



The National
Laadli Media & Advertising Awards
for Gender Sensitivity
2014-15



Laadli

Celebrate Her Life

An Initiative by Population First

Supported by



United Nations Population Fund

Wednesday, April 13, 2016
at The Tata Theatre, NCPA, Nariman Point, Mumbai

Change is continuous, change is inevitable. Change happens in small measures. Change happens when a thought provokes you to look at the world differently. Change happens when a niggling thought keeps reminding you that something is not correct. Change happens when you are reminded of your dreams of a better world for all as a young person. Small changes build up to bring major transformations.

The churning of thought is important for action. We at Population First through our *Laadli* Media Advocacy, have been trying to give a push and momentum to every idea that challenges gender stereotypes. From the lone ad of HDFC PAPA in 2008 to 54 advertisements this year, we have come a long way to choose the best gender sensitive ad. It is not surprising then that we have nine winners who truly deserve the awards for thinking outside the box and raise gender issues in their advertisements. They are not only selling their products and services, but also an aspiration for a more gender inclusive society. We salute them.

The trend continues in the cinema as well. While 'Aligarh' explores our homophobia, 'Margarita with a Straw' delves into issues related to gender, disability and sexuality. 'Dum Laga ke Haisha' celebrates a woman who is confident, self-respecting and comfortable with herself and does not fit into the thin and beautiful framework. The fact that these characters have endeared themselves to the audience shows that we are evolving slowly in our willingness to accept alternate perspectives and becoming more inclusive in our thought.

The new social media is providing even greater impetus to this change and we are confident that the conversation and controversies surrounding the ideas would soon lead to change at the ground level as well. A lot depends on how we use these pegs to negotiate, dialogue and advocate for change.

We are honoured to present the *Laadli* Lifetime Achievement Award to Jeannie Naoroji, India's first fashion designer and choreographer.

We express our deep gratitude to all who have sent their entries, the jury members who have patiently gone through them and our coordinators and sponsors. Our special thanks to Dolly Thakore for coordinating the National Awards. We would be remiss if we do not acknowledge the hard work put in by our team for over eight months to make this event possible.

UNFPA deserves a special mention here for their consistent support for the last 11 years. We say a big 'Thank You' to them. We also like to acknowledge the Canadian Consulate for sponsoring an international fellowship to one of our winners and the Aditya Birla Group for sponsoring the four *Laadli* Media Fellowships this year.

We look forward to more exciting campaigns in the coming years and some change at the level of action as well.

A.L. Sharada
Director, Population First

S.V. Sista
Executive Trustee

The National *Laadli* Media and Advertising Awards for Gender Sensitivity 2014-15 (NLMAAGS) is the culmination of the Awards given to journalists from print, electronic and web media from across India. Around 1200 entries in 13 languages were received from all over the country and 102 awards were presented in events conducted in Chennai, for Southern and Western regions and New Delhi, for Northern and Eastern regions. The National Awards include some of the regional winners who were selected as deserving of a National Award by a fresh panel of distinguished jury members. It also includes awards for gender sensitive advertisements, books, films, theatre and innovative campaigns that have attempted to break through gender biases.

Jeannie Naoroji has been awarded the *Laadli* Lifetime Achievement Award 2014-15 for pioneering and establishing Fashion Design and Choreography in India.

The Awards are supported by United Nations Population Fund

NLMAAGS 2014-15 is co-ordinated by Ms Dolly Thakore, well known theatre personality of India.

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From left: Ameen Sayani, Haresh Bhimani, Dolly Thakore, Chief Minister Mr. Devendra Fadnavis, A.L. Sharada and Mr. S.V. Sista releasing the Lata Mangeshkar audio CD

NATIONAL AWARDS



PRINT | BEST FEATURE (MAGAZINE)

'*VYANGBAAN NI MAARI : NAARI*' | ABHIYAAN

HIMMAT KATARIA

Himmat Kataria in his Gujarati feature '*Vyangbaan Ni Maari: Naari*' deals with a very interesting subject, the projection of women in comedy, satire and humour. He presents the opinions of sociologists, professors, authors and others and draws the conclusion that comedy, humour and satire are used by society to reinforce stereotypes and maintain gender power equations by undermining the intelligence and capabilities of women.

PRINT | BEST NEWS REPORT

'*BANANDAI PUNI LOTILLA MAMTA...*' | SAMBAD DAILY

BHAIRAB CHANDRA BRAHMA

In the story in Odiya '*Banandai Puni Lotill Mamata*', Bhairab Chandra Brahma writes about the plight of a young woman who died during childbirth. Though the Government promises institutional safe deliveries for all, its implementation of programmes like Mamata and Janani Suraksha is far from satisfactory. The exposé led to an enquiry and finally, action against the erring doctor and the organization managing the ambulance services.



PRINT | BEST NEWS REPORT

'*...SEXUAL ABUSE OF BOYS...*' | AHMEDABAD MIRROR

RUPSA CHAKRABORTY

Through her news report, '*Here's Why Sexual Abuse Of Boys Does Not Make Headlines*', Rupsa Chakraborty argues that men and boys are as much vulnerable to sexual abuse as women and girls. However, sexual violence faced by boys and men is hardly reported due to social stigma. Existing laws which criminalize homosexuality place further hurdles in seeking police action and legal support. Through RTI and personal investigation, Rupsa has documented the conspiracy of silence that surrounds the abuse of men and boys.

PROMOTING GENDER SENSITIVE REPORTING

THE WEEK

The Week magazine has published two gender related cover stories - 'The Cut and the Hurt' and '*A Thousand Sordid Deceptions*' - within a matter of three months. The stories tackle the issues of genital mutilation and trafficking of women for marriage respectively. They are both well researched by the writers Mini Thomas and Ayush Goel and present important facts. The editorial team has supported them by giving these stories the prominence they deserve by making them cover stories. Clearly, *The Week* encourages sensitive coverage of gender issues.





WEB | BEST FEATURE

'OF ANKLETS AND SHACKLES' | WWW.FOUNTAININK.IN

ANNAM SURESH

Annam Suresh's feature presents the heart wrenching story of transgender persons of Uttar Pradesh, derogatively called 'Laundas' by society, who are stigmatized and abandoned by their families, friends and communities for their sexual orientation. The feature exposes in graphic detail their exploitation by the band masters who make them dance to sleazy songs at weddings and underpay them, as well as the inhuman torture inflicted on them by goons and other men in power.

PRIYANKA DAHALE AWARD FOR STUDENT JOURNALISTS

'THE TWO FINGER TEST....' | WWW.THELADIESFINGER.COM

ILA ANANYA & RAHUL PILLAI

Ila Ananya and Rahul Pillai, both students of Journalism at St. Joseph's College, Bangalore, have written a hard hitting story called '*The Two-Finger Test Doesn't Work? No One Told The Medical Colleges*', which was published in www.theladiesfinger.com. They discuss the apathy and ignorance of medical college students and teachers alike regarding the two finger test and the ethical issues involved in using the test to determine whether the woman is habituated to sex, which indirectly casts aspersions on her character, thus justifying the heinous act of rape and sexual violence.



