

Population First

A communications initiative for a balanced, planned and stable population

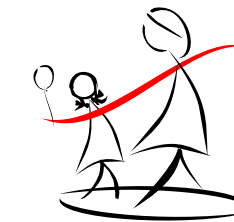
Population First

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www.creative-excellence.org



Laadli

A Girl Child Campaign  
by Population First

THE LAADLI NATIONAL MEDIA AWARDS  
FOR GENDER SENSITIVITY (2010-11)



The United Nations Population Fund



# about population first

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 to save the girl child. The *Laadli* campaign focuses on creating public awareness about the falling sex ratio and its ramifications, advocacy with media to promote a positive image of the girl child in society and advocacy with government, medical professionals and civil society organizations for better implementation of the Pre-conception and Prenatal Diagnostics Act (1994)

AMCHI Action for mobilization of Community Health Initiatives is a community health and village development project which is being implemented in 46 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.

MADHYAM- Youth for Change, works with young people from over 80 colleges in Mumbai through the National Service Scheme (NSS) network.

Maadhyam focuses on providing open and non-judgmental spaces to the youth to discuss and address gender and social development issues.

# foreword

This is the third edition of the *Laadli* Media Awards and the spontaneous support and positive response from the field level journalists, editors and media leaders is exhilarating. Every article, editorial, news feature, blog, television and radio programme done from a gender perspective is a source of inspiration for us. The range of topics covered as well as the quality of writing of the entries received is impressive and gives us the confidence that there is hope for change. The winners of the four national awards focused on a plethora of gender issues – transgenders, children of devdasis, witch-hunting, gender violence, gender bias in corporate policies, women in army and in unconventional entrepreneurial roles, impact of naxalism and militancy on the civil liberties and rights of women etc. They illustrate how a little sensitivity on the part of the writer could bring in a whole new perspective on the issue. We congratulate each of the winners and all those who have sent in their entries.

Web media is emerging as an important space for gender and development discourse. The blogs and the online magazines are providing the much needed opportunity for writing on issues which may not find space in mainstream media. Web video blogs, community radios and videos are empowering the marginalized sections particularly women to voice their views and concerns. SEWA, WAVE Video Blog, and Uttor represent the power of community media.

We know that it is only a small beginning that we have made and we have a long way to go before we can actually have a media culture that is sensitive and inclusive in its approach to gender issues. This is particularly true of the mainstream media. In spite of a large number of serials launched on TV on issues related to women and girl children, they seem to be dominated by the TRP ratings and the tried and tested formula of mass entertainment. Similarly, while it is heartening to note the increased visibility of girl child in advertising, a refreshing new take on gender is still missing

We promise to keep working on opening up communication channels with the audience/ readers as well as the media persons through media awards. In the next few months we also propose to undertake interactive sessions with media, grant fellowships for journalists working on gender issues and reach out to the student journalists through our college based programmes.

This year-long advocacy effort would not have been possible without the support of UNFPA, collaborating agencies, co-ordinators, jury members, sponsors and other supporters, the media persons and last but not the least the wonderful audiences at the events who cheered our efforts heartily.

BIG thanks to all!

**A.L. Sharada**  
Programme Director  
Population First

**Bobby Sista**  
Executive Trustee  
Population First

# western region awards

The Western region awards were held in Ahmedabad in collaboration with Mudra Institute of Communication, Ahmedabad (MICA) in their auditorium on 19<sup>th</sup> December 2010. Press conferences were held in Mumbai, Poona, Nagpur, Jaipur and Ahmedabad and over 140 entries were received from Maharashtra, Gujarat, Goa and Rajasthan. Thirteen media persons including nominees for Special Awards from Marathi, Hindi, Gujarati and English media were felicitated at the event.

Two *Laadli* Lifetime Achievement Awards were presented to well-known Hindi feminist writer and journalist Ms. Divya Jain and the first woman Station Director of AIR Ahmedabad, Ms. Vasuben Bhatt. Sewa received a special award for its pioneering efforts in using community media to empower women. The Awards were presented by the Governor of Gujarat, Her Excellency Dr. Shrimati Kamala.

The Western Region Laadli Media Awards were supported by Rajasthan Patrika, Ginger Hotels, Clea PR and InfochangeIndia.org

## WESTERN REGION COORDINATORS

Ms. Malti Mehta, Mr. Joel Rodrigues and Ms. Tanu Dwivedi

## COLLABORATING AGENCY



Mudra Institute of Communications, Ahmedabad Started in 1991, Mudra Institute of Communications, Ahmedabad (MICA) is an autonomous non-profit management education institution. MICA has set a precedent as the first residential academic institution in the country and perhaps in the Asia-Pacific region

wholly dedicated to meeting the needs of the integrated marketing communications industry. MICA complements the role that management education plays in modernizing and professionalizing communications-driven businesses.

