



laadli

A Girl Child Campaign
by Population First

THE UNFPA-LAADLI NATIONAL MEDIA AWARDS
FOR GENDER SENSITIVITY (2009-10)

CELEBRATE HER LIFE

about population first

Population First (PF) is a communications and advocacy initiative for a balanced, planned and stable population. It was started in March 2002, registered under the Bombay Public Trusts Act, 1950. Our key objectives are to help reduce gender imbalances in the population 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. Besides that, PF also runs two major projects- Action for Mobilisation of Community Health and Population Initiatives (AMCHI) and Madhyam- Youth for Change.

Under AMCHI, we work in 46 villages in the Shahapur Block in the Thane District of Maharashtra. Our focus is on community mobilisation and empowerment to ensure efficiency and accountability among service providers.

MADHYAM- YOUTH FOR CHANGE

We work with young people from over 50 colleges in Mumbai through the National Service Scheme (NSS) network. Our focus is on providing open and non-judgemental spaces to the youth to discuss and address gender and social development issues.

foreword

It is heartening to note that the UNFPA-*Laadli* Media Awards for Gender Sensitivity are getting established as coveted awards among the media persons. The encouraging response we received from the media persons in terms of entries, the quality of entries as well as the enthusiasm and commitment of our prestigious jury members convince us that the *Laadli* campaign is on the right track.

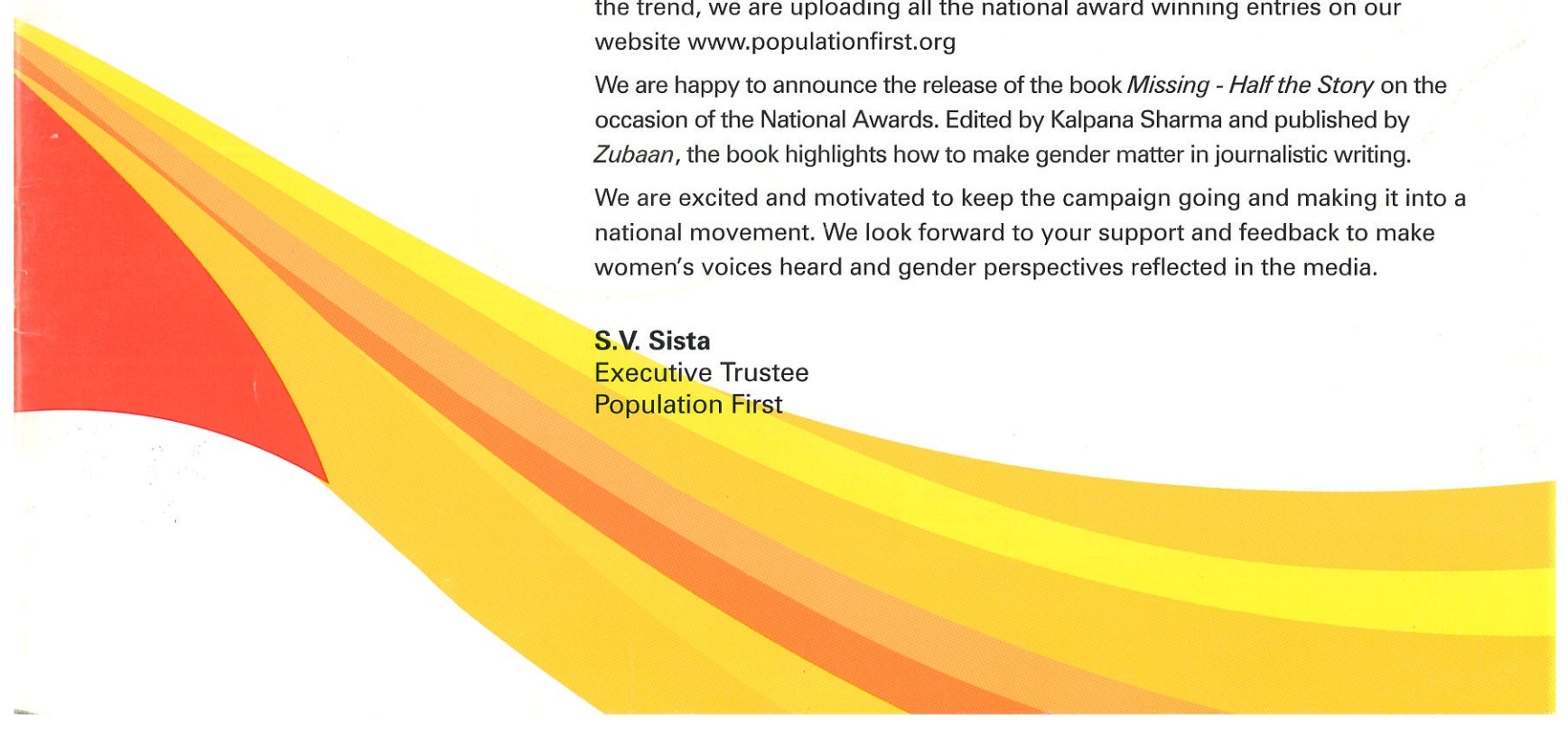
Apart from the mainstream media, this year we were able to identify and reward news papers and magazines run by women's groups which are addressing gender issues at the grass root level and feature services which are making gender sensitive articles and features available to the mainstream media. The fact that leading newspapers are willing to publish their articles shows the importance gender issues are assuming in the media.