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ADVERTISEMENT

BBDO

GRAND PRIX | BBDO INDIA
TVC | ARIEL – SHARE THE LOAD

This powerful '*Share the Load*' ad features a man apologizing to his daughter for failing to challenge patriarchal attitudes regarding household work. By raising a mirror to society, the ad seeks a better world where there's equality within the household, where men and women have equal responsibilities towards household chores. It is based on the insight that children learn what they see and parents end up passing down gender role stereotypes from one generation to the next. The ad acts like an eye-opener for all fathers and makes them realize that it is never too late to make a beginning.

GAME CHANGER AWARD | LOWE LINTAS
TVC | HAVELLS – WINDS OF CHANGE

The series of ads for Havells created by Lowe Lintas have consistently presented gender sensitive themes questioning many patriarchal attitudes and practices. The "*Winds of Change*" or "*Hava Badlegi*" campaign was started three years ago to build a brand that believes in positive social change. The campaign has conveyed the message that a small change in our thought process can contribute to a much bigger and better change in society at large.

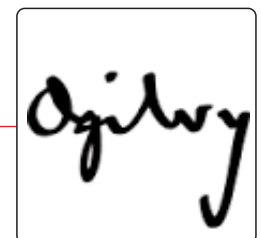


BEST ADVERTISEMENT | BRAND PROMOTION | CREATIVE LAND ASIA
TVC | INDIAN EXPRESS – THE INTELLIGENT INDIAN

The ad plays on the theme '*The Newspaper is dead*', to emphasize that the brand is more than a 'newspaper'. It builds the brand into one which is speaking to and for the Intelligent Indian and shows an equal representation of men and women as the "*Intelligent Indian*". Indian Express had earlier built its brand heritage with its campaign on Journalism of Courage. The new ad strengthens the perception of courage and successfully connects it with the intelligent reader while giving due recognition to the women readers.

BEST ADVERTISEMENT | CAMPAIGN | OGILVY & MATHER
TVC | ANOUK BY MYNTRA – BOLD AND BEAUTIFUL

This campaign is a series of five ads exemplifying how a woman can voice her thoughts and opinions, stand-up for herself, express her individual identity and build her own future. Ethnic wear is often seen as a safe option for portly, old fashioned and unattractive Indian women to 'hide' behind. The ad presents the Anouk range of contemporary and modern ethnic apparel for women as one that makes them look bold, vibrant, stylish and edgy.



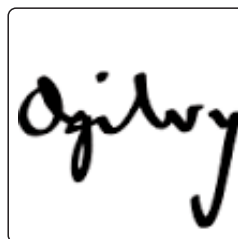


**BEST ADVERTISEMENT | PUBLIC SERVICE ANNOUNCEMENT | OGILVY & MATHER
TVC | BREAKTHROUGH – SHARE YOUR STORY WITH YOUR SON**

The video 'Share Your Story With Your Son' by Delhi-based NGO 'Breakthrough' is premised on the fact that 40 per cent men believe that teasing is harmless fun and doesn't constitute sexual harassment. It depicts a mother sharing her experience of sexual harassment in the street with her teenage son, driving home the point how frustrating, annoying and harassing it is. The ad thus helps young adults understand the so called harmless teasing as an act of violence. It thus promotes a dialogue and open discussion in families on the issue of sexual harassment on streets.

**BEST ADVERTISEMENT | PRODUCT | OGILVY & MATHER
TVC | TITAN RAGA – BREAK THE BIAS**

The '*Break the Bias*' ad is a subtle yet powerful narrative about the way the world looks at a woman's success, which is still viewed with prejudices, one that is determined by her ability to influence her male bosses through her charm and guile. It drives home the point that our thoughts are clouded by preconceived notions and gender biases, that of all the things attributed to a woman's success, hard work is at the bottom of the list. The film challenges gender stereotypes at workplaces and calls for change.



**BEST SHORT FILM | DENTSU MARCOM, A DENTSU AEGIS NETWORK COMPANY
OMRON HEALTHCARE – TUMHARI AMMA**

The short film '*Tumhari Amma*' has touched upon a couple of social issues while branding its BP monitor very subtly. The focus is on the central theme – how young people need to take care of their aging parents. More importantly, 'Tumhari Amma' broaches an important social issue that of 'remarriage' of a single parent – the mother. In a society that discriminates against widowed women, Omron's bold film encourages remarriage lovingly, through a caring daughter.

ADVERTISEMENT


TVC | PARAMPARA - OMELETTE MASALA | BBDO INDIA

The Parampara Omelette Masala ad, part of their 'Men in Kitchen' series, challenges the existing stereotype of women doing all the cooking at home. While highlighting the ease of cooking with the masala, it encourages men to step into the kitchen. So, now even men can cook, it says. In a humorous, lighthearted way, the ad questions traditional thinking and starts a new 'Parampara', a new tradition.

TVC | MIDEA – SALUTE THE HOMEMAKER | DDB MUDRA GROUP

The ad pays tribute to all the women who stay at home and work round-the-clock for their families. It is based on the common perception of a homemaker having an easy job to do, without involving much effort. It deals with the common question, "What did you do the whole day?" which is usually thrown at the home maker, belittling her work. The ad shows the results when a homemaker decides to take a break- a home in total disarray.


**ROHINI MOHAN
BOOK | THE SEASONS OF TROUBLE**

Rohini Mohan is a gifted writer who has the unique ability to weave story telling into a non-fiction narrative. Written with heart, brains and sheer grit, this is a haunting and wistful recount of one of Asia's most searing wars: the Sri Lanka civil war. It puts a human face to the war that has been etched into our consciousness through its two female protagonists, Indra and Mugil, and one male protagonist, Sarva. The book inherits the space occupied by the omnipresence of conflict and its after-effects in a fashion that is compelling, endearing and informative.

**SAGARI CHHABRA
BOOK | IN SEARCH OF FREEDOM**

In Search of Freedom takes us back to the pre-independence era and unpeels stories of women freedom fighters from India to South Asia, who heeded the call of a unique moment in history. Captured like an oral history project, *In Search of Freedom* brings alive the voices of women, who joined the struggle, either with the blessings of their families or without it. Each woman leads the author to another survivor, jumping from memory to history to the present. This web of connected stories weaves a narrative of valor, determination and the will to submit to a larger ideal and a bigger goal.





DUM LAGA KE HAISHA

Dum Laga Ke Haisha, directed by Sharat Katariya, has an unusual woman character as the protagonist. This is perhaps the first time that Bollywood has had a visibly overweight female lead. Instead of showing the woman as a weak person with low self esteem due to her weight, the film takes another leap forward by showing her as a bold and confident person with grit and verve, a girl who makes strong decisions and is in charge of her life. She is not afraid to blame her father in law for failing to teach his son to have healthy attitudes towards women. She demonstrates that a woman can feel comfortable and at ease with herself as she is and need not feel pressurized to fit into conventional or patriarchal ideas of beauty.