# western region awardees



**SHARMILA KALGUTKAR**  
Saaptahik Sakal, Mumbai

PRINT MEDIA-Marathi  
BEST FEATURE  
*Aamhala IAS Vhaychay*



**PRIYANKA DHALE**  
Loksatta, Pune

PRINT MEDIA-Marathi  
BEST COLUMN  
*Antarnad*



**MAHENDRA SINGH SHEKHAWAT**  
Rajasthan Patrika, Jaipur

PRINT MEDIA-Hindi  
Consistent Writing On Gender Issues



**KANCHAN SRIVASTAVA**  
Navbharat Times, Mumbai

PRINT MEDIA-Hindi  
BEST FEATURE  
*Ladies Special*



**TANYA CHAITANYA**  
Femina

PRINT MEDIA-English  
BEST FEATURE SERIES  
*What's the Big Idea?*



**RADHA SHARMA**  
The Times of India  
Ahmedabad

PRINT MEDIA-English  
CONSISTENT WRITING ON GIRL  
CHILD ISSUES



**DAYASHANKAR MISHRA**  
ravivar.com

WEB MEDIA-Hindi  
BEST WEB FEATURE  
*Kiran Ke Hauslon Ko Salaam*



**SHUBHANGI SWARUP**  
openthemagazine.com

WEB MEDIA-English  
BEST WEB FEATURES  
*The Many Perceptions of rape et al*



**WOMEN ALOUD VIDEOBLOGGING FOR EMPOWERMENT**  
waveindia.org, Goa

WEB MEDIA-English  
BEST VIDEO-BLOGENTRY-  
*In Limbo-Kashmir's Half Widows*



**JAIDEEP HARDIKAR**  
beyondmargins.blogspot.com

WEB MEDIA-English  
CERTIFICATE OF APPRECIATION  
*Women Up and rising in bihar*

# western region awardees



**SEWA**  
Gujarat

EFFORTS TO EMPOWER WOMEN  
THROUGH MEDIA



**DIVYA JAIN**  
Mumbai

*Laadli* LIFETIME ACHIVEMENT AWARD



**VASUBEN BHAT**  
Gujarat

*Laadli* LIFETIME  
ACHIEVEMENT AWARD



**DR. VARSH GANGULY**



**PULAK TRIVEDI**



**DR. GUARANG JANI**



**KUMAR KETKAR**



**NANDINI SARDESAI**



**ADITI DESAI**



**PROF. ASHOK KUMAR**



**DR. VIBHUTI PATEL**



FROM LEFT TO RIGHT :  
ABID SHAMSI, SUBASH TENDLE, RITA KOTHARI

# western region Jury

# southern region awards

The Southern Region awards were held at Chowdaiah Memorial Hall on December 10, 2010. Twenty two awardees were felicitated from the southern states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Pondicherry. Press conferences were held in Hyderabad, Bangalore, Cochin and Chennai calling for entries and over 120 entries were received from Tamil, Malayalam, Kannada, Telugu, Urdu and English media. A jury panel of 22 eminent persons selected the winners under the various categories. Lifetime Achievement award was presented to Ms. Tara Joseph, a well known writer and women's rights activist. Mr. P. C. Ramakrishna was awarded a special award for his contribution to gender issues through theatre. Tara Gopal, Kannada Actress, and other distinguished media persons, artists and senior government officials presented the awards at the well-attended event. The Southern Region event was supported by Ginger Hotels and Primal Projects.

## SOUTHERN REGION COORDINATORS

Ms. Sushila Nair, Ms. Bhuvaneshwari S., Ms. Suchitra N., and Ms. Geeta S.

## COLLABORATING AGENCY



Bhumika Women's Collective is an organization working with the aim of helping women in distress. It also publishes a feminist magazine Bhumika. Started in 1993 in Hyderabad, it has emerged as one of the strong voices articulating women's perspective on various issues.

# southern region awardees



**SANGEETHA NEERAJA**  
The New Indian Express, Chennai

PRINT MEDIA-English  
BEST FEATURE  
*City's Suicide Point*



**SHEELA RAMANATHAN**  
Bangalore mirror, Bangalore

PRINT MEDIA-English  
BEST COLUMN  
*Women are the cheaper Sex*



**SANGAMESH MENASINAKAI**  
Vijay Karnataka, Belgaum

PRINT MEDIA-Kannada  
BEST NEWS FEATURE  
*Senagoo Sai*



**YESHODHA RAJU**  
Kannada Prabha, Bangalore

PRINT MEDIA-Kannada  
BEST KANNADA COLUMN  
*Avara Aatakke Eevara Patakke*



**ALOYSIUS D. FERNADEZ**  
Ora, Calicut

PRINT MEDIA-Malayalam  
BEST OPINION-EDITORIAL  
*Ini Namukk Kudumbam Kalakkam*



**R. SAMBHAN  
Deshabhmani**  
Thiruvananthapuram

PRINT MEDIA-Malayalam  
BEST INVESTIGATIVE REPORT  
*State Bankinu Garabhinikale Venda*



**REJI R. NAIR**  
Mathrubhumi, Kozhikode

PRINT MEDIA-Malayalam  
BEST COLUMN  
*Moothramozhikan ini Arudeyokke  
Daya Venam ?*



**PON. DHANASEKARAN**  
Pudhiya Thalaimurai, Chennai

PRINT MEDIA-Tamil  
BEST HUMAN INTEREST STORIES  
*Karkai Nandrae, Paprapadu Vettu  
Velai Padippadhu Palliy*