Yet another medium, which is providing the much required space to gender sensitive writing, is the web. The space and freedom of expression lent by it is helping many a committed journalist to address issues otherwise not published in regular print or electronic media. It is emerging as a dynamic and interactive forum, very popular with the younger generation. Keeping up with the trend, we are uploading all the national award winning entries on our website www.populationfirst.org

We are happy to announce the release of the book *Missing - Half the Story* on the occasion of the National Awards. Edited by Kalpana Sharma and published by *Zubaan*, the book highlights how to make gender matter in journalistic writing.

We are excited and motivated to keep the campaign going and making it into a national movement. We look forward to your support and feedback to make women's voices heard and gender perspectives reflected in the media.

S.V. Sista
Executive Trustee
Population First



western region awards

The first of the regional awards were held for the Western region in Mumbai at the prestigious Tata Theatre, National Centre for Performing Arts on December 9, 2009. Nineteen awardees were felicitated at the ceremony. The region comprised the states of Maharashtra, Gujarat, Goa and Rajasthan. Over 100 entries were received in Marathi, Hindi, Gujarati and English. A jury panel of 15 eminent persons selected the winners under the various categories. A lifetime achievement award was presented to well-known Marathi writer and journalist, Vidya Bal. It is notable that only in the Western region that we had entries for Best Campaign by a media house and *The Times of India, Rajasthan Patrika* and *Femina* were the winners.

ORGANISERS

Regional coordinator- Praveen Bahl
Programme officer- Bhairav Desai



western region awardees



ARTI KADAM
Tanishka Magazine, Maharashtra

PRINT MEDIA-Marathi
BEST COLUMN
My Space



PRAGATI BANKHELE
Maharashtra Times, Maharashtra

PRINT MEDIA-Marathi
CONSISTENT WRITING
Ardhi Duniya



MAHINDRA S. SHEKHAWAT
Rajasthan Patrika, Rajasthan

PRINT MEDIA-Hindi
BEST NEWS FEATURES AND COMMENTS
*Jaroorat hai isse jajbe ki, Mera kya hoga,
Thama nahi hai silsila*



KANCHAN SRIVASTAV
Navbharat Times, Maharashtra

PRINT MEDIA-Hindi
BEST FEATURE
*Ladies Special Campaign
Special feature dedicated to women*



RAJASTHAN PATRIKA, Rajasthan

PRINT MEDIA-Hindi
BEST CONTINUING CAMPAIGN
Jaago Beheno Jaago



RAEESA ANSARI
Inquilab:Mid-Day Multimedia
Maharashtra

PRINT MEDIA-Urdu
BEST URDU COLUMN



NEHA BHAYANA
Hindustan Times, Maharashtra

PRINT MEDIA-English
BEST NEWS FEATURE
Redifining Masculinity



RANJONA BANERJI
Daily News & Analysis,
Maharashtra

PRINT MEDIA-English
BEST OPINION-EDITORIAL
Well Done but Half Begun



PREETU NAIR
The Times of India, Goa

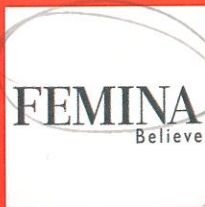
PRINT MEDIA-English
BEST CRIME REPORTING
Three year old rape returns to haunt minor