MARGARITA WITH A STRAW

Margarita with a Straw, directed by Shonali Bose, is a path breaking movie in many respects. Not only does it handle issues a disabled woman faces in her life, it also dares to show her as a sexual being with unusual sexual preferences. The movie breaks through common misconceptions about disability and shows the protagonist as a talented musician who can pursue her choices and live an active, fulfilling life with appropriate support. The movie ends on a positive note showing Margarita discovering her independence and ability to live life on her own terms.



ALIGARH

Aligarh, directed by Hansal Mehta, is based on the life of Dr Shrinivas Ramchandra Siras who taught at Aligarh Muslim University. He was sacked from his position of Reader and Chair of Modern Indian Languages, on charges of homosexuality. The film is a sensitive portrayal of a controversial real-life court case involving the victimization of a gay person. It courageously stands for gay rights and shows the cruelty meted to this group by a homophobic Indian society. It is a sad reflection of our society that prides itself on being a democracy but refuses to give people their right to live and love. The film shows the coming of age of modern Indian cinema, particularly with regard to the LGBT Community.

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FEATURE FILMS



COMIC BOOK | MENSTRUPEDIA

Menstrupedia is a fun guide to menstruation or “periods” as they are commonly called, which helps girls and women to stay healthy and active during their periods. It provides informative and entertaining content in a comic book format. It is aimed at spreading awareness about menstruation and clarifying myths around the subject.

E-MAGAZINE | OUT OF PRINT

Out of Print has published an entire issue on sexual violence to illustrate its pervasiveness in different situations and contexts, how it influences all our lives, how it interacts with existing inequities, how it is used as a weapon, and how it is often erased out of public debate. Curated by Indira Chandrasekhar, the editor, *Out of Print* provokes discussion, engenders multiple ways of looking at sexual violence and helps break the silence. The series lets women speak and be heard with nothing being out of bounds – whether its abortion, whores, wombs or rapes.



AHMEDABAD MIRROR | ART O' NAMA, SHADES OF WOMEN

Ahmedabad Mirror's *Art o' Nama, Shades of Women* is a campaign that invited several artists – men and women – to depict women in different moods. The book, a collection of the art works, captures the spirit of the women of Amdavad on paper what established artists depicted on canvas. Each page speaks volumes about the courage of women - speaking out against violence, against pain and ignorance and against illiteracy. The art work also showcases women's inhibitions, insecurities and suffering through an artist's brush. It helps one understand how artists interpret emotion and connect with everyday life creatively.

THE PATCHWORKS ENSEMBLE | 'ILA'

'Ila' by *The Patchworks Ensemble* is directed by accomplished theatre artists Puja Sarup and Sheena Khalid. The play looks at gender, its related myths as well as the dilemmas and the importance they play in our lives today. The story is about a king who ventures into an enchanted forest and is transformed by a spell. As the moon waxes and wanes so does *Ila*, turning from man to woman and back to man. With ever-changing landscapes - sometimes in ancient land and sometimes in the local trains of Mumbai - and leaps in time, this chorus takes the audience through a provocative, playful and exciting journey that questions what it means to "be a woman/man and everything in between".





JEANNIE NAOROJI

The name Jeannie Naoroji is synonymous in India with fashion design and choreography; for putting the costumes and jewelry of this great and diverse land onto the world stage; for marrying theatre and style; for bringing the spiritual and cultural traditions of our matchless *Bharat* to a stage spectacular. She developed a distinctive style melding a Bollywood approach with the traditional, simultaneously showcasing India's hidden talents, expertise in textiles and jewelry and her commercial acumen.

She started the India-on-Show Production Unit, way back in 1965, when fashion choreography was not heard of in India. The Unit, under Jeannie's leadership, produced over 700 different shows with more than 4500 presentations all over the world. It brought into the limelight large and small mills like Tata, Finlay, Orkay, Hakoba, Century-Rayon, Raymonds, Khatau, Khadi Bhandar, Bombay Dyeing and Swan, to name just a few. Jeannie's Unit pioneered month-long, travelling Trade shows in Russia, New Delhi and Germany.

Over a career spanning four decades, Jeannie, along with her business partner, has trained many master tailors, choreographers, set designers, musicians, a huge team of people that design and run fashion shows. She mastered the art of managing several shows running across the world simultaneously.



FASHION REWIND - A TRIBUTE TO JEANNIE

Jeannie Naoraji receives the 'Laadli Lifetime Achievement Award' for Fashion Design and Choreography and to felicitate her, some of her top models still in Mumbai encouraged her to choreograph them one last time. Taking up the challenge, Jeannie has once again "avatared" into the Fashion Designer and Choreographer and has supermodels like Anna Bredmayer, Asgar Ali, Deepak Parashar, Esther Mathais Daswani, Kavita Bhambhani Singh, Kiran Joneja Sippy, Lubna Adams, Marianne D'souza Rao, Meher Mistry Castellino, Nandini Sen, Naqi Jehan Kamdar, Pheroza Mody, Salome Aaron Roy Kapoor, Shobhaa Rajadhyaksha De, Zeenat Aman celebrating her Award. And her old faithful technical crew of Sam Kerawalla, Ajit Shah, and Kaizad Bhabha (son of late Sarosh Bhabha) have joined in to recreate the Jeannie magic with Burlingtons, Neeta Lulla and Wendell Rodricks providing the outfits on display.



E-FACTOR

E Factor is an all woman ensemble consisting of three dynamic female musicians. Sunita Bhuyan ace violinist, Merlin D Souza the piano diva and Swarupa Ananth the fiery multi percussionist. E factor's music reflects their motto to Empower, Enable and Enrich and those who have seen their act add a few more Es to describe them as Electrifying, Enthralling and Entertaining. The genre of music ranges from classical to jazz to world folk. Sunita is trained in Hindustani violin and specialises in Assamese and world folk, Merlin is a classical pianist and is a jazz veteran and Swarupa who trained under Ustad Alla Rakha until his demise and, later under his sons, Ustad Zakir Hussain and Fazal Qureshi, gets her distinct sound on the tabla and multiple percussions.

As the opening act of the National *Laadli* Media Awards ceremony, the trio has presented a theme song for *Laadli* composed by them.

PROGRAMME

- Curtain Raiser
- Welcome address by S.V. Sista
- Address by Dr. A.L. Sharada
- Performance by E-Factor
- Address by Mr. Diego Palacios, Country Representative, UNFPA
- Address by Chief Guest Ms. Arundati Bhattacharya, Chairperson - State Bank of India
- Felicitation of National Laadli Media Awardees
- Announcement of Laadli Media Fellowships by Mrs. Birla
- Announcement of Canadian Media Fellowship by Mr. Jordan Reeves, Consulate General for Canada in Mumbai
- "Fashion Rewind- A Tribute to Jeannie"
- Presentation of the Laadli Lifetime Achievement Award to Jeannie Naoroji

Event compered by Anu Menon aka Lola Kutty



PERFORMANCE & PROGRAMME



MEGHNA PANT

Meghna Pant is an author, journalist and TEDx Speaker. She has won several prestigious awards for her work, in the categories of short stories and novel. She is well known for having abridged *The Mahabharata* into one hundred tweets that The Guardian (UK) quoted as 'wonderfully descriptive and paced'. She has previously worked as a business news anchor with Times Now, NDTV and Bloomberg-UTV in Mumbai and in New York. She currently curates a monthly panel discussion on feminism called 'Feminist Rani', and interviews women leaders across different fields on her show 'Get Real with Meghna Pant' for an online website.

SIDDHARTH BHATIA

Siddharth Bhatia is a journalist and author with a background in Indian and international media of over 35 years. He was part of the founding editorial team of DNA and is currently a popular commentator on current affairs for various newspapers and TV channels. He was made an Associate Press Fellow at Wolfson College, Cambridge, in 2001. He has written several books on Cinema such as *India Psychedelic: The Story of a Rocking Generation*.



AMY FERNANDES

Amy Fernandes is a Group Editor, Women, Travel and Luxury, with Zee Media Corporation Ltd. and the Editor of the Sunday magazine section of DNA. She was earlier the Editor of Femina and has written extensively on women's issues. She is also the Associate Director, Literature Live!

SAMEERA KHAN

Sameera Khan is a Mumbai-based independent journalist and researcher. A former Assistant Editor with The Times of India, she is the co-author of the critically acclaimed book 'Why Loiter? Women & Risk on Mumbai Streets' and teaches journalism at the School of Media & Cultural Studies at the Tata Institute of Social Sciences.





MONICA TATA

With nearly 25 years of experience; Monica Tata brings expertise in management of television networks operations in the Media and Entertainment industry. She worked as part of the leadership team at Star, Turner and HBO. Monica is also the Hon Secy of the International Advertising Association, India Chapter and was a committee member for ASCI.(Advertising Standards Council of India) 2013-2015.

AMRITA CHOWDHURY

Amrita Chowdhury is the author of *Breach*, a cyber crime thriller (Hachette), *Faking It*, and has contributed to *Chicken Soup for an IITian's Soul* (Westland). She frequently writes on lifestyle, strategy and marketing in mainstream media and is a regular contributor to HuffPost. She is the former Country Head & Publisher for Harlequin India. She is a multi-faceted leader, an engineer, innovator, business strategist and has led growth stage businesses in education, publishing and currently in branding.



MARK MANUEL

Mark Manuel is a senior journalist with 33 years of experience in the media. He has the reputation of being a hands-on editor and a stylish, powerful writer. He's particularly known for his sensitive interviews of famous achievers. He has edited the *Afternoon*, *Upper Crust* and *Mid-Day* and several newspapers for the Times Group. He is currently a Consulting Editor with the Dainik Bhaskar Group. Manuel is in the process of editing his first book, a crime thriller and a police procedural story with the collaboration of Mumbai's leading IPS officers.

SHASHI BALIGA

Shashi Baliga is an independent journalist and columnist who has been the editor of leading publications such as the Sunday Features with the Hindustan Times and Filmfare. She has worked with Femina and writes for a variety of Indian and international publications. She teaches aspiring journalists at the Xavier Institute of Communication and the SPICE institute. She is also the Executive Director of *Literature Live* and oversees the jury for the *Tata Literature Live Book of the Year* and First Book Awards.



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NATIONAL JURY

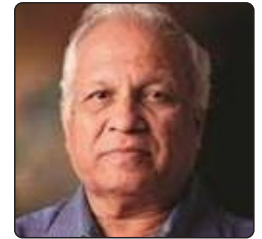


TINA MEHTA

Tina Mehta is a brand strategist at Lightbox, a venture capital firm that invests in consumer tech businesses in India. She resumed her career in Mumbai after returning from New York in 2008 working with Saffron Consultants. Mehta had a successful stint in New York with Wolff Olins, a brand consultancy famous for brand strategy programmes for GE, Target, McDonald's and Citibank.

KUMAR KETKAR

Kumar Ketkar is a renowned journalist and editor who has been the Chief Editor of renowned newspapers like Maharashtra Times, Loksatta, Lokmat and Divya Marathi. He was also the Resident Editor of The Observer and Special Correspondent of The Economic Times. He received the Padmashree in 2001 and the Rajiv Gandhi Award for Excellence in Media and the Lifetime Achievement Award in Journalism by Maharashtra Foundation, USA.



The awards ceremony for the Southern and Western regions was held in Chennai on March 4, 2016 at the MGR Janaki College for Arts & Science for Women. The jury included eminent writers, activists, media professionals and academicians in Telugu, Tamil, Malayalam, Marathi, Gujarati, Hindi and English. Forty Eight winners were selected in seven languages in print, electronic and web categories. The states represented were : Maharashtra, Rajasthan, Gujarat and Goa from the West and Tamil Nadu, Andhra Pradesh, Telangana, Kerala and Karnataka from the South.

Ms Vaasanthi was given the *Laadli* Lifetime Achievement Award for her contribution to gender sensitive literature in Tamil.

Krishnaswamy Associates provided local support in organizing the event as our collaborating partner. Chandu Thulasi, Kavin Malar, Harita Talati and Tanu Dwivedi were the state coordinators who promoted the awards locally, selected the entries and conducted Jury meetings in the presence of Dr A L Sharada, Director, Population First.

The event was supported by UNFPA and Indian Bank.

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SOUTHERN & WESTERN REGION AWARD

Awards Supported by



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The Mathrubhumi
Printing & Publishing Co. Ltd.



rajasthan patrika
newspaper with a soul

Printing: Courtesy Spenta Multimedia PVT. LTD

SOUTHERN REGION AWARDEES

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PRINT | BEST NEWS REPORT | ENGLISH
DENNIS SOLOMON JESUDASAN
'... RAPE MEDIATION ORDER ...' | THE HINDU



PRINT | BEST FEATURE- MAGAZINE | ENGLISH
MARIANNE SHARLENE DE NAZARETH
'... SOLAR LAMPS...' | GRASSROOTS



PRINT | BEST INVESTIGATIVE STORY | ENGLISH
MINI THOMAS
'THE CUT AND THE HURT' | THE WEEK



PRINT | BEST FEATURE - WEB | ENGLISH
DEEPIKA SARMA
'THE INDIAN GIRLS' GUIDE TO SCIENCE' | GRIST MEDIA



PRINT | BEST FEATURE | TAMIL
K.S. SUGITHA
'THANDANAI KALAMAAGUM PENNUDAL' | UYIRMMAI



ELECTRONIC | BEST DOCUMENTARY | TAMIL
PUTHIYA THALAIMURAI
'VAADAGAI THAIMAARGAL'



PRINT | BEST OP-ED | TELUGU
SAJAYA KAKARLA
'AAA KUTUMBAALU YEMAVUTUNNAYI' | NAVA TELANGANA



PRINT | BEST FEATURE | TELUGU
SWATI KORRAPATI
'UDCHE PANIKI ARHATA LEDANNARU' | EENADU



PRINT | BEST HUMAN INTEREST STORY | TELUGU
PADMA VADDE
 'VELAMANDIKI DAARI CHUPAA' | EENADU

ELECTRONIC | BEST TALK SHOW | TELUGU
PRASANNA RAO KADAMANDLA
 498 A AAYUDHAM AVUTUNDAA? | ETV



ELECTRONIC | BEST NEWS REPORT | TELUGU
BHANU KIRAN
 'AADA SISHUVU INTA ALUSA?' | TV 9

ELECTRONIC | BEST TOPICAL ISSUE BASED PROGRAMME |
 TELUGU
NANDAGIRI KISTAIAH
 'AKSHARADHAAMAM HATNURA MANDALAM' | VANITHA TV



ELECTRONIC | BEST DOCUMENTARY | TELUGU
NANDAGIRI KISTAIAH
 'SAARAA PAI SANGRAMAM' | VANITHA TV

ELECTRONIC | BEST INVESTIGATIVE STORY | TELUGU
KRANTHI KUMAR GARIDEPALLI
 'ROWDY CHERALO GIRIJANA MLA' | ABN ANDHRA JYOTHY



ELECTRONIC | BEST FEATURE | TELUGU
PADMA VANGAPALLI
 'EAST GODAVARI POWER PROJECT' | 10TV

WEB | BEST BLOG | TELUGU
ARUNA GALI
 'VIVAKSHAKU MUGIMPU PALAKAALI' | WWW.VIKASADHATRI.ORG



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SOUTHERN REGION AWARDEES

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PRINT | BEST INVESTIGATIVE STORY | MALAYALAM
SUCHITRA PRIYADARSHINI
'NEEDHI THEDUNNA NILAVILIGAL' | MATHRUBHUMI

PRINT | BEST FEATURE | MALAYALAM
R SAMBAN
'KODOZHIYUNNA AMMAKKILIKAL' | DESHABHIMANI





BHAGWAN DAS



PROF. PRABHA
KALVIMANI ALIAS
KALYANI



SUNITHA KRISHNAN



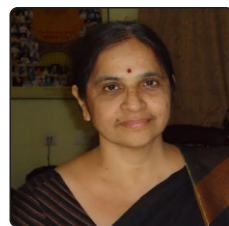
DR. S. KRISHNASWAMY



PROF. UMA
MAHESHWARI



AZHAGIYA PERIYAVAN



LALITHA KUMARI
POPURI - VOLGA



PRALAYAN



GEETA RAMASESHAN



PROF. SARASWATHY



D.V.L. SAVITRI



S. TAMIL SELVAN



GOPARAJU SUDHA



UDAYABHANU



C. VANAJA



SAMANYA

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SOUTHERN REGION JURY

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LAADLI LIFETIME ACHIEVEMENT AWARD



VAASANTHI **TAMIL LITERATURE**

Vaasanthi is an accomplished and acclaimed writer and journalist who has been writing for more than 50 years on human rights, gender issues and communal harmony. Many of her books in Tamil have been translated into other Indian and European languages and have won many awards. 'Aakaasha Veedugal', 'Sirai', 'Mounappuyal' are some of her popular books. Two of her novels were made into films in Malayalam. UP Sahitya Sansthan Award, Punjab Sahitya Academy Award, Gyaana Bharathi Award for Contribution to Tamil Writing, are just some of the awards she has received.

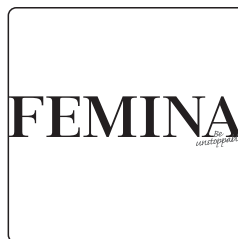
Vaasanthi has published 60 books including novels, six short story collections, six volumes of journalistic articles and four travelogues in Tamil. Penguin India has published her book on Tamil Nadu politics – “Cut-outs, Caste and Cine Stars”, written in English. Her Tamil novel 'Aakash Veedugal' has been translated into Hindi, as Aakash Ghar and into English as 'A house in the sky' and was translated into Czech by Prof Jaroslav Vacek and published in Prague. The book was also broadcast as a play in Czech, by the Prague Radio Station.

Vaasanthi was the Editor of India Today's Tamil edition, from January 1993 to July 2001. She is now a freelance writer and journalist and lives in Bangalore.



PRINT | CONSISTENT REPORTING | ENGLISH
AHMEDABAD MIRROR
 'MIRROR AGAINST RAPE'

PRINT | BEST CAMPAIGN | ENGLISH
FEMINA
 'WOMEN FOR PEACE'



PRINT | BEST NEWS REPORT | ENGLISH
RUPSA CHAKRABORTY
 '...SEXUAL ABUSE OF BOYS...' | AHMEDABAD MIRROR

PRINT | BEST NEWSPAPER FEATURE | ENGLISH
ROSHNI NAIR
 'RAPE IS GENDERLESS' | DNA



PRINT | BEST MAGAZINE FEATURE | ENGLISH
NEW WOMAN
 'TRAILBLAZERS'

WEB | BEST BLOG | ENGLISH
WWW.JAIPURWOMENBLOG.ORG
 'FREE TABOOS'



WEB | BEST FEATURE | ENGLISH
MENAKA RAO
 '... WANT TO GET AN ABORTION IN MAHARASHTRA... ' |
 WWW.IN.NEWS.YAHOO.COM

ELECTRONIC | BEST SHORT FILMS | ENGLISH
TATA INSTITUTE OF SOCIAL SCIENCES
 'DREAMING FREE'



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WESTERN REGION AWARDEES

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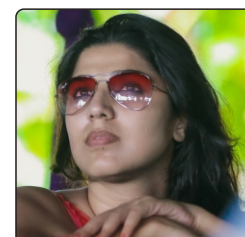
PRINT | BEST FEATURE (NEWSPAPER) | GUJARATI
GUJARAT GUARDIAN
'MAHILAO NI AAGVI OLAKH VISHE'

PRINT | BEST FEATURE (MAGAZINE) | GUJARATI
HIMMAT KATARIA
'VYANGBAAN NI MAARI : NAARI' | ABHIYAAN



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

ELECTRONIC (RADIO) | BEST ISSUE BASED
PROGRAMME | GUJARATI
DEVAKI
'HU PAN NIRBHAYA' | RED FM



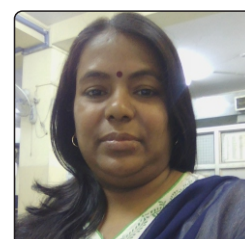
WEB | BEST NEWS STORY | HINDI
ABHA SHARMA
'ISS BALIKA VADHU NE TOD DI SHAADI' |
WWW.BBC.COM/HINDI

PRINT | BEST NEWS REPORT | ENGLISH
TEENA BAIRAGI
'NOT FIT FOR MARRIAGE' | NEWS TODAY



PRINT | BEST COLUMN | HINDI
VARUN BHATT
'BADLAAV KI BAYAAR' | RAJASTHAN PATRIKA

PRINT | BEST NEWSPAPER FEATURE | HINDI
SUMAN KACHCHAWA
'AACHAAR SE CHALA VICHAAR' | DAILY NEWS





PRINT | BEST INVESTIGATIVE STORY | HINDI
ADRISH KHAN
 'LAADI NE LOOTA ...' | RAJASTHAN PATRIKA

PRINT | BEST FEATURE | MARATHI
SEEMA YADAV
 'UMBARTHYA BAHER' | LOKMAT



PRINT | BEST MAGAZINE FEATURE | HINDI
GEETA SHARMA
 'ACID ATTACKS...' | MERI SAHELI

ELECTRONIC | BEST CAMPAIGN | HINDI
VIDEO VOLUNTEERS
 'MATERNAL HEALTH'



PRINT | BEST COLUMN | MARATHI
NAMITA DESHPANDE
 'BHARARI' | PRABHAT

PRINT | BEST INVESTIGATIVE STORY | MARATHI
RAVI GADEKAR
 'NETHYAVAR GUNHA' | DIVYA MARATHI



PRINT | BEST NEWS REPORT | MARATHI
PRAGATI JADHAV PATIL
 'ON THE SPOT' | LOKMAT

PRINT | SPECIAL ISSUE | MARATHI
MADHURIMA - DIVYA MARATHI
 'SRIJAN KALANCHA SAKSHIDAR'



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PRINT | BEST CAMPAIGN | HINDI
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'MARYAADA PER AAGHAAT' | RAJASTHAN PATRIKA



SPECIAL AWARDEES

SPECIAL AWARD | BOOK | GUJARATI
PRATIBHA THAKKER
'STRIARTH'



SPECIAL AWARD | BOOK | TELUGU
JOOPAKA SUBHADRA
'RAYAKKA MANYAM'

WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
AAREFA JOHARI
'...PLAYER BREAKS SILENCE ON MENSTRUATION...' | WWW.SCROLL.IN



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
NIDHI JAMWAL
'...MENSTRUAL WASTE...' | GRIST MEDIA

PRINT | JURY APPRECIATION CERTIFICATE | HINDI
BABULAL NAGA
'SAVAL MAHILA PATRAKAARON KI SURAKSHA KA' | VIVIDHA FEATURES





SARASVATICHANDRA



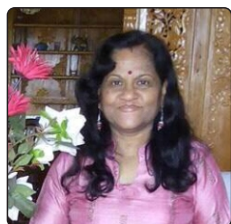
PRAGATI
BANKHELE



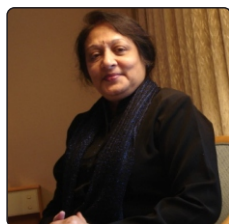
TULSIDAS BHOITE



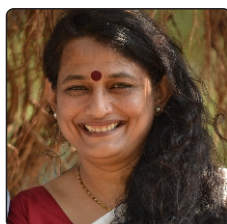
DR. GAURANG
IRANI



NEELAM
KULSHRESHTHA



MALTI MEHTA



DR. SONAL PANDYA



MANJULA PRADEEP



MINAXI SHUKLA



DR. AMEE YAJNIK

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WESTERN REGION JURY

The awards ceremony for the Northern & Eastern regions was held in New Delhi on March 17, 2016 at the India Islamic Cultural Centre. Entries were received in Hindi, Bengali, Assamese, Oriya and English from the Eastern region and in Urdu, Hindi, Punjabi and English from the Northern Region. Fifty one winners were selected in 6 languages by distinguished jury panels in meetings held in New Delhi, Bhopal, Guwahati and Mumbai. This year we have presented an award in Chattisgarh for the first time. The States represented were: Uttar Pradesh, Madhya Pradesh, Bihar, Chattisgarh, Jammu & Kashmir, Punjab, Haryana, Uttarakhand, W.Bengal, Assam and Odisha.

Kumud Singh, Jahnavi Sharma, Rakhi Ghosh, Ritusmita Biswas and Madhavi Gupta were the regional coordinators who promoted the awards amongst the media, selected entries, arranged jury meetings to select the final winners. The Delhi Media Centre for Research with Sujata Madhok, coordinated the local event.

The event was sponsored by UNFPA and Indian Bank.

Awards Supported by



United Nations Population Fund



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PRINT | BEST ARTICLE | ASSAMESE
DIPANWITA MUKHERJEE KHAN
'ATTYADHIK PARISRAM AJIR NARIR BABE PRATYABHYAHAN' | SADIN



PRINT | BEST FEATURE | ASSAMESE
NIBHA RANI ROY
'BOGIBARI UJOLAISE KOLONG KOPILIYE' | AMAR ASOM



PRINT | BEST COLUMN | ASSAMESE
DR. JOY KANTA SARMA
'NAARI SHAKTIR UPEKSHA: ...' | PRANTIK



PRINT | BEST NEWS REPORT | BENGALI
ANWESHA BANERJEE
'EKLA MAYER JOIGATHAY' | EI SAMAY



PRINT | BEST NEWS REPORT | ENGLISH
MAMATA MISHRA
'WITCH HUNTING: SIXTEEN SENT TO JUDICIAL CUSTODY' | THE ASSAM TRIBUNE



PRINT | BEST FEATURE-NEWSPAPER | ENGLISH
DIANA SAHU
'WHERE ARE THE WOMEN LEADERS?' | THE NEW INDIAN EXPRESS



PRINT | BEST FEATURE-MAGAZINE | ENGLISH
ANNAM SURESH
'OF ANKLETS AND SHACKLES' | FOUNTAIN INK



PRINT | BEST NEWS REPORT | ORIYA
BHAIRAB CHANDRA BRAHMA
'BANANDAI PUNI LOTILLA MAMTA...' | SAMBAD DAILY

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PRINT | BEST OP-ED | ORIYA
RUKMINI PANDA
'PARIBARIKA HINSA EVEM NYAYA BYABASTHA' | SINDHUJA



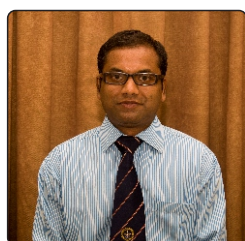
PRINT | BEST COLUMN | ORIYA
NIBEDITA PATTANAİK
'ITISHREE MANAKANKAR PRASHNA' | THE PRAMEYA



PRINT | BEST FEATURE | ORIYA
SARMILA SAHOO
'PRIYANKA BHARATHI MONISHARANI O ANYAMANE' | SINDHUJA



ELECTRONIC | RADIO | ASSAMESE
REETU GOGOI
'ANGANA' | RADIO JNAN TARANGA 90.4 FM



WEB | BEST FEATURE | ENGLISH
JAYDEEP DAS GUPTA
'BURNING INSPIRATION: THE MALALA OF INDIA' | WWW.YOUTHENSNEWS.COM



WEB | E-MAGAZINE | ENGLISH
PARVIN SULTANA
'HOMEMAKERS WITHOUT A HOME: WOMEN' | WWW.TWOCIRCLES.NET



GITA RANI BHATTACHARYA



DR. BANADAN BHUYAN



HAREKRISHNA DEKA



MITA DEKA



NANDANA DUTTA



MUNMUN GHOSH



SURESH RANJAN
GODUKA



ANURITA PATHAK
HAZARIKA



DR. TAPATI BARUAH
KASHYAP



JAHNAVEE KHOUND



MALABIKA PATEL



ANURADHA SARMA
PUZARI



DEBENDRANATH TAMULY



JUNU BORAH



SAMUDRA GUPTA
KASHYAP



TERESA REHMAN

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EASTERN REGION JURY



DR. NIRUPAMA BARGOHAIN
ASSAMESE LITERATURE

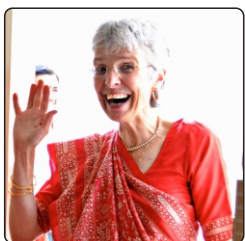
Nirupama Bargohain is one of the most prolific writers in Assam, author of more than 40 novels, 18 short story collections, 3 memoirs, 4 travelogues, 3 biographies, 3 children's works, 5 translated works, and 14 essay collections. She has laboured at her craft for nearly seven decades, and has earned the admiration of different schools of critics and legions of adoring readers. In a life marked by struggles of various kinds, Nirupama Bargohain has gathered experience from working at different careers such as teaching and journalism, without compromising her principles for the sake of furthering those careers. What stands out in her writing is a deep and honest engagement with the most vital social issues of her times and she has often achieved a rare blend of social commitment and artistic elevation in her works. Her probing diagnosis and fiery indictment of the iniquities of a male-dominated society is a particularly notable aspect of her writing, and she will be remembered for creating a gallery of bold, passionate and often resilient women protagonists in novels such as *Iparor Ghar Siparor Ghar*, *Abhiyatri*, and *Champaboti*.

Bargohain has won numerous awards, the most notable among them being the the Saswati Award given by the Bangalore-based organisation of the same name(1987), the Sahitya Akademi Award (1996), the Assam Valley Award (2003), and the Adwait Malla Barman Memory Award given by the Government of Tripura (2003). Her short story "*Jai Parajoi*" has been made into an award-winning film called *Mimamsa* by noted film director Sanjeev Hazarika while many other works have been made into tele-films. Nirupama Bargohain now lives in Guwahati with her younger son Pradipta Bargohain and his family.



PRINT | BEST FEATURE | ENGLISH
POULOMI BANERJEE
 'WOMEN AT THE WHEEL: ...' | THE HINDUSTAN TIMES

PRINT | BEST INVESTIGATIVE STORY-NEWSPAPER |
 ENGLISH
PRITHA CHATTERJEE
 'WHERE SCHOOL MEANS 8 HOURS...' | THE INDIAN EXPRESS



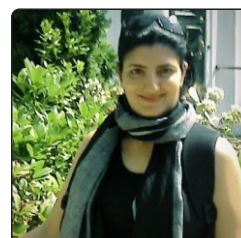
PRINT | BEST ARTICLE | ENGLISH
JO CHOPRA
 'GIRLS, BOYS AND A DATABASE' | LIVEMINT

PRINT | BEST INVESTIGATIVE STORY (MAGAZINE) |
 ENGLISH
AAYUSH GOEL
 'A THOUSAND SORDID DECEPTIONS' | THE WEEK



PRINT | BEST NEWS REPORT | ENGLISH
TARA CHETTUR MENON
 'DARK DIWALI FOR TAMIA SCHOOL STUDENTS' | THE HITAVADA

PRINT | BEST OP-ED | ENGLISH
AMRITA NANDY
 'TICKING OUTSIDE THE BOX' | THE INDIAN EXPRESS



PRINT | BEST CAMPAIGN | ENGLISH
AJAY SURA
 'BOOKED: 102, JAILED: 0' | THE TIMES OF INDIA

PRINT | BEST INVESTIGATIVE REPORT | HINDI
SUNIL HAZARI
 'DRP LINE MAI NAU MAHILA ARAKSHA KA YON UTPEEDANA' |
 DAINIK BHASKAR STAR



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SHRINKHALA PANDEY
'GRAMIN NAARI KA SWAASTH JEEWAN' | GAON CONNECTION



PRINT | BEST OP-ED | HINDI
MUKUL SHRIVASTAVA
'AADHI AABADI KE SWAASTHYA VA SWACHATA KA MASLA' |
RASHTRIYA SAHARA



PRINT | BEST NEWS REPORT | HINDI
PAVAN SHRIVASTAVA
'AB SAJ RAHI HAI ARMAANO KI DOLI' | DAINIK JAGRAN



PRINT | BEST FEATURE | HINDI
SAROJ SHUKLA
'GARHASHAY NIKAALNE KA DHANDHA' | SHASHI KIRAN SANDESH



PRINT | BEST ARTICLE | HINDI
SYED MUBIN ZEHRA
'BAHADUR BANAAM MARDANI?' | JANSATTA



PRINT | BEST FEATURE | URDU
NIKHAT PERWEEN
'MAZLOON KHWATEEN INSAAF KI TALIB' | DAILY AAG



ELECTRONIC | RADIO | BEST FEATURE | ENGLISH
SHALU YADAV
'WAR WIDOWS' | BBC RADIO



ELECTRONIC | RADIO | BEST NEWS FEATURE | HINDI
DIVYA ARYA
'GARBHAVATI KARMACHARIYON SE KYUN HOTA HAI BHED BAAV?' | BBC
RADIO HINDI



ELECTRONIC | RADIO | BEST COMMUNITY RADIO | HINDI
WAQT KI AWAAZ
 'GHAR KI LUTIYA KHET NA JAIHE' | 91.2 FM

ELECTRONIC | RADIO | BEST CAMPAIGN | HINDI
KALPANA SHRIVASTAV, MAHILA BAL VIKAS DEPARTMENT, GOVT.
 OF MADHYA PRADESH
 'LADO ABHIYAN (CAMPAIGN AGAINST CHILD MARRIAGE)' | ALL
 INDIA RADIO



ELECTRONIC | TV | BEST DOCUMENTARY | HINDI
AJAY KUMAR
 'HUM LOG' | NEWS NATION

WEB | BEST CAMPAIGN | ENGLISH
FEMINISMININDIA.COM
 '16 DAYS OF ACTIVISM AGAINST SEXUAL HARASSMENT'



WEB | BEST NEWS REPORT | ENGLISH
MANISHA PANDE
 'WHERE ARE THE WOMEN?' | WWW.NEWSLAUNDRY.COM

WEB | BEST INVESTIGATIVE STORY | ENGLISH
PURUSOTTAM SINGH THAKUR
 'MAKING HISTORY, HEADING FOR A HUNDRED' |
 WWW.RURALINDIAONLINE.ORG



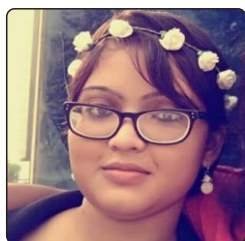
WEB | BEST FEATURE | HINDI
PARUL AGRAWAL
 'MERE PATI NE MERE SAATH BALATKAR KIYA' |
 WWW.BBCHINDI.COM

WEB | BEST E-MAGAZINE | HINDI
PRIYANKA KAUSHAL
 'SHA SE SHAUCHALAYA VIHIN' | WWW.THELKAHINDI.COM



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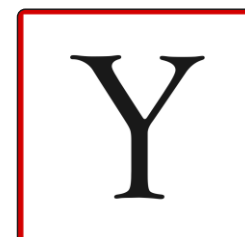
WEB | BEST BLOG | HINDI
SINDHUVASINI
'JO AURAT APNI CHOICE BATAYE, WOHLUT?' |
WWW.NAVBHARATTIMES.INDIATIMES.COM

SPECIAL AWARDEES



SPECIAL AWARD | CONSISTENT ENGAGEMENT WITH
GENDER ISSUES
LOTTY ALARIC
LOK SABHA TV

SPECIAL AWARD | ENGLISH
WWW.YOUTH KI AWAAZ.COM
ENGAGING YOUTH ON GENDER ISSUES'



SPECIAL AWARD | EFFECTIVE USE OF MEDIA
POPULATION FOUNDATION
'MAIN KUCH BHI KAR SAKTHI HOON'

SPECIAL AWARD | CONSISTENT WRITING
SNEHA KHARE
PEOPLES SAMACHAR



SPECIAL AWARD | ENGLISH
CHETNA VERMA
'IN THE COLD DESSERT: WATER WOES OF LADAKHI WOMEN' |
DAILY EXCELSIOR

SPECIAL AWARD | CONSISTENT WRITING
SHAZIA YOUSUF
WOMEN'S FEATURE SERVICE





PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH
PARVIN SULTANA
'WITCH HUNTING: A SOCIAL MENACE' | THE ASSAM TRIBUNE

PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH
NATASHA BHADWAR
'LEADING FROM WITHIN' | THE HINDU



SPECIAL JURY MENTION FOR BEST INVESTIGATIVE STORY
ON WOMEN'S ISSUES BY A BUSINESS MAGAZINE |
ENGLISH
SARIKA MALHOTRA
'ALL THE QUEEN'S MEN' | BUSINESS TODAY

JURY APPRECIATION CERTIFICATE | NEWS REPORTING
R.K. GANDHI
'DULHAN KA JAZBA' | SADHNA NEWS



JURY APPRECIATION CERTIFICATE | BEST TV
DOCUMENTARY
SMITHA MISHRA
'CONCEPTUALIZE WOMEN'S SPORTS IN INDIA' | DOORDARSHAN

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AFAQ AHMAD



RAKHEE BAKSHEE



GOURI CHOUDHURY



DR. ISHWAR SINGH DOST



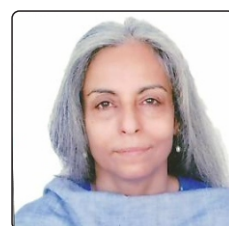
SACHIDANAND JOSHI



SUNIL JHA



GEETA LUTHRA



SUJATA MADHOK



SAJID RIZWI



PUSHPENDRA PAL SINGH



K.G.SURESH



GIRISH UPADHYAYA



DAVINDRA KAUR UPPAL



POOJA P. VARDHAN



Ms Nithyashree, renowned Carnatic music vocalist performing at the Chennai Event



Western and Southern Region Winners



Children from the Apeejay School in N.Delhi performing welcome dance prior



Ms Nirupama Borgohain receiving the Lifetime Achievement Award from Mr Diego Palacios, Country Representative, UNFPA and Dr AL Sharada, Director, Population First

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LAADLI MEDIA FELLOWSHIP

Aditya Birla Group presents the *Laadli* Media Fellowships

As part of its Media Advocacy efforts, the *Laadli* campaign of Population First has instituted the *Laadli* Fellowships four years back. This year's fellowships are supported by Aditya Birla Group. The fellowships are given to young journalists who have been writing on gender issues. Currently the fellowships are given for journalists writing in English, Hindi and Marathi. The fellowship of Rs. 50,000/- requires the fellow to write four stories over four months. An undertaking from the Editor that the write-ups would be published in the paper is mandatory. This year the fellows were chosen from the winners of the current edition of the *Laadli* Media Awards. The following are the winners of the 2016 *Laadli* Media Fellowship.

Diana Sahu: 31 Year old Diana Sahu is Chief Sub-editor/Principal Correspondent with New Indian express and has nine years of experience in the field. Some of her special stories for the New Indian Express have been based on the lives of women of Bonda Tribes in Odisha.

Namita Deshpande: 33 year old Namita Deshpande is currently a freelance journalist who has a regular column titled "Pudari" in Prabhat Newspaper since 2013. She had documented the Mahila Rajsatta Andolan and is actively engaged in translation work.

Paulomi Banerjee: 34 year old Poulomi is Assistant editor at Hindustan times and had worked with The Statesman and The Telegraph earlier. She has been writing on a wide range of issues particularly pertaining to women and children.

Sneha Khare: 34 year old Sneha Khare is a Senior Reporter with People's Samachar (Madhya Pradesh), and had worked with News Express, Nav Bharat Times, Outlook and Patrika. She was awarded the *Laadli* Media Award for Consistent writing on gender issues.

Canadian Consulate Fellowship

This year Canadian Consulate has announced an International Fellowship to one of the Award winners. Ms Geeta Sharma is selected for the fellowship. Geeta has 18 years of experience in Journalism and has been working with 'Meri Saheli' as Assistant Executive Editor for the last 6 years. She is awarded the *Laadli* Media Award for her feature "Acid Attacks – Kab Aur Kaise Rukenge Wardate"



Celebrate Her Life
An Initiative by Population First

POPULATION FIRST

Population First is a not for profit organization registered in March 2002 under the Bombay Public Trusts Act, 1950. Our **key objective is to** work towards gender sensitive and social development-oriented health and population programmes. We promote gender sensitivity and gender equality through:

- Awareness programmes on gender, health, population and social development issues
- Mobilising community participation in population, health and social development programmes
- Building Public-Private Partnerships for programme and policy development and implementation
- Working with influencers in media and advertising to change mind sets related to girls and women's rights and gender equality.

ABOUT LAADLI MEDIA INITIATIVES

The *Laadli* Media Advocacy initiatives focus on promoting gender sensitivity in media and advertising to build a gender just society. Population First is committed to building such a society by engaging the media and advertising professionals in discussions on how they can shape, indeed, change such mindsets. A number of programmes have been initiated with the media, such as the “Media and Gender” workshops for working and student journalists, *Laadli* Media Fellowships, National Creative Excellence Awards for Creative Professionals, ad analysis and interactive sessions with Creative Directors of general entertainment channels as well as senior editors and media leaders.

This year we had a consultative meet with the Heads and Creative Directors of Advertising Agencies to review the gender guidelines for advertising and the draft guidelines are ready. We had also commissioned a research study on 'Changing Trends in the portrayal of Women in Indian Advertising' through IAA. The survey confirmed that there is a definite change in advertising with more positive portrayals of confident, assertive and successful women. A consultative meet was also held in Delhi with representatives of Press Club of India, Women Press Corps, Foreign Correspondents Club of South Asia, Editors Guild and Press Institute of India to explore various means to promote gender sensitivity.

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ABOUT US



MR. DIEGO PALACIOS

