social Change. It is a nationwide contest aiming to create a pool of promotional material that could be used for the campaign against sex selection, by stakeholders working on the issue. The NGO is accepting entries from advertising professionals, creative professionals from any organisation, freelancers, NGOs, art and design students or faculty, and others who are simply creative and believe in the cause. The last date to receive entries is February 28.

The competition has been broadly divided into seven categories — story boards of TVCs, films and animation films; slogan, lyrics and songs; print ads and cartoons; campaign ideas; posters and outdoor media; photography and innovative merchandising materials. All entries received would be uploaded on a web based free open communication source, dealing with the issue of sex selection. The campaign materials received and uploaded, will then be freely downloadable, customisable, keeping it mandatory for users to register before using the same and acknowledging the original creator whenever used. Speaking at the announcement, S V Sista, executive trustee, Population First, said, "Our aim is to spread awareness on the issue of sex selection and foeticide among people. It is a growing concern for India not only in villages but in urban areas as well.



Picture used for representational purposes only

About Population First's Laadli campaign:

Laadli — A Girl Child Campaign by Population First addresses an important social issue - the bias against the girl child which makes her unwelcome in many families. She is not even allowed to be born because of the misuse of diagnostic techniques. The result is that the sex ratio is falling at an alarming rate all over the country and sex selection is assuming genocide proportions. 33 million women are missing from India's population, and as per estimates, in the next five years about one million female fetuses will be aborted each year! Laadli aims to break the silence and help make pre-birth sex selection a public issue and not let it remain a personal matter.

Across the country, a large number of districts were witness to the phenomena of dwindling number of girls in the population. In 2001, the number of districts with a sex ratio of less than 800 girls per 1000 boys was 14 as compared to 0 districts in 1991. The number of districts with a sex ratio in the range 800 to 849 increased from 1 district to 32 districts in the same decade. Delhi, the political capital of India and Mumbai the commercial capital of the country, have 0 to 6 sex ratios much below the national ratio of 927, which in itself is low.

Therefore, by keeping the UNFPA-Laadli NCEA open to all, we intend creating a people's movement against the practice of sex selection, providing communication support to ongoing campaigns on the

issue."

Population First will handover a token honorarium to the selected few and a certificate each to entries included on the website.

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Sl nbr	Date	Publication	Headline	Page nbr.	Size cc	Rate cc	Quantitative Ratio in Rs.
1	28/02/2008	Maharashtra times (Mum)	Laadli puraskarasathi aavhan	5	30.25	750	22687.5
2	28/02/2008	Navbharat Times (Mum)	Laadli puraskaroke liye aavhan	4	20.25	450	9112.5
3	29/02/2008	Dainik Rashtradoot (Jaipur)	Laadli NCEA award ke liye pravishya aamantrit	9	45	100	4500
3	1/3/2008	Western Times (Amd)	Population Firstna samajic parivartan matena NCEA	2	268.25	180	48,285
4	3/3/2008	Kesari(Pune)	UNFPA Laadli rashtriya puraskarasathi arj pathvinyache aavhan		123.5	200	24700
5	4/3/2008	Evening Post (Jaipur)	NCEA ke liye pravishya aamantrit	11	93.5	120	11,220
6	5/3/2008	Evening Plus (Jaipur)	Population First NGO ki pahal	4	165	250	41,250
7	6/3/2008	Jaihind (Amd)	Population Firstna samajic parivartan matena NCEA	3	63	230	14,490
8	6/3/2008	Gujarat Today (Amd)	Population Firstna samajic parivartan matena NCEA	8	135	300	40,500
9	7/3/2008	Mid-Day (Mum)	Mumbai is killing girl child	6	144	600	86400
10	8/3/2008	Karnavati Express (Amd)	Population Firstna samajic parivartan matena NCEA	2	315	190	59,850
11	8/3/2008	Chupal (Amd)	Population First ke samajic parivartan ke liye NCEA	2	145.25	210	30,502.50
12	8/3/2008	Gujarat Pranam (Amd)	Population Firstna samajic parivartan matena NCEA	2	230.25	175	40,293.75
13	9/3/2008	Times of India (Mum)	NGO launches website against female foeticide	6	57.5	2190	125925
14	10/3/2008	Mahanagar Times (Jaipur)	Laadli NCEA award pravishya mangi	7	120	80	9,600
15	11/3/2008	Suryakal (amd)	Population Firstna samajic parivartan matena NCEA	4	195.5	175	34,212.50
16	12/3/2008	Afternoon (Mum)	Womans World	11	full page		120000
17	16/03/2008	Punyanagari (Pune)	Laadli puraskarasathi arj pathvinyache aavhan	3	76.5	100	7650
Total							731179

Print media - Magazine

Sl nbr	Date	Publication	Headline	Page nbr.
1	February '08 issue	USP Age	UNFPA-NCEA announced	
2	March '08 issue	The Brand Reporter	Population First NCEA	12
Total				

Online media - Website

Sl nbr	Date	Publication	Headline
1	21/02/08	agencyfaqs.com	UNFPA-Laadli National Creative Excellence Awards for Social Change

Total Amount : Rs.