THE TIMES OF INDIA
Gujarat

PRINT MEDIA-English
BEST CONTINUING CAMPAIGN
'Jaago Gujarat' - Save the Girl Child

western region awardees



FEMINA, Maharashtra

PRINT MEDIA-English
BEST CAMPAIGN ON GENDER VIOLENCE
Women Fight Back



PRAJAKTA DHULAP
IBN-Lokmat, Maharashtra

ELECTRONIC MEDIA-Marathi
BEST NEWS FEATURE
Haravlelya Muli



SHARAT KUMAR
Aaj Tak, Rajasthan

ELECTRONIC MEDIA-Hindi
BEST NEWS FEATURE
Wife Bazar



ANOSH MANEKAR
infochangeindia.org

WEB MEDIA-English
BEST WEB FEATURE
*Battling the triple burden of
poverty, religion and gender*



VIDYA BAL
Maharashtra

LIFETIME ACHIEVEMENT AWARD
Marathi Journalism



ALL INDIA RADIO
Mumbai

ELECTRONIC MEDIA-Marathi
BEST DOCUDRAMA
Gatha Stree Shaktichi



NDTV-IMAGINE
Maharashtra

ELECTRONIC MEDIA-Hindi
BEST SERIAL
Jyoti



SHISHIR KHARE
www.visfot.com, www.deshkal.com

WEB MEDIA-Hindi
BEST WEB FEATURE
*Bol re kathputhli dori kaun sangh bandhi
Green light ke inteazar me*



**BHARTIYA MAHILA
FEDERATION**
Maharashtra

BEST THEATRE

western region
jury



CHITRA PALEKAR



DEEPA GAHLOT



GOVIND NIHLANI



KALPANA SHARMA



KUMAR KETKAR



NANDINI SARDESAI



PRADEEP GUHA



PRITI J. NAIR



PREETI V. GIANNETTI



RAJESH THAWANI



RAMESH NARAYAN



SHAFaat KHAN



VIBHUTI PATEL



VISHWANATH SACHDEV



WAMAN KENDRE

southern region awards

The Southern regional awards were held at Hyderabad's prestigious venue, Ravindra Bharati on December 19, 2009. Fourteen awardees were felicitated from the southern states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Pondicherry. Over 80 entries were received from Tamil, Malayalam, Kannada, Telugu, Urdu and English media. An advertisement announcing the awards was published in *Bhumika* magazine. A jury panel of 16 eminent persons selected the winners under the various categories. Distinguished media persons, artists and senior government officials presented the awards at the well-attended event. A special award was presented to Navodaya Community Magazine for its entry which highlighted the intervention of the community to get justice for a survivor of gender violence.

ORGANISERS

Regional coordinator- Dr. Murali Karnam

Programme officer- Nirmala Kondepudi

Collaborating Agency- Bhumika Women's Collective



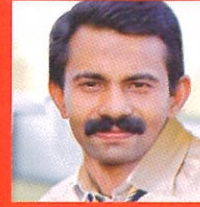
Bhumika Women's Collective is an organization working with the aim of helping women in distress. It also publishes a feminist magazine Bhumika. Started in 1993 in Hyderabad, it has emerged as one of the strong voices articulating women's perspective on various issues.

southern region awardees



M.SUCHITRA
Madhyamam, Kerala

PRINT MEDIA-Malayalam
BEST OPINION-EDITORIAL
Ee Vamshahatya Bheekaravadamalle
(Is this Genocide Not Terrorism?)



REJI JOSEPH
Rashtra Deepika, Kerala

PRINT MEDIA-Malayalam
BEST INVESTIGATIVE STORY
Devadasikal Ini Theruvilekilla



R.VAIDEHI
Kungamam Tamil Weekly

PRINT MEDIA-Tamil
BEST NEWS FEATURE
Uzhaikum Udhaarana Manushigal
(Cheer The Working Women)



C. SWAROOPA RANI
Bahujana Keratalu,
Andhra Pradesh

PRINT MEDIA-Telugu
BEST EDITORIAL
Unmaadaandhrapradesh



S.S. UMA MAHESWARI
Vaartha, Andhra Pradesh

PRINT MEDIA-Telugu
BEST NEWS FEATURE
Oayala Ooguthunda
(Will The Cradle Swing)



UMA SUDHIR
NDTV, Andhra Pradesh

ELECTRONIC MEDIA-English
BEST NEWS FEATURE
Unwanted Babies:
Whose Laadli Is She Anyway?