**K. S. VELAYUTHAN**  
Kumudham Reporter

PRINT MEDIA-Tamil  
BEST INVESTIGATIVE STORY  
*Sikkiya Silmisha Paadhiriyaar*



**S. VIJAYAKUMAR**  
Dinamani, Chennai

PRINT MEDIA-Tamil  
BEST FEATURES  
*Kandupidichom, kandupidichom et al.*

# southern region awardees



**EPPA SHOBHA RANI**  
Vartha, Hyderabad

PRINT MEDIA-Telugu  
BEST FEATURES  
*"Kadali" Gayala Nadulu Vallu*



**NIRMALA KONDEPUDI**  
Bhumika Streevaada Patrika,  
Hyderabad

PRINT MEDIA-Telugu  
BEST COLUMN  
*Mrudangam*



**FARIDA RAJ**  
Siasat, Hyderabad

PRINT MEDIA-Urdu  
BEST WRITING ON WOMEN ISSUES  
*Zaviye Zindagi ke*



**ANDAL PRIYADARSHINI**  
Doordarshan, Chennai

ELECTRONIC MEDIA-Tamil  
BEST DOCUMENTARY  
*Naanum Innoru Naanum*



**SAVE GIRL CHILD**  
ABN Andhrajyoti, Hyderabad

ELECTRONIC MEDIA-Telugu  
BEST PROMO CAMPAIGN  
*Save Girl Child*



**POTLURI RAJESH**  
Vanitha TV, Hyderabad

ELECTRONIC MEDIA-Telugu  
BEST FEATURE  
*Samabhavam*



**N. VISHWANATH**  
HMTV, Hyderabad

ELECTRONIC MEDIA -Telugu  
BEST DOCUMENTARY  
*Dainyamlo Devatala Biddalu*



**RAMU SURAVAJJULA**  
Apmiakaburlu.blogspot.com,  
Hyderabad

WEB MEDIA-Telugu  
BEST BLOG ARTICLE  
*Anuskshanam Vekili Choopula Daadi  
Mahilalaku Rakshanedi ?*



**SWATHI SHIVANAND**  
Offbeat e-Zine, Bangalore

WEB MEDIA-English  
BEST OPINION-EDITORIAL  
*Whose City Is It Anyway?*



**AARTI MOHAN**  
The Alternative, Bangalore

WEB MEDIA -English  
BEST WEB ARTICLE  
*The Real I-Pad*

# southern region awardees



**P. C. RAMKRISHNA**  
Chennai

SPECIAL AWARD  
CONTRIBUTION TO GENDER SENSITIVITY  
AS A THESPIAN



**SARAH JOSEPH**  
Kerala

*Laadli* LIFE TIME ACHIEVEMENT AWARD

# southern region jury



GEETA RAMASESHAN



DR. S. KRISHNASWAMY



SUJATHA NATARAJAN



SUJATHA PATWARI



SUJATHA GOPAL



CHANDRA LATHA



C. UMAMAHESWARARAO



JAYASHREE MOHANRAJ



K. SUNEETHA RANI



PASUPULETI GEETHA



VARANASI NAGALAKSHMI



R. SANTHA SUNDARI



HASHMI SHABUDDIN



DR. SAMATA ROSHINI



GANTASALA NIRMALA



ABBURI CHAYA DEVI

# southern region jury



C. D. MANJULA



ROOPA IYER



D. S. SHAMANTHAKAMANI



LEELA MENON



P. S. MANOJ KUMAR



C. C. VENKITESWARAN

# northern region awards

The awards ceremony for the Northern Region was held on March 14, 2011 at Chinmaya Mission Auditorium, Delhi. Press conferences were held in Chandigarh, Lucknow and Jalandar calling for entries and more than 450 entries were received from the states of Chandigarh, Chhattisgarh, Delhi, Haryana, Himachal Pradesh, Jammu and Kashmir, Madhya Pradesh, Punjab, Uttar Pradesh and Uttarakhand. A panel of 13 jury members selected a total of 31 media persons for the awards. Dr. Kiran Bedi, IPS, Dr. Ranjana Kumari, Director, Centre for Social Research and Ms. Nobuko Horibe, Director, UNFPA, Asia Pacific presented the awards. The Northern Region event was supported by Clea PR, Dainik Bhaskar, Ginger Hotels and Punjab National Bank.

## NORTHERN REGION COORDINATORS:

Ms. Minu Talwar, Mr. Nawed Akhter, and Mr. Abdul Ghaffar.

## COLLABORATING AGENCY



Sopan Step Development Magazine (INFORDS) Sopan Step, being brought out by INFORDS (India Foundation for Rural Development Studies), is a pro-active bilingual development magazine. Circulated widely among NGOs, social activists, cooperatives and other grassroots organizations, the magazine seeks to ensure that voice of the rural people is heard and that it becomes the driving force for development of the whole nation.

# northern region awardees



**HIMANSHI DHAWAN**  
The Times Of India, Delhi

PRINT MEDIA-English  
BEST NEWS REPORT  
*Single Women Left Out Of NREGS*



**TENA THACKER**  
Indian Express, Delhi

PRINT MEDIA-English  
BEST HUMAN INTEREST STORY  
*In Anadamans, Unique Story Of  
Courage, Compassion*