Seven lakh thirty one thousandone hundred seventy nine

‘लाडली’ पुरस्कारांसाठी आवाहन

मुंबई, बुधवार - महिला हक्क तसेच सामाजिक विकासासाठी काम करणाऱ्या ‘पोप्युलेशन फर्स्ट’ या सामाजिक संस्थेतर्फे दिल्या जाणाऱ्या युएनएफपीए-लाडली पुरस्कारांसाठी आवाहन करण्यात आले आहे. सामाजिक सेवेतर्गत दिला जाणारा हा पुरस्कार यावर्षी सात वेगवेगळ्या गटासाठी देण्यात येणार आहे. प्रवेशिका अर्ज भरून पाठविण्याची अंतिम तारीख २८ फेब्रुवारी २००८ आहे.

यावर्षी दिला जाणाऱ्या ‘लाडली’ पुरस्कारात टीव्ही

चित्रपट व अनिमेशन चित्रपटांतून दाखविलेल्या कथा, घोषणा व गाणी, छापील जाहिराती अथवा कार्टूनस, पोस्टर्स किंवा बॅनर्स, फोटोग्राफी आदी वेगवेगळ्या प्रकारांचा समावेश आहे. ‘पोप्युलेशन फर्स्ट’चे कार्यकारी विश्वस्त एस्. व्ही. सिन्हा यांनी सदर घोषणा करताना सांगितले की, “या पुरस्कारांच्या माध्यमातून लिंगाचयणीबाबत समाजात जी न्यूनगंडता आहे ती कमी करून समाजात जागरूकता निर्माण करणे, हाच मूळ उद्देश आहे. लिंगाचयणीवरून स्त्रीगर्भाची हत्या करण्याचे प्रमाण गावांसोबत सध्या शहरातही वाढत चाललेले दिसत. हे प्रमाण कमी करण्याचा प्रयत्न या पुरस्कारांद्वारे आम्ही करणार आहोत.”

‘लाडली’ अंतर्गत दिल्या जाणाऱ्या सात पैकी पाच पुरस्कारांचा निकष हा ‘राष्ट्रीय ग्रामीण आरोग्य मोहिमे’द्वारे आलेल्या अंतिम अहवालाच्या आधारे लावला जाईल. ‘मुली वाचवा’ असा सामाजिक संदेश देणाऱ्या ‘लाडली’च्या माध्यमातून अनेक नवजात स्त्री अर्भकांना, अनाथ, गरजू मुलींना आधार दिला गेला आहे.

** SUNDAY TIMES OF INDIA, MUMBAI
MARCH 9, 2008

NGO launches website against female foeticide

TIMES NEWS NETWORK

Mumbai: It is no secret that the girl child continues to be seen as an add-on. Even in an advanced city like Mumbai, it is fairly acceptable to look at a new born girl and mumble words of encouragement like, “*dekhna, agli bar laadka hi hoga* (Next time it will be a boy)”.

Resilient efforts to ensure a girl's safe passage into this country, however, continue as Population First, a social organisation announced the launch of a website, creative-excellence.org on Women's Day. The site will contain downloadable campaign material on sex selection and foeticide.

The United Nations Population Fund and Laadli, a Population First initiative, announced the National Creative Excellence Awards for Social Change. “The project invites entries from advertising professionals to children,” says Saipriya Paranjape, project coordinator. The last date for entries is March 31.

नेशनल क्रिएटिव अवॉर्ड के लिए प्रविष्टियां आमन्त्रित

जयपुर, 4 मार्च (वासं)। मुंबई के प्रमुख गैर सरकारी स्वयं सेवा संगठन पोपुलेशन फर्स्ट जो जनसंख्या, स्वास्थ्य सेवा, महिलाओं के अधिकार और सामाजिक विकास से जुड़े कार्य करता है। इस एनसीओ में संयुक्त राष्ट्र जनसंख्या कोष लाडली राष्ट्रीय क्रिएटिव एक्सीलेंसी अवॉर्ड फॉर सोशियल चेंज की घोषणा की है।

इस पुरस्कार का चयन राष्ट्रीय स्तर पर होगा। इस पुरस्कार में सामाजिक बदलाव में अहम भूमिका निभाने वाली प्रचार सामग्रियों में से सर्वश्रेष्ठ प्रचार माध्यम के चयन के लिए विशेषज्ञों की एक टीम बनाई गई है। इसमें लिंग भिन्नता को मिटाने के लिए और लड़का- लड़की एक समान भावनाओं को बढ़ाने के लिए, बंधुआ मजदूरी को दूर करने संबंधी प्रचार कार्य को इस पुरस्कार में शामिल किया गया है।