ANURADHA KRISHNA KATTI
All India Radio, Karnataka

ELECTRONIC MEDIA-Kannada
BEST RADIO JINGLE
Laadli's Cry



U. ABHILASHA
Tamil Nadu

ELECTRONIC MEDIA-Tamil
BEST SHORT FILM
Kanmani (Dear One)

southern region awardees



A.V.K. RAJANI
ETV2, Andhra Pradesh

ELECTRONIC MEDIA-Telugu
BEST TOPICAL PROGRAMME
Ammo Aadapilla



NISHA KRISHNAN
Jeevan TV, Kerala

ELECTRONIC MEDIA-Malayalam
BEST TOPICAL PROGRAMME
Azchavattom



N.K. RAVEENDRAN
Asianet News, Kerala

ELECTRONIC MEDIA-Malayalam
BEST DOCUMENTARY
Bappayengu Makkale



V.V. RAJU
Andhra Pradesh

ELECTRONIC MEDIA-Telugu
BEST DOCUMENTARY
Kuthuru



JAMEELA NISHAT
Andhra Pradesh

ELECTRONIC MEDIA-Urdu
BEST RADIO PLAY
Jawani Diwani



**NAVODAYAM
COMMUNITY MAGAZINE**
Andhra Pradesh

PRINT MEDIA-Telugu
SPECIAL JURY AWARD
Nerasthuniki Padisamvastarala

southern region jury



GITA RAMASWAMY



K.SUNEETHA RANI



Dr. P.G.K.V. RAO



Dr. G.S.R. KRISHNA



Dr. S. KRISHNAN



C.G.CHANDRAMOHAN



G.SRIDHAR



Dr. R.U. MAHESWARI



Smt. A. CHAYADEVI



Dr. V.S. RAMADEVI



Dr. SILALOLITHA



PARIMALA KALAGA



R.S. SUNDARI



S.R. SHARMA



HASHMI SHABUDDIN



AMIR ALI KHAN

northern & eastern region awards

The awards ceremony for the Northern and Eastern region was held on April 15, 2010 at Bhopal's Samanway Bhawan. We received over 300 entries in response to our call for entries in both the regions. The northern region included the states of Chandigarh, Chhattisgarh, Delhi, Haryana, Himachal Pradesh, Jammu and Kashmir, Madhya Pradesh, Punjab, Uttar Pradesh and Uttarakhand. The eastern region comprised the states of Arunachal Pradesh, Assam, Bihar, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Orissa, Sikkim, Tripura and West Bengal. A total of 26 awards were given away at the ceremony. The Chief Minister of Madhya Pradesh Shri Shivraj Singh Chouhan and the Mayor of Bhopal Smt. Krishna Gaur presented the awards.

NORTHERN REGION ORGANISERS

Regional coordinator- Minu Talwar
Programme officer- Chandika R.K., Nawed Akhtar
Collaborating Agency- Sopan Step

EASTERN REGION ORGANISERS

Regional coordinator- Atanu Bhattacharya
Programme officer- Bivas Bhattacharjée
Collaborating Agency- Sopan Step



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 & eastern region awardees



GEETASHREE
Outlook, Delhi

PRINT MEDIA-Hindi
BEST INVESTIGATIVE NEWS FEATURE



RAJESH MALI
Dainik Bhaskar, M.P.

PRINT MEDIA-Hindi
BEST FEATURE



RENUKA NAYYAR
Dainik Tribune, Punjab

PRINT MEDIA-Hindi
BEST COLUMN
Adhi Duniya



CHARKHA FEATURES
Gurgaon

PRINT MEDIA-Hindi
BEST FEATURE SERVICE



MOHAMMAD ANISUR RAHMAN KHAN

PRINT MEDIA-Urdu
BEST OPINION-EDITORIAL
Khwateen Aur Unke Ikhtiyarat



NUSRAT ARA
Srinagar

PRINT MEDIA-Urdu
BEST NEWS FEATURE
Kashmir Ki Rubina Tabassum



JAGTAR SINGH
The Rozana Spokesman, Punjab

PRINT MEDIA-Punjabi
BEST NEWS FEATURE



ANNAPURNA JHA
United News of India, Delhi

PRINT MEDIA-English
BEST CONSISTENT WRITING



GEETANJALI GAYATRI
The Tribune, Punjab

PRINT MEDIA-English
BEST NEWS FEATURE



NEHA DIXIT
Tehelka, Delhi

PRINT MEDIA-English
BEST INVESTIGATIVE FEATURE
Sold, Pimped, Abandoned

northern & eastern region awardees



SHURIAH NIAZI
Gulf News, M.P.

