

## **Population First invites entries for its 10th Edition of the *Laadli* Media and Advertising Awards for Gender Sensitivity (LMAAGS) 2020**

### ***Laadli* to award Fellowships to 15 in-depth investigative stories on gender issues in the COVID 19 context**

- OTT sites, Web Series & Reporting on COVID 19 from a Gender Perspective to also be awarded first time for featuring gender sensitive content across the country
- Last date for sending entries for LMAAGS is 30<sup>th</sup> June 2020

***The only platform where Gender sensitive unconventional media campaigns get recognized***

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**Mumbai 1<sup>st</sup> June 2020:** Mumbai based social impact organization, **Population First**, which works for women empowerment and gender equality has announced, '**Call for Entries**', for the prestigious **10<sup>th</sup> *Laadli* Media and Advertising Awards for Gender Sensitivity (LMAAGS) 2020**. LMAAGS, the one of its kind awards dedicated to gender sensitivity in the media, acknowledge, highlight and celebrate those in the media for gender sensitivity. Last date for receiving entries is 30<sup>th</sup> June 2020.

**Dr. A.L. Sharada, Director, Population First explains,** "From mere 100 entries in 2007 to more than 1500 entries in 2017, *Laadli* Media Awards have come a long way in acknowledging the media's contribution in women empowerment and gender issues. The increasing volume of discussion in public domain on gender issues is an indication that we are witnessing the beginnings of change. These awards facilitate engagement of journalists with gender issues and we are happy to note that our various interventions have resulted in more coverage from gender perspective over the years across media."

Over 800 awards across 14 languages in Print, Electronic, Radio and Web categories have been bestowed on deserving Media and Advertising professionals from across the country since its inception in 2007. The awards also recognize creative advertising professionals who are sensitive to women's portrayal in advertising. The announcement comes following the two-year long Media Advocacy Campaign for





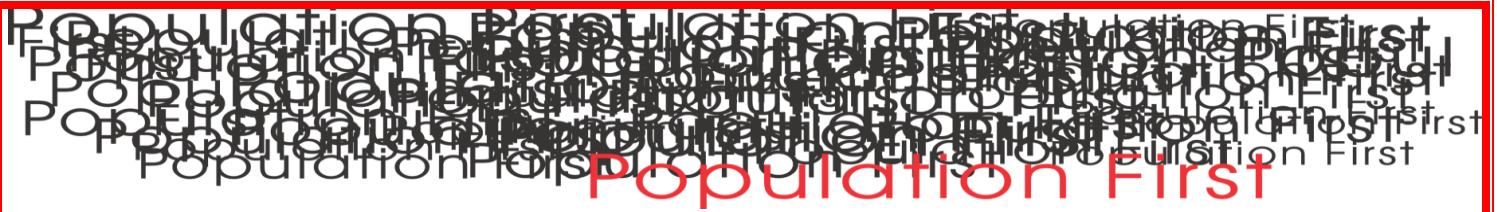
**Ms. Argentina Matavel Piccin, Country Representative, UNFPA** shared, "UNFPA India is proud to partner with Population First for engaging the media in challenging gender discrimination and promoting equal value of daughters and sons. We recognize the critical role of the media in shaping an environment where women and girls are respected and valued."

All entries for the 10<sup>th</sup> Edition of LMAAGS should be original and comply with the copyright requirements and should have been published/ displayed/ broadcast or telecast between 1<sup>st</sup> January 2018 to 31<sup>st</sup> December 2019. The last date for receipt of entries is 30<sup>th</sup> June 2020.

The winners will be chosen by a jury comprising of eminent personalities both from the media and social sector like Pamela Phillipose, Sagarika Ghose, Deepa Sahi, Indira Jaisingh, Kumar Ketkar and Mohammed Khan.

For detailed Guidelines and Entry Form, please log on to [www.populationfirst.org](http://www.populationfirst.org) or email at [laadlimediaawards2020@gmail.com](mailto:laadlimediaawards2020@gmail.com).