**JASNEET BINDRA**  
Indian Express, Chandigarh

PRINT MEDIA-Punjab  
BEST INVESTIGATIVE REPORT  
*Sex Ratio Mess-Up in Punjab*



**KUNAL MAJUMDER &  
SHANTANU GUHA RAY**  
Teelka Magazine, Delhi

PRINT MEDIA-English  
BEST FEATURE (MAGAZINE)  
*The Cervical Cancer Bazaar*



**AASTHA ATRAY BANAN**  
Teelka Magazine, Delhi

PRINT MEDIA-English  
BEST HUMAN INTEREST STORY  
*Hoop Dreams*



**TRIPTI NATH**  
Women's Feature Service, Delhi

PRINT MEDIA-English  
BEST NEWS FEATURE  
*Voting in Darkness*



**MRINAL VALLARI**  
Jansatta, Delhi

PRINT MEDIA-Hindi  
BEST ARTICLE  
*Chhalang Se Aage*



**BHOOMIKA KALAM &  
RAJENDRA GAHARWAR**  
People's Samachar, Bhopal

PRINT MEDIA-Hindi  
BEST IMPACT FEATURE  
*Pahle Garbh Parikshan Phir Kanyadan*



**NEETA SISODIYA**  
Dainik Bhaskar, Indore

PRINT MEDIA-Hindi  
BEST INVESTIGATIVE NEWS STORY  
*Paison Ki Chah Mein Maa Ne Lajaya Kokh Ko*



**SWATI SHARMA SHAIWAL**  
Nai Dunia, Indore

PRINT MEDIA-Hindi  
BEST COLUMN  
*Go For Cricket Girls*



# northern region awardees



**RAFI MOHAMMED SHAIKH**  
Dainik Bhaskar, DB Star, Indore

PRINT MEDIA-Hindi  
BEST HUMAN INTEREST STORY  
*Sab Pathardil*



**SUTAPA DEV**  
NDTV, Delhi

ELECTRONIC MEDIA-English  
BEST DOCUMENTARY  
*Modern Love Stories: New Age*



**RED DOT PRODUCTIONS**  
NDTV, Delhi

ELECTRONIC MEDIA-English  
BEST SHORT FILM  
*Chhoonedo Asman*

**POULOMI MRINAL SAHA**  
Headlines Today, Delhi

ELECTRONIC MEDIA-English  
BEST NEWS FEATURE  
*Branded a Witch, Hunted for Life*



**SANJAY KUMAR**  
Lok Sabha TV, Delhi

ELECTRONIC MEDIA-Hindi  
BEST DOCUMENTARY  
*Mohe Rang De Gulabi*



**TRIDIP KANTI MANDAL**  
CNN IBN, Delhi

ELECTRONIC MEDIA-English  
BEST INSPIRATIONAL STORY  
*Real Heroes-Naseema*



**ARCHANA SHARMA**  
Lok Sabha TV, Delhi

ELECTRONIC MEDIA-Hindi  
BEST HUMAN INTEREST STORY  
*Hauslon Ki Udaan-Sarvesh  
Photographer*



**94.3 MY FM**  
NOIDA

ELECTRONIC MEDIA-Hindi  
BEST RADIO COMPETITION  
*Scooty to inner Beauty*

**SANDEEP KAUR BHULLAR**  
Rozana Spokesman, Chandigarth

PRINT MEDIA-Punjabi  
BEST FEATURE  
*Ki Mape kuduya De Vivah  
Sambadhi Jagruk Han*

**SHAGUFTA WANI**  
Chattan, Srinagar

PRINT MEDIA-Urdu  
BEST ARTICLE  
*Besahara Bewain*



**RICHA ANIRUDH**  
IBN7, Delhi

ELECTRONIC MEDIA-Hindi  
BEST ISSUE BASED PROGRAMME  
*Zindagi live-domestic Violence*

**ADITI RAY**  
All India Radio, Ranchi

ELECTRONIC MEDIA-Hindi  
BEST PLAY-*Chutki*



**SHURIAH NIAZI**  
Women News Network, Bhopal

WEB MEDIA-English  
BEST WEB FEATURE  
*Protective Laws Fall short For  
Women Charged With Witchcraft*



**SMRITI JOSHI**  
Webdunia.com, Indore

WEB-Hindi  
BEST WEB FEATURE  
*Kathor Parampara Ka Bheena Samapan*



**SANDEEP KUMAR**  
Raviwar.com, Jharkhand

WEB-Hindi  
BEST HUMAN INTEREST STORY  
*Man ko Mohti Masalon Ki Mahak*

# northern region awardees



**MANSI OBEROI**  
Big FM, Bhopal

ELECTRONIC MEDIA-English  
BEST TALKATHON  
*Save The Girl Child Campaign*



**BASHIR AHMAD BUCH**  
Radio Kashmir, AIR, Srinagar

ELECTRONIC MEDIA-Urdu  
BEST DRAMA  
*Lafzon Ka Safar*



**AZERA PARVEEN RAHMAN**  
IANS, Delhi

WEB MEDIA-English  
BEST WEB ARTICLE  
*Climate Change Affecting Noreastern  
Women's Livelihoods*