PRINT MEDIA-English
BEST FEATURE



SUKHBIR SIWACH
The Times Of India, Punjab

PRINT MEDIA-English
BEST NEWS REPORTING



DEEPIKA THUSSOO
Jammu

PRINT MEDIA-English
BEST OPINION-EDITORIAL



PARIJAT BANDYOPADHYAY
Ananda Bazaar Patrika
West Bengal

PRINT MEDIA-Bengali
BEST NEWS STORY



RICHA ANIRUDH
IBN7, Delhi

ELECTRONIC MEDIA-Hindi
BEST TOPICAL ISSUE-BASED PROGRAMME
Zindagi Live



ARCHANA SHARMA
Lok Sabha TV, Delhi

ELECTRONIC MEDIA-Hindi
BEST FEATURE
Hauslon Ki Udaan



HEMANT PANIGRAHI
Zee 24 Ghante, Chattisgarh

ELECTRONIC MEDIA-Hindi
BEST NEWS REPORT
Chhattisgarh Ki Betiyan



DIVYA SHAH
CNN IBN, Delhi

ELECTRONIC MEDIA-English
BEST HUMAN INTEREST STORY
ON GENDER VIOLENCE



SUTAPA DEB
NDTV, Delhi

ELECTRONIC MEDIA-English
BEST DOCUMENTARY
Give Back My Night and Day



ANANYA CHAKRABORTHY
International Association of
Women in Radio and Television

ELECTRONIC MEDIA-English
BEST DOCUMENTARY
ON A TOPICAL ISSUE

northern & eastern region awardees



SMRITI JOSHI
webdunia.com

WEB MEDIA-English
BEST WEB ARTICLE



AFSANA RASHID
thewip.com, J&K

WEB MEDIA-English
BEST WEB ARTICLES



VIBHA RANI
chhammakchhallokahis.blogspot.com

WEB MEDIA-Hindi
BEST BLOG



RATNA BHARALI TALUKDAR
Women's Feature Service
Assam

WEB MEDIA-English
BEST WEB FEATURE



SHAILAJA CHANDRA
Delhi

SPECIAL AWARD-English
FOR ADVOCACY ON POPULATION ISSUES



SHOMA CHATTERJI
West Bengal

SPECIAL AWARD-English
CONSISTENT WRITING
ON WOMEN'S ISSUES

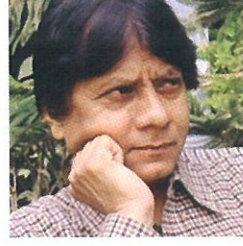
northern & eastern region jury



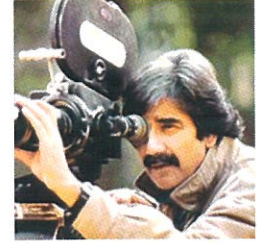
ABHILASH KHANDEKAR



ANNU ANAND



FARHAT EHSAS



MIKE PANDEY



N.K.SINGH



NIRMALA BUCH



O.R. NIAZI



PUSHPENDRA PAL SINGH



RAJI P. SHRIVASTAVA

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 12 winners come from different languages and regions. The fact that the regions are well-represented at the national level is an indication of the fairness of the jury process.

Ms. Tara Sinha, one of the first generation advertising women professionals has been awarded the Lifetime Achievement Award. A TV commercial and public service advertisement (PSA) are also awarded at the national level under the advertising category.

ORGANISERS

National Coordinator- Dolly Thakore
Coordinator, Mumbai- Preeti Gopalkrishnan
Coordinator, Delhi- Kavita Puri Arora
Programme officer- Bhairav Desai

national awardees



RATNA BHARALI TALUKDAR, Women's Feature Service, Assam

BEST WEB FEATURE

Print Media-English

Ratna Bharali Talukdar's writing focuses on the lives of women in the north-eastern states of the country. Through her columns, she has highlighted the specific problems of women with reference to insurgency, armed conflict, infiltration and poor infrastructural development.

Ratna is an independent journalist and creative writer based in Guwahati, working on development, peace, conflict, gender and other issues of the north-eastern region.



VAIDEHI RANGANATHAN, Kungumam, Tamil Nadu

BEST NEWS FEATURE

Print Media-Tamil, *Uzhaikum Udharana Manushigal*

R. Vaidehi's article, '*Uzhaikum udhaarana manushigal*' (Cheer the working women), portrays the discrimination faced by career women who choose not to marry. It reveals their travails and the ordeals, including lewd comments, heckling and even covert moves by friends and relatives. She has written a series of articles on women, which inspire and give confidence to women readers.

She has been working as a Sub-Editor in *Kungumam Tamil Weekly* since 1994.



GEETASHREE, Outlook, Delhi

BEST INVESTIGATIVE FEATURE

Print Media-Hindi, *Yatna Ke Andhere Me Safar*

Geetashree's investigative reports unravel the extent of trafficking of tribal girls in Madhya Pradesh and Chattisgarh under the garb of placement agencies. Geetashree is a prolific writer on women's issues. She has 17 years of experience as a journalist, writing for various print, electronic and web media.