इस पुरस्कार के लिए विभिन्न विज्ञापन विशेषज्ञों, सृजनात्मक कार्य से जुड़े रचनाकारों, फ्री लॉन्सर और व्यक्तिगत स्तर या किसी भी संगठन से जुड़े प्रतिनिधि इस पुरस्कार के लिए अपनी प्रविष्टियां भेज सकते हैं। गैर सरकारी संगठन, कला और डिजाइन के छात्र व शिक्षक, इसके अतिरिक्त भी वो सभी देशवासी जो अपने स्तर पर सृजनात्मक गतिविधियां करते हैं, जो इस अवॉर्ड के प्रचार में भागीदारी निभाएं। प्रविष्टियां 31 मार्च 2008 तक भेजी जा सकती हैं। इस पुरस्कार के लिए सभी प्रविष्टियां वेबसाइट www.creative-excellence.org के जरिए भेजी जा सकती हैं। यह जानकारी पोपुलेशन फर्स्ट के मुख्य ट्रस्टी एस.वी. सिन्हा ने दी।

Print Media - Newspapers

Sl nbr	Date	Publication	Headline	Page nbr.	Size cc	Rate cc	Quantitative Ratio in Rs.
1	30th June 2008	Business Standard	Gaming for social change	10	271.25	300	81375
2	4th July 2008	Mahanagar	Creative Ladali	8	286	350	100100
3	4th July 2008	Shivner	Stree bhura hatya thabavyasathi	6	116.84	120	14020
4	4th July 2008	Karnataka Mallya	Laadli	3	138	600	82800
5	5th July 2008	Sammna	Laadli	12	210	500	105000
6	July 2008 issue	USP AGE	Girl, Interrupted	72 & 73	2 full pages	10000	20000
7	9th July 2008	Loksatta	Stree bhura hatya thabavyasathi	9	174.25	450	78412
							481707

Electronic media - Magazine

Sr. No	Date	Publication	Headline	Size cc	Rate cc	Quantitative Ratio in Rs.
1	1/7/2008	NDTV	Missing		26000	86060
2	2/7/2008	Doordarshan News	News - Mumbai		12000	40080
						126140

Online media - Website

Sr. No.	Date	Publication	Headline	Page nbr.	Size cc	Rate cc	Quantitative Ratio in Rs.
1	1/7/2008	agencyfaqs	UNFPA- Laadli National Creative...		Full Page	70000	70000
2	1/7/2008	thebrandreporter	UNFPA- Laadli National Creative...		Full Page	70000	70000
							140000

Grand Total 747847 /-

Total Amount : Rs. Seven lakhs Forty seven thousand eight hundred forty seven

BrandReporter

Cause Celebre
UNFPA-LAADLI CREATIVE EXCELLENCE AWARDS ANNOUNCED

Causes need to be awarded and rewarded, for them to be furthered. Population First, a Mumbai based NGO, working on population and health issues within the framework of women's rights and social development has announced the United Nations Population Fund (UNFPA) - Laadli National Creative Excellence Awards for Social Change. The contest would be conducted nationwide, with an aim to create a pool of promotional material that could be used for the campaign against sex selection, by stakeholders working on the issue, that would include advertising professionals, Creative professionals (from any organization), Freelance individuals, NGOs, Art & Design students/faculty, etc.

The awards will be given across Seven Categories, which are:
• Story Boards of TVCs/Films/Animation Films

Laadli
A Girl Child Campaign

• Slogans/Lyrics/Songs • Print Ads/Cartoons • Campaign Ideas
• Posters/ Outdoor media • Photography
• Innovative merchandising materials

The last date to receive entries is 31st March 2008. According to **SV Sista**, Executive Trustee, Population First, "Our aim is to spread awareness on the issue of sex selection and foeticide among people. It is a growing concern for India not only in villages but in urban areas as well. We intend creating a people's movement against the practice of sex selection, providing communication support to ongoing campaigns on the issue."





Population First National Creative Excellence Awards >

Population first a Mumbai based NGO, working on population and health issues has instituted the UNFPA (United Nations Population Fund) Laadli National Creative Excellence Awards for Social Change. Laadli is an ongoing campaign run by Population First to raise awareness on the issue of sex selection and female foeticide. To extend this campaign to cross sections of the society, Population First is running a nationwide contest to create a pool of promotional material that can be used by stakeholders working on the issue. All entries received till 31st March 2008 would be uploaded on a web based free open communication source, dealing with the issue of sex selection. Entries are invited from advertising professionals, creative professionals, art and design students and even freelance individual who believe in the cause. The awards will be given across seven categories, which include story boards of TVCs, slogans/lyrics, print ads/cartoons, campaign ideas, posters, photography and merchandising materials.