**LOKENDRA SINGH KOT**

SPECIAL AWARDS-Hindi  
CONSISTENT WRITING-ARTICLES



**SUKHBIR SIWACH**

SPECIAL AWARDS ON GENDER  
ISSUES-English  
CONSISTENT WRITING

# northern region awardees



MADHAVI SHREE

SPECIAL AWARD-Hindi  
CONSISTENT WRITING  
BLOGS

# northern region Jury



FARHAT EHSAS



IRA JHA



RAJI P. SHRIVASTAVA



DEVENDRA CHINTAN



SHAMIM AKHTAR



GOVIND SINGH



USHA RAI



O.R.NIAZI



SALMA SULTAN



PAMELA BHAGAT



ARUN CHADDA



SHOBA SOMAN



ANNU ANAND

# eastern region awards

The awards ceremony for the Eastern Region was held on February 14<sup>th</sup>, 2011 at Jayadev Bhavan, Bhubaneswar. Press conferences were held at Kolkata, Bhubaneswar and Guwahati calling for entries and over 280 entries were received from Arunachal Pradesh, Assam, Bihar, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Orissa, Sikkim, Tripura and West Bengal. A jury panel of 13 members selected 24 media persons for the awards. Nandikar Theatre Group from Kolkata was selected for a special award for addressing gender issues through theatre. Former Chief Secretary and a renowned litterateur of Orissa, Dr. Sitakant Mohapatra and other dignitaries presented the awards. The event was supported by Ginger Hotels.

## EASTERN REGION COORDINATORS

Ms. Manipadma Jena, Ms. Manjira Majumdar, Ms. Ratna Bharali Talukdar

## COLLABORATING AGENCY



Women's Action Rotary is a national non-profit organization since 1995 that conducts research, advocacy, information dissemination and action programmes to promote social justice and equity for the underprivileged with a focus on women and children.

# eastern region awardees



**ARUP SHANDILYA NANDINI**, Guwahati

PRINT MEDIA-Assamese  
BEST FEATURE  
*Daini Biswas Pratirodhi Joutha Manch*



**TAPATI BARUAH KASHYAP**  
ASAM BANI, Guwahati

PRINT MEDIA-Assamese  
BEST COLUMN  
*Chinaki-Achinaki*



**NANDITA DUTTA**  
Ajker Fariad, Tripura

PRINT MEDIA-Bengali  
BEST HUMAN INTEREST STORY  
*Sonar Meye Sharmistha*



**SOMA MUKHOPADHYAY**  
Anandabazar Patrika, Kolkata

PRINT MEDIA-BENGALI  
BEST INVESTIGATIVE FEATURE  
*Aini Juddhe Sampatti Uddhar HIV Tarunir*



**UTTAR**, Kolkata

PRINT MEDIA-Bengali  
BEST FEATURE SERIES  
*Nari Khamatayan*



**AJITHA MENON**  
The Hindu Business Line (WFS), Kolkata

PRINT MEDIA-English  
BEST FEATURE  
*These Girls Say "I Don't"*



**CHANDRIMA BHATTACHARYA**  
The Telegraph, Kolkata

PRINT MEDIA-English  
BEST INVESTIGATIVE STORY  
*Found & Lost*



**DOLA MITRA**  
OUTLOOK, Kolkata

PRINT MEDIA-English  
BEST FEATURE (MAGAZINE)  
*Blue Part Of the Flame*



**JAYALAKSHMI SENGUPTA**  
DECCAN HERALD(TWF), Kolkata

PRINT MEDIA-English  
BEST ARTICLE  
*Passion Play*



**SANJEEV PATRO**  
The New Indian Express, Bhubaneswar

PRINT MEDIA-English  
BEST NEWS REPORT  
*Women in State Most Vulnerable*

## eastern region awardees



**NIVEDITA JHA**  
Nai Duniya, Patna

PRINT MEDIA-Hindi  
BEST NEWS REPORT  
*Upkeshit Hai Mahila Sharamik*



**RABINDRA PRASAD DANI**  
The Sambad, Jamankiri

PRINT MEDIA-Oriya  
BEST HUMAN INTEREST STORY  
*Prasuti Siddha Hasta*



**KUMUD DAS**  
News Live, Guwahati

ELECTRONIC MEDIA-Assamese  
BEST NEWS REPORT  
*Step Mother*



**GAYATRI MOHANTY**  
ORISSA Television, Bhubaneswar

ELECTRONIC MEDIA-Oriya  
BEST TOPICAL PROGRAMME  
*Blue CD*



**RITUSMITA BISWAS**  
www.rediff.com (TWF), Kolkata

WEB MEDIA-English  
BEST ARTICLE  
*Urban Indian Women's Health-A Case Of Neglect*



**JYOTSNA ROUTRAY**  
The Sambad, Bhubaneswar

PRINT MEDIA-Oriya  
BEST OPINION-EDITORIAL-  
*Na Se Aau School Asunahi*



**SHIBANI MOHANTY &  
ATASI RATH (no photo)**  
The Sambad, Bhubaneswar

PRINT MEDIA-Oriya  
BEST FEATURE  
*Atakini Jivan*



**GAYATRI BHATTACHARJEE**  
NDTV, Guwahati

ELECTRONIC MEDIA-English  
BEST NEWS REPORT  
*Uncommon Marriage*



**SARADA LAHANGIR**  
Asian News International(ANI), Bargarh

ELECTRONIC MEDIA-Oriya  
BEST NEWS REPORT  
*Widows in Rayagada*



**SAROJINI SAHOO**  
<http://sarojinisahoo.blogspot.com>, Brairai Nagar

WEB MEDIA-English  
BEST BLOG  
*Indian Feminism and Sexuality*



**TERESA REHMAN**  
www. India Together.org (WFS),  
Guwahati  
WEB MEDIA-English  
BEST WEB FEATURE  
*Prayers Answered Women Enter  
Vaishnavite Monastery*