FEMINA, Maharashtra

BEST CAMPAIGN

Print Media-English, *Women Fight Back*

Femina started the Women Fight Back campaign in April 2009 to help women raise their voice against violence of every kind- mental, physical, sexual, emotional and economic. The campaign talks about women from all walks of life and every strata of society who have fought violence in their lives and showcases their stories. The campaign also imparts information on laws formulated for the protection of women's rights.



PRAGATI BANKHELE, Maharashtra Times, Maharashtra

BEST COLUMN-CONSISTENT WRITING

Print Media-Marathi, *Ardhi Duniya*

Pragati's upbringing in rural Maharashtra made her aware about the various social issues faced by women and through college she explored answers for these. For three years she was in charge of the *Maharashtra Times* women's supplement '*Maitrin*', where she designed new columns addressing the social, personal and emotional problems faced by urban women. Since the past year she has been writing a fortnightly column, *Ardhi Duniya* in the *Sunday Maharashtra Times* where she brings to her readers the issues faced by women all over the world and even the woman-next-door. Her writings reflect sensitivity and analytical insight.

national awardees



PARIJAT BANDYOPADHYAY, Anandabazar Patrika, West Bengal
BEST NEWS STORY

Print Media-Bengali, *Ektu Aral Dao Thakur*

In her articles, Parijat Bandyopadhyaya writes about the plight of women in the aftermath of a natural disaster. She discusses the specific problems that women face in terms of loss of privacy, lack of sanitary facilities and increased vulnerability to diseases. Parijat works at *Ananda Bazaar Patrika* as a Senior Reporter. She has previously worked as a reporter with a TV channel.



RICHA ANIRUDH, IBN7, Delhi
BEST TOPICAL PROGRAMME

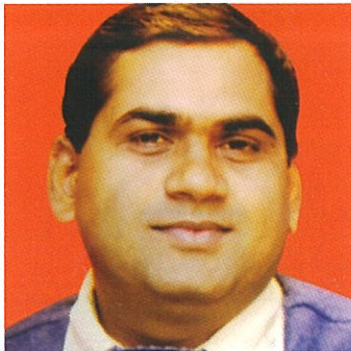
Electronic Media-Hindi, *Zindagi Live*

Richa Anirudh, a primetime news anchor of *IBN7*, has been involved with news, views and analyses of many current issues. Through her talk show *Zindagi Live*, focusing on sex selection, she brings to the fore the real stories of women victimized for giving birth to girls. The programme exposes the deep-seated values and prejudices, which discriminate against girls.



ARCHANA SHARMA, Lok Sabha TV, Delhi
BEST FEATURE
Electronic Media-Hindi, *Hauslon Ki Udaan*

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.



SHARAT KUMAR, Aaj Tak, Rajasthan
BEST NEWS FEATURE
Electronic Media-Hindi, *Wife Bazar*

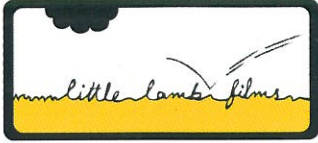
Sharat Kumar through his news feature – '*Wife Bazar*' highlights a little known practice in parts of Rajasthan. It reveals the shocking fact about women being sold like commodities over and over again without sensationalising the issue. The feature focuses on the broader picture of gender discrimination and community attitude towards girl children and women. After airing of this news feature The Rajasthan High Court took suo motto cognizance and ordered administrations in Jaipur, Tonk and Sawai Madhopur districts to check on this market sale of wives.



ANANYA CHAKRABORTI, INTERNATIONAL ASSOCIATION OF WOMEN
IN RADIO AND TELEVISION, West Bengal
BEST DOCUMENTARY
Electronic Media-English, *Understanding Trafficking*

Ananya Chakraborty's documentary, '*Understanding Trafficking*' uses the legend of Sita and the Lakshman Rekha as an analogy to encourage women to violate the line that separates them from their legitimate desires, aspirations and freedoms. It goes on to explain that the right to seek a better life often gets derailed by the trafficking network, the system and the society. Her documentary has been screened in several countries like South Africa, Bangladesh, United Kingdom and Cambodia. Ananya is a filmmaker with vast experience of producing TV series, making documentaries and has been felicitated with several awards, including a special mention at the Mumbai International Film Festival (MIFF).

national awardees



BAUDDHAYAN MUKHERJI, Little Lamb Films, Maharashtra
BEST PUBLIC SERVICE ADVERTISEMENT
Electronic Media-English, *Ring The Bell*

The public service advertisement for the Bell Bajao campaign focuses on domestic violence and points to the need to take a stand against it. It is effective and powerful in its messaging with a single and simple action point- ring the bell and halt domestic violence.