महिला हक्क तसेच सामाजिक विकासासाठी काम करणाऱ्या 'पॉप्युलेशन फर्स्ट' या सामाजिक संस्थेतर्फे दिल्या जाणाऱ्या यूनएफपीए- 'लाडली' पुरस्कारात टीव्ही चित्रपट व ऑनिमेशन चित्रपटांतून दाखविलेल्या कथा, घोषणा व गाणी, छापिल जाहिराती अथवा कार्टून्स, पोस्टर किंवा बॅनर्स, फोटोग्राफी आदी वेगवेगळ्या प्रकारांचा समावेश आहे.

'पॉप्युलेशन फर्स्ट'चे कार्यकारी विश्वस्त एस व्ही. सिस्ता म्हणतात, 'या पुरस्कारांच्या माध्यमातून लिंगाचाचणीबाबत समाजात जी न्यूनगंडता आहे ती कमी करून समाजात जागरूकता निर्माण करणे, हाच मूळ उद्देश आहे. लिंगाचाचणीवरून स्त्रीगर्भाची हत्या करण्याचे प्रमाण गावांसोबत सध्या शहरातही वाढत चाललेले दिसते. हे प्रमाण कमी करण्याचा प्रयत्न या पुरस्कारांद्वारे करण्यात येणार आहे.'

लाडली अंतर्गत दिल्या जाणाऱ्या सातपैकी पाच पुरस्कारांचा निव्वड हा 'राष्ट्रीय प्रामाण्य आरोग्य मोहिमे'द्वारे आलेल्या अंतिम अहवालाच्या आधारे लावला जाईल. 'मुली वाचवा' असा सामाजिक संदेश देणाऱ्या 'लाडली'च्या

माध्यमातून अनेक नवजाल स्त्री अर्भकांना, अनाथ, गरजू मुलींना आधार दिला गेला आहे.

समाजात मुलीविषयी जागरूकता निर्माण होण्याच्या दृष्टीने तसेच स्त्रीलिंग भेदाबाबत असलेल्या रूढी, परंपरा संपविण्याच्या दृष्टीने 'पॉप्युलेशन फर्स्ट' या स्वयंसेवी संस्थेतर्फे राष्ट्रीय तसेच आंतरराष्ट्रीय पातळीवर सामाजिक कार्य केले जाते. हिंदुस्थानातील अनेक राज्यांत आजही स्त्री भ्रूण हत्या सुरूच होते. कायदा करूनही या हत्या थांबलेल्या नाहीत. याबाबत सामाजिक मंथनाचा प्रामाणिक प्रयत्न 'पॉप्युलेशन फर्स्ट'तर्फे केला जातो. या सामाजिक कार्यात कायम अग्रसर राहिल्याने 'लाडली' या मोहिमेला सर्व धरतून चांगला प्रतिसाद लाभला आहे.

'लाडली' मोहिमेमुळे स्त्री भ्रूण हत्येचे सत्र काही अंशी थांबले आहे. गेल्या दशकात १००० मुलांमार्गे १३० मुली असे प्रमाण होते. या दशकात हे प्रमाण थोडे घटले तरी अनेक सामाजिक उपक्रमांतून 'पॉप्युलेशन फर्स्ट'ने 'लाडली'चा संदेश तळागाळात पोहोचवायचे ध्येय/ उद्दिष्ट कायम ठेवले आहे.



From left to right- USP Age, Brand Reporter, Saamna

The path forward -

August September 2008

Phase 5

Comprehensive promotion of the website - www.creative-excellence.org will be promoted with stakeholder groups to achieve maximum usage of campaign materials currently available on the website.

Tie up with popular websites having larger servers - PF will initiate communication with agencies like The Cell- Network 18 and Rediff iShare to carry links, video and audio files that require a larger server base.

Seek free Air time and Ad space- PF along with Think PR to pursue free airtime from channels and free ad space in print media, to carry winning creatives.

Promote the booklet “Innovating ideas, creating change” - A booklet containing some of the best entries received, will be sent to a comprehensive database of NGOs, Govt. agencies etc, to promote entries received, aiming to maximize the usage of materials available online, in their own campaigns.

Develop bookmarks - Create bookmarks that briefly carry a note about the issue and has the web address printed across it. The same could be sent via post or distributed with media houses, Ngos and students besides distributing it at issue based events.

Other initiatives to include-

- Banner space on websites frequented by NGOs/Stakeholder groups
- Post links along with a brief of the initiative on websites
- Send e mailers to CSRs and Corporate houses