**KISHOR CHANDRA RATH**  
The Sambad, Nayagada

SPECIAL AWARD  
CERTIFICATE OF APPRECIATION



THINGNAM ANJULIKA SAMOM, Manipur

SPECIAL AWARD  
CONSISTENT WRITING ON  
WOMEN'S ISSUES

## eastern region awardees



**BORNALI BORUAH**  
Various Newspapers &  
Magazines, Sibsagar

SPECIAL AWARD  
CONSISTENT WRITING ON WOMEN  
ISSUES



NANDIKAR THEATRE GROUP, Kolkata

SPECIAL AWARD  
FOR THEATRE

# eastern region jury

# eastern region jury



DR. JYOTI PANIGRAHI



DR. GOURAHARI DAS



RABI DAS



HAREKRISHNA DEKA



MANJU BORAH



PRASHANTA JYOTI BARUAH



DR. BUROSHIV DASGUPTA



DR. PAULA BANERJEE



MONIDEEPA BANERJEE



SRIMOY KAR



RAJARAM SATAPATHY



SAMPAD MAHAPATRA



DR. MIRA K. DESAI

# national awards

The National Awards are the culmination of the four regional awards, where the country's best are felicitated. Chosen by our distinguished jury members these 11 winners come from different languages and regions.

The *Laadli* of the Century Award was presented to Ms. Homai Vyrawalla for her pioneering work in photo journalism in India.

The *Laadli* Lifetime Achievement Awards were presented to Sitara Devi for her contribution to the performing arts Kathak and Sindhutai Sapkal for her social service contribution to orphans in Maharashtra.

The National awards are supported by Batliboi, Cipla, Dainik Bhaskar, deGustibus Hospitality, Dynamatic Technologies, Genesis Burson-Marsteller, Godrej, NCPA, Oberoi Hotels, Q Theatre Productions, Reliance, Simplex, Taj Hotels, United Breweries, VIP Industries.

## COORDINATORS

Ms. Dolly Thakore, Mr. Bhairav Desai , Ms. Shraddha Kulkarni, Ms. Sudeshna

# national awardees



**SHUBHANGI SWARUP**, Open Magazine

**BEST FEATURE**

Web Media-English, *The Many Perceptions of rape et al*

Shubhangi's features questions the vary definition of rape and the various prejudices of people dealing with rape. She exposes the gender biases of all those dealing with rape case - from the judges to the police.

Shubhangi has a post-graduate's degree in Violence, conflict and Development from SOAS, university of London. She started the Hamara Footpath Community group near Churchgate in Mumbai. She now works as a Journalist with Open Magazine.



**KANCHAN SRIVASTAV**, Navbharat Times, Mumbai

**BEST COLUMN**

Print Media-Hindi, *Ladies Special*

Kanchan Srivastava's feature 'Ladies Special' has an interesting format that makes the reader think about gender issues seriously. Her feature include interviews with people from different walks of life and are supported by statistics wherever needed. Her writing have brought foreword both, the darker side of gender discrimination as well as the positive trends towards gender equity.

She is currently working as the Senior Copy Editor cum Special Correspondent with Navbharat Times.

# national awardees



**GAYATRI BHATTACHARJEE**, NDTV, Guwahati  
BEST NEWS REPORT  
Electronic Media-English - *Uncommon Marriage*

Gayatri's news report *Uncommon Marriage* on the same-sex ( female ) couple in a remote village is a positive one, which is much more about one's freedom of choice and less on the sensational aspects of homosexuality in a country where it is a taboo.

Gayatri's multilayered stories have highlighted wide-ranging issues of northeastern states including narco-terrorism, HIV-AIDS, conflict, arms running, wildlife trade and poaching racket, alleged intrusion of migrants, change in demography, infrastructure, witch-hunting and violence against women.



**RITUSMITA BISWAS**, www.Rediff.com ( TWF ), Kolkata  
BEST ARTICLE - *Urban Indian Women's Health - A Case of Neglect*  
Web Media-English

Ritusmita's article is about an issue rarely discussed in the media. It is not about the underprivileged women, but the so-called successful career-centric women in urban areas who continue to neglect their well being and health under work pressure, something that affects their lives in a big way.

She has over 10 years of experience in media and has contributed to several national and international publications. She started her career with Asian Age Kolkata but now freelances, exploring stories mostly reflecting contemporary urban social change and gender issues.



**NEETA SISODIYA**, Dainik Bhaskar, Indore  
BEST INVESTIGATE NEWS STORY-*Paison Ki Chah Mein Maa Lajaya kokh Ko*  
Print Media-Hindi

An in-depth investigative story on the issue of surrogate motherhood, it brings to public attention the plight of poor women whom unscrupulous doctors exploit through misleading promises of large sums in return for lending their womb for surrogacy, compromising both their physical and financial health.

Having worked in different fields of reporting for over four years, Neeta is presently associated with Dainik bhaskar, Indore as a medical reporter.

# national awardees



**HIMANSHI DHAWAN** The Times of India, Delhi  
BEST NEWS REPORT  
Print Media-English, *Single Women Left Out of NREGS*

Himanshi Dhawan's article on the exclusion of women from accessing NREGAS is an eye opener. Trough women constitute half of the workforce in rural India, and are in need of employment opprtinities they are not recoignised as workers which is paerticularly the case regarding single women.

With over 11 years of journalistic experience behind her, Himanshi currently works with *The Times Of India*. She has written on varied issues ranging from civics and politics to women empowerment and rights of women and children.



**AASTHA ATRAY BANAN**, Tehelka Magzine, Delhi  
BEST HUMAN INTEREST DTORY-MAGAZINE  
Print Media-English, *Hoop Dreams*

Aastha Atray Banan tells a heart-warming story a group of muslim girls from an under-privileged background, conquering the basketball court.

A student of literatute, Aastha Aatray Banan is a journalist of more than 8 years of standing. She is happy being with Tehelka because it provides her the platform for writing about ordinary people doing extraordinary work.

## national awardees



**SHURIAH NIAZI**, Women News Network, Bhopal  
**BEST FEATURE**

Web Media-English, *Protective Laws Fall Short for Women Charged with Witchcraft*

Shuriah Niazi has written about witchcraft labels being used to victimise women in Chattisgarh. This is a microcosm of the larger pan-India malaise. The socio-economic aspects of this practice are not hidden but are ignored by all concerned including the state, as it suits the dominant sections in the region.

An experienced freelance writer of a long standing Shuriah Niazi contributes regularly on topics like manual scavenging, witch hunting and human trafficking.



**ARCHANA SHARMA**, Lok Sabha TV, Delhi  
**BEST FEATURE**

Electronic Media-Hindi, *Hauslon Ki Udaan*

The feature tells the story of Sarvesh a survivor of domestic violence who moved out of the abusive relationship and established herself as a professional news photographer. The feature captures the trauma of a woman who faces violence and also the grit and determination of the women to regain her self-respect and identity.

An anchor with Lok Sabha Television, Archana Sharma's TV show Hauslon ki Udaan features women who are able to overcome physical, economic and social barriers to success. The positive and inspiring stories show the resilience and strength of women in difficult circumstances.



**SANJAY KUMAR**, Lok Sabha TV, Delhi  
**BEST DOCUMENTARY**

Electronic Media-Hindi, *Mohe Rang De Gulabi*

A notable documentary based on efforts of an extraordinary woman, Sampat Pal who fights for the rights of the women in Bundelkhand. It showcases fast-spreading movement spearheaded by women wearing pink to actively support women in distress, and take up developmental issues from the panchayat to the district level.

Working with Lok Sabha TV for more than three years, Sanjay Kumar has handled many issues of social relevance, like women empowerment and their education, child labour, and so forth.

## special awards



**SITARA DEVI**

**The LAADLI LIFETIME ACHIEVEMENT AWARD FOR PERFORMING ARTS-KATHAK**

Sitara Devi is among the great dancers of modern India. Born in Calcutta, she was trained in Kathak by her father Shri Sukhdev Maharaj Misra and by masters of Lucknow gharana including Achhan Maharaj, Lachhu Maharaj and Shambu Maharaj. She has combined the traditions of Banaras and Lucknow in her performance of Kathak. Sitara Devi has danced extensively in India and abroad contributing to the popularization of the art. She has also been an actress and dancer in films since the silent era. In a class of her own, she continues to inspire her audience and fellow artists. She has been honoured with the Sangeet Natak Akademi Award (1969) and the Padma Shri.



**HOMAI VYARAWALLA**

**THE LAADLI OF THE CENTURY**

Homai Vyarawalla, India's first woman Press photographer, developed into a great photo-journalist later in her career. As a great pioneer in the world of Indian photo-journalism, Homai Vyarawalla came out with great photographs starting from 1938 for over a period of 35 years till 1973. The lasting beauty of her photographs - 'whether utilitarian or inspirational' - can be summed up in one brilliant phrase of the great American poet Robert Frost: 'Art should strip life to form.' Viewed in this light Homai Vyarawalla was a great creator of photographic art in our country. Her work will continue to speak for centuries.



**SINDHUTAI SAPKAL**

**The LAADLI LIFETIME ACHIEVEMENT AWARD FOR SOCIAL SERVICE**

Sindhutai Sapkal, lovingly known as the Mother of Orphans, is a social worker and activist known particularly for raising orphan children. Despite abject poverty and a rough childhood during her early years, Sindhutai Sapkal has found the strength to nurture more than 1050 orphaned children since 1998. Many of the children that she adopted are well educated professionals like lawyers or doctors, and some including her biological daughter are running their independent orphanages. Donations collected by her continue to be used to buy land to make homes for orphaned children.



# advertising

**LEO BURNETT, Mumbai**  
Electronic Media-Hindi, *Shiksha*

Leo Burnett's engaging film is all about the girl child opting for education in a rural area where normally she is caught up in the mundane chores of daily life. The girl is shown positively choosing to study, even though she knows she will have to turn away from responsibilities that are normally considered a duty. The commercial plug in the advertisement is minimal with competent production values.