PUBLICIS

PUBLICIS COMMUNICATIONS
BEST TELEVISION COMMERCIAL
Electronic Media-English, *Business Class Lounge*

The advertisement goes beyond merely showing women in non-traditional roles. By showing the woman as a top notch, successful professional flying business class, it focuses on breaking glass ceilings and the fact that women can out do men in any field, given a chance.



RENUKA NAYYAR, Dainik Tribune
SPECIAL JURY AWARD FOR CONSISTENT WRITING
Print Media-Hindi, *Adhi Duniya*

Renuka Nayar's column *Adhi Duniya*, in the *Dainik Tribune* is highly readable, analytical, and well-researched. Her writing addresses a wide range of women's issues from a gender perspective.

A senior journalist with over 2000 pieces of writing to her credit, and several awards as well, Renuka has also published books with women as their central theme. Among them are *Nari Swatantrata Ke Badalte Roop* and *Aurat Ki Peedha*.



TARA SINHA

UNFPA-LAADL/ LIFETIME ACHIEVEMENT AWARD

Ms. Tara Sinha has over 50 years of experience in England, India and USA, in the field of advertising, public relations, external affairs, issues management and corporate communications. She has been a key planning member for communications and strategies for several mega brands including Coca Cola. During the course of her career, she has promoted her own agency - *Tara Sinha Associates* - and later tied up with *McCann Erickson* from where she retired as president and CEO of *Tara Sinha McCann Erickson Private Limited*. She has also been associated with many communications agencies and a number of high profile professional institutions. She has been a role model as a well known advertising guru. She is one of the rare women leaders in the field of advertising and communications.

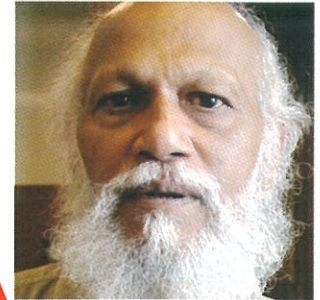
national jury



NAFISA ALI
Social Activist, Actor



RAHUL BOSE
Actor, Social Activist



JATIN DAS
Painter



SADIA DEHLVI
Writer, Columnist



LUSHIN DUBEY
Theatre Actor-Director,
Film Actor



PREETI VYAS GIANNETTI
Chairperson &
Chief Creative Officer,
Vyas Giannetti Creative



SYEDA HAMEED
Member, Planning Commission
of India



INDIRA JAISINGH
Additional Solicitor-General of India



JAYA JAITLEY
Founder-President
of Dastkari Haat Samiti



MEENA KARNIK
Publisher,
Former editor Mahanagar



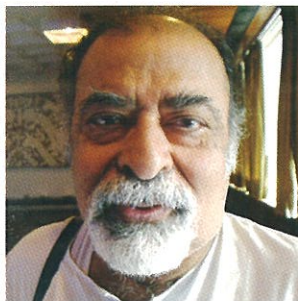
MOHAMMED KHAN
Creative Guru
of Advertising



SHAHID LATIF
Editor, Inquilab



KAVITA NAGPAL
Theatre Critic, Columnist



VINOD NAGPAL
Theatre, Film Actor



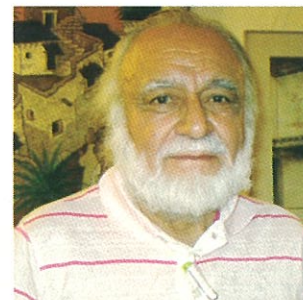
LALITA PANICKER
Senior Associate Editor,
Hindustan Times



PAMELA PHILIPOSE
Director,
Women's Features Service



VISHWANATH SACHDEV
Writer, Former Editor,
Navbharat Times



RAHUL SINGH
Writer, Columnist

We thank the following for assisting us with the regional languages:
Mohua Chattopadhyay, Narayani Ganesh, Meena Gopalkrishnan, Harjit Kaur



RAINBOW SCHOOL LAADLIS

choreography by Longinus Fernandes of Slumdog Millionaire

Vidya is a registered non-profit organisation that has been working with underprivileged children and women since 1985. In the beginning, a group of IIT faculty wives came together to teach basic Hindi and math to slum children, especially girls. Today, Vidya has grown to become a multilevel, grassroots program that is completely dedicated to the education and empowerment of underprivileged children, youth and women. It currently operates from Mumbai, Delhi, Gurgaon and Goa . The devoted team identifies slum areas within these states and formulates strategies for implementing educational programs for children and community programs for the women. The team includes local and foreign volunteers, teachers and staff as well as a large circle of committed friends, donors and well wishers.