**For media queries contact: Shraddha Jadhav (Ashwini Publicity): 9869100555**



**ENCL:**

**Criteria for Eligibility:**

A gender sensitive communication would:

- Analyze policies, programs and laws from a gender perspective
- Highlight influence of gender perceptions on the functioning of police, judiciary, administrators and other service providers in the implementation of laws and programs
- Challenge gender stereo-types by focusing on men and women who are redefining gender equations
- Analyze the social, religious and economic factors that promote gender inequality and gender-based violence
- Report on current events from a gender perspective
- Create awareness about gender discriminatory practices such as pre-birth sex selection, child marriages, Devadasi system etc
- Interpret research and other reports/documents from a gender perspective e.g. census, economic survey, budgets etc
- Voice the experiences of survivors of gender violence
- Give visibility to women achievers and women breaking gender barriers.

**Entries Are Invited from:**

**1. ADVERTISING**

For Print/ TV /Radio /OOH/ Digital/ Direct Mail under the categories of Services, Products and Public Service Announcements

- A) Single Advertisements
- B) Campaigns

**2. PRINT/ELECTRONIC MEDIA**

Entries invited from print and electronic news media professionals and Media Houses undertaking campaigns on gender issues

News Reports, Features, Investigative Stories, Editorials, Op-Eds, Columns, Campaigns, Documentaries and Topical or Issue Based Programs

**3. RADIO**



Community and University Radio, Jingles, Radio Plays, Campaign

#### **4. WEB**

E-Magazines, Blogs, Features, Social Media Campaigns, Special Edition

#### **Languages & States:**

Northern Region: English, Hindi, Urdu, Punjabi & Chhattisgarhi (Chandigarh, Chhattisgarh, Delhi, Haryana, Himachal Pradesh, Jammu & Kashmir, Madhya Pradesh, Punjab, Uttar Pradesh and Uttarakhand)

Southern Region: English, Hindi, Urdu, Tamil, Telugu, Kannada and Malayalam (Andaman & Nicobar, Andhra Pradesh, Karnataka, Kerala, Lakshadweep, Puducherry, Tamil Nadu and Telangana)

Eastern Region: English, Hindi, Urdu, Bengali, Assamese and Oriya (Arunachal Pradesh, Assam, Bihar, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Sikkim, Tripura and West Bengal)

Western Region: English, Hindi, Urdu, Gujarati and Marathi. (Daman and Diu, Goa, Gujarat, Maharashtra and Rajasthan)

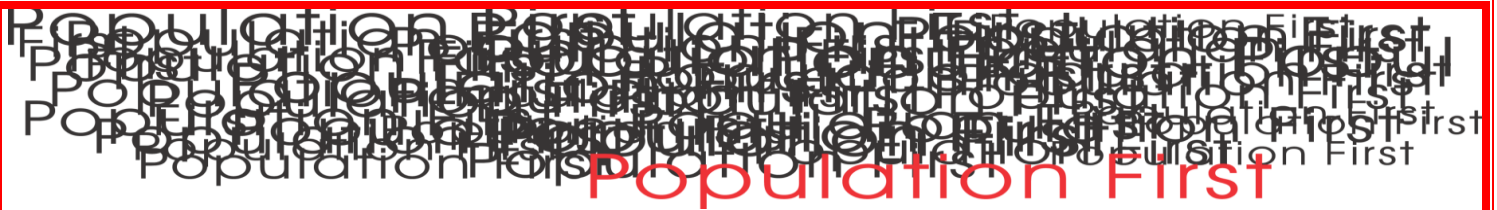
#### **Format for sending entries:**

- **Print & Web Entries:** Print and web entries should contain evidence of publishing and must be accompanied by a legible soft copy and links to each entry.
- **Electronic Media/Television/Online Video/Radio Entries:** Entries from electronic news media professionals and Media Houses undertaking campaigns on gender issues. Electronic Media, Television, Radio and Online video entries should be sent as soft copies. Radio entries should include a 30-second highlight of the entry and description of the transcript which must be sent along with the entry.
- **OOH Media:** A soft copy of the photograph used, picture/ photograph of the hoarding, or screen with details of the location and duration of the campaign should be sent.