*Leo Burnett*

**national  
jury**



**TANUJA CHANDRA**  
Bollywood-Director



**LALITA DAS**  
Architect, Author



**KALPANA SHARMA**  
Journalist



**VIMLA PATIL**  
Social Activist and  
Media Person



**RAHUL SINGH**  
Writer, Columnist



**RASHMI PODDAR**  
Associate Editor, Marg Publications



**DEEPA GAHLOT**  
Writer and Journalist



**RAJNI BAKSHI**  
Journalist

# national jury



**LILETTE DUBEY**  
Actress



**RAMESH NARAYAN**  
Advertising Professional



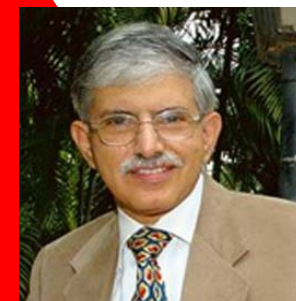
**POOJA BEDI**  
Actress



**MANJEET KRIPALANI**  
Executive Director  
of Gateway House



**MOHAMMED KHAN**  
Creative Guru of Advertising



**SAM BALSARA**  
Chairman and Managing Director  
Madison Communication Pvt. Ltd.

# artistes



**USHA UTHUP**

Bridging the East and the West, Usha Uthup, has transcended the barriers of caste, creed, language and nationality with her endearing charm and powerful vocal chords. Usha is India's first and only international artiste with six english language song releases. She has broadcasted over All India Radio and appeared on Doordarshan a number of times. For Usha, music is not just her life-style, but it is an instrument of love. The original Diva of Indian pop music celebrates three decades in the entertainment business, and while her contemporaries might be thinking of gentle retirement, Usha will be back in the thick of what she does best - singing.



**D. M. JARIWALA ORPHANAGE**

Since 1938 the D M Jariwala Orphanage has been continually working to uplift underprivileged - poor and orphan - girls. Its primary focus is to provide housing and boarding and basic education to these girls. The Vocational Center, WECAN, established in 2000, offers advanced career training specializing in vocational skills such as computers, fashion technology, catering and health care.

# about Laadli logo, wave and trophy



A Girl Child Campaign  
by Population First

The Laadli logo shows the girl child and the woman in an exuberant and happy mood, spreading sunshine and hope. The Laadli logo brings home the fact that a girl child can bring so much pride and joy. The tag line 'Celebrate Her Life' captures this spirit.

The *Laadli* campaign is not just about stopping the practice of pre-birth sex selection. It is also about promoting a positive image of the girl child and valuing her for what she is. While the campaign tackles tough issues like the falling sex ratio, gender violence and discrimination against women, it also brings to fore many positive stories, highlighting what girls in India have achieved despite the crippling constraints and showing how much more they could contribute to so many lives, just given the chance.



The wave in the logo is being depicted independently as an untied red ribbon with the words 'Celebrate Her Life' to denote the freedom from bondage, independent spirit and moment. The wave is indicative of the potential of the girl child once she is allowed to achieve her ambitions and aspirations.



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

The Laadli trophy extends the same analogy, with a golden 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 Khambhatta.

# glimpses of awards



Chief Guest Dr. Sitakant Mahapatra and organisers with the Eastern Region winners



Northern Region Award winners with the organisers



Dance performance at the Western Region Awards in Ahmedabad



Lighting of the Lamp at the Southern Region Awards



Regional Coordinator Minu Talwar, Bobby Sista, Chief Guest Dr. Kiran Bedi, Guests of Honour - Dr. Ranjana Kumari (Director, Centre for Social Research) and Nobuko Horibe (Director, UNFPA Asia Pacific), Dr. A.L.S.

# about laadli

Laadli, a girl child campaign by Population First was launched in June 2005 to address the problem of the falling sex ratio which was highlighted by the Census of 2001. The campaign works with various stakeholder groups to change the mindset that undervalues the girl child and makes her unwanted in millions of Indian homes. Through our comprehensive communications campaign we try to address the gender discrimination and inequality between the sexes, which is at the root of this problem. We work with the youth, media, medical community and the community at large to change this mindset and question the deep-rooted son preference in our society.

The Laadli Media Advocacy initiatives put the focus on gender in the media and work towards building a gender-just society. Population First is committed to building such a perspective by engaging the media in discussions on how it can shape, indeed, change such mindsets. Through our media interventions, we hope to accelerate the behaviour change at a faster pace. A number of programmes have been initiated with the media. Population First conducted an ad analysis, 'Gender Nuances in Advertising' jointly with the Advertising Club of Bombay. A three-day workshop on gender titled, 'Power Media For Social Justice' was organised for working journalists in 2007 and we are also constantly working with media students of the University of Mumbai through gender sensitisation workshops.

We see the media awards as a tool to promote gender sensitivity in the media. A large number of senior and influential media and communication professionals have been involved in the process as jury members, cultural ambassadors, partners, supporters and participants. We are confident that the heightened media visibility to the issue of pre-birth sex selection and issues related to it in the media will help us achieve our goals of a society where every Laadli is welcomed into the home. It is a challenge, but with the kind of support and response we are getting, it can be done.

## programme schedule

### **Curtain raiser**

**Inauguration:** D.M. Jariwala Orphanage  
Choreography : Terence Lewis Dance Academy

**Welcome Address:** Executive Trustee **Bobby Sista**

**Introduction to the Awards :** Programme Director  
Dr. A. L. Sharada

**Play :** Ek Laadli Ki Kahani Uski Zubani by Afsana Sagjir Ahmad

**Laadli of the Century Award :** Photographer Homai Vyarawalla

**Laadli Lifetime Achievement Awards :** Kathak Queen Sitara Devi, Sindhutai Sapkal

**Presentation of the Awards :** Chief Guest Rani Mukherjee

**Laadli Medley :** Padma Shri Usha Uthup