AGNI - THE FIRE WITHIN BY KIRAN SEGAL

Agni- The Fire Within is a dance choreography, composed by Padmashree Kiran Segal, to describe the injustice and suffering that a woman goes through, and yet comes out stronger than before.

In a country which has a woman President, has had a woman Prime Minister, and now has women as Chief Ministers in many states, the position of women still needs uplifting.

Through *Agni- The Fire Within*, Kiran has expressed her thoughts and anger, begging for justice for the women of India.



UNTITLED BY LUSHIN DUBEY

Untitled is a solo piece by Lushin Dubey, directed by Arvind Gaur, with music by Dr. Sangeeta Gaur. It is based largely on the Rajasthani writer Vijay Dan Detha's 'Nyari Nyari Maryada', and partially on Dario Fo's 'Medea'. In this piece Lushin plays 12 characters, and her co actors are puppets. A woman takes circumstances into her own hands and changes the course of her destiny; in other words redefines her destiny.

Untitled has done over 320 shows in cities in India and overseas, in institutions such as Harvard , Berkeley, the Smithsonian and the World Bank (Washington D. C.), the Nehru Center, London and Edinburgh to name a few, and still continues to travel.

The 12-minute excerpt from the play is on the subject of the girl child.

about *Laadli* logo, wave and trophy



Laadli

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 trophy is designed by Arzaan Khambhatta.

glimpses of awards



Hon. CM of Madhya Pradesh, Mr. Shivraj Singh Chouhan



Awardee - Southern Region



Aarabhi violin performance - Southern Region



Baby Peddinti Madhupriya receiving an award from Dr. Sharada



Cast of 'Jawani Diwani' - Best Radio Play



Anuradha Krishna Katti of AIR receiving the award and citation from Smt. Abburi Chayadevi; Ms. Satyavati Kondaveeti of Bhumika

programme schedule



Kavita Seth performing at the Western Region Awards

Curtain raiser : *Laadli AV*

Inauguration by Rainbow School *Laadlis*
(Choreographed by Longinus Fernandes of Slumdog Millionaire)

Welcome address by Executive Trustee of Population First **Shri S.V. Sista** and Director of Population First **Dr.A.L. Sharada** (The UNFPA-Laadli National Media Awards for Gender Sensitivity 2009-10)

Dance Ballet Agni : *The Fire Within* - Kiran Segal

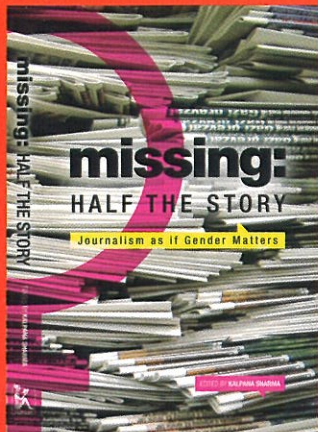
Address by **Nesim Tumkaya**, Country Representative, UNFPA

Book Release : *Missing - Half the Story*, edited by Kalpana Sharma

Untitled : Play excerpt by Lushin Dubey

Presentation of the Awards

missing- half the story



Missing – Half the Story is all about how we can make gender matter in journalistic writing. The idea of a book on gender sensitive writing in journalism emerged from our constant interaction with media leaders, working journalists, and students of journalism and media studies through our Laadli media initiatives. The book addresses various issues like violence and conflict, health and sanitation, sports, business, politics, economics and environment including manmade and natural disasters from a gender perspective.

This book has been commissioned by Population First, edited and compiled by Kalpana Sharma and published by Zubaan.

Kalpana Sharma is an independent journalist, columnist and media consultant based in Mumbai. She was deputy editor and chief of bureau of The Hindu in Mumbai until 2007. She writes regular columns in several newspapers and websites on a range of issues including urban development, gender, contemporary politics and the media.

Zubaan is an independent, feminist non-profit publisher committed to publishing academic, fiction and general non-fiction books by and about women that celebrate difference, diversity and equality. It also publishes books for children and young adults under the imprint Young Zubaan. It is founded by Urvashi Butalia, who is a pioneer of feminist publishing in India.

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.

Population First

A communications initiative for a balanced, planned and stable population

Population First

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