#### **PLEASE NOTE -**

- All entries have to strictly follow the criteria given under **Criteria for Eligibility**
- All entries should be accompanied by properly filled out entry form
- Date of publication should be clearly visible in all the entries
- All the entries must be sent in soft copy format





- All soft copies of the print & web-based articles/photos of print ads and OOH Media, website links, along with entry form should be emailed to [laadlimediaawards2020@gmail.com](mailto:laadlimediaawards2020@gmail.com)

### Entry Requirements:

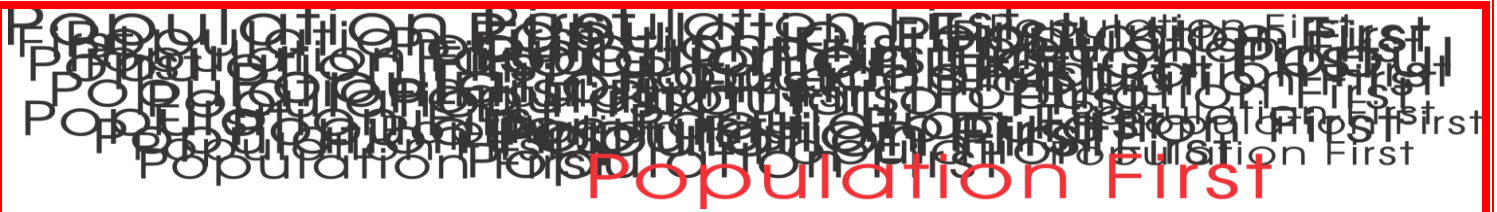
- All the entries should clearly state, on top of the entry form, “Entry for LMAAGS: 2020 (Category, Language, Region)”
- Incomplete entry forms will not be considered
- A group entry will be entitled to ONE trophy only
- Please note that entries and submitted material will not be returned
- Population First reserves the right to use all material submitted for purposes of promoting the Awards
- Winners of regional awards will be required to submit the synopsis of the award-winning entry to be considered for the national awards.

### **About Laadli:**

*Laadli*, a term of endearment meaning ‘cherished daughter’ in Hindi, is a campaign by Population First, a Mumbai-based NGO. It is a social impact organization that works for women empowerment and gender equality. *Laadli* is a comprehensive communication campaign aiming to promote a positive image of women and girls in society by changing the stereotypical mindsets that undervalue women. *Laadli* campaign works with communities, colleges and media towards breaking gender barriers and bringing about gender equality in society. *Laadli* Media Advocacy includes a number of activities viz., Media Fellowships, Gender Sensitization workshops for working and student journalists, interactive sessions with Creative Directors of TV Channels, Advertisement analysis with Advertising professionals.

Population First (PF) is a social impact organization that works for women empowerment, gender equality and community mobilization to achieve the social and demographic goals of the country. 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 and work towards gender sensitive and social development-oriented health and population programmes. We believe that the problem lies not in numbers but in the unequal social development and gender disparities that are prevalent in society. States with lowest gender and social development indices are the ones which have highest population growth rates indicating that women are not able to exercise their sexual and reproductive choices and are denied access to quality health and contraceptive services. ([www.populationfirst.org](http://www.populationfirst.org))

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**About UNFPA:**

UNFPAs mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled ensuring rights and choices for all.

UNFPA works towards achieving the following three transformative results that promise to change the world for every man, woman and young person by 2030:

- Zero unmet need for family planning
- Zero preventable maternal deaths
- Zero gender-based violence and harmful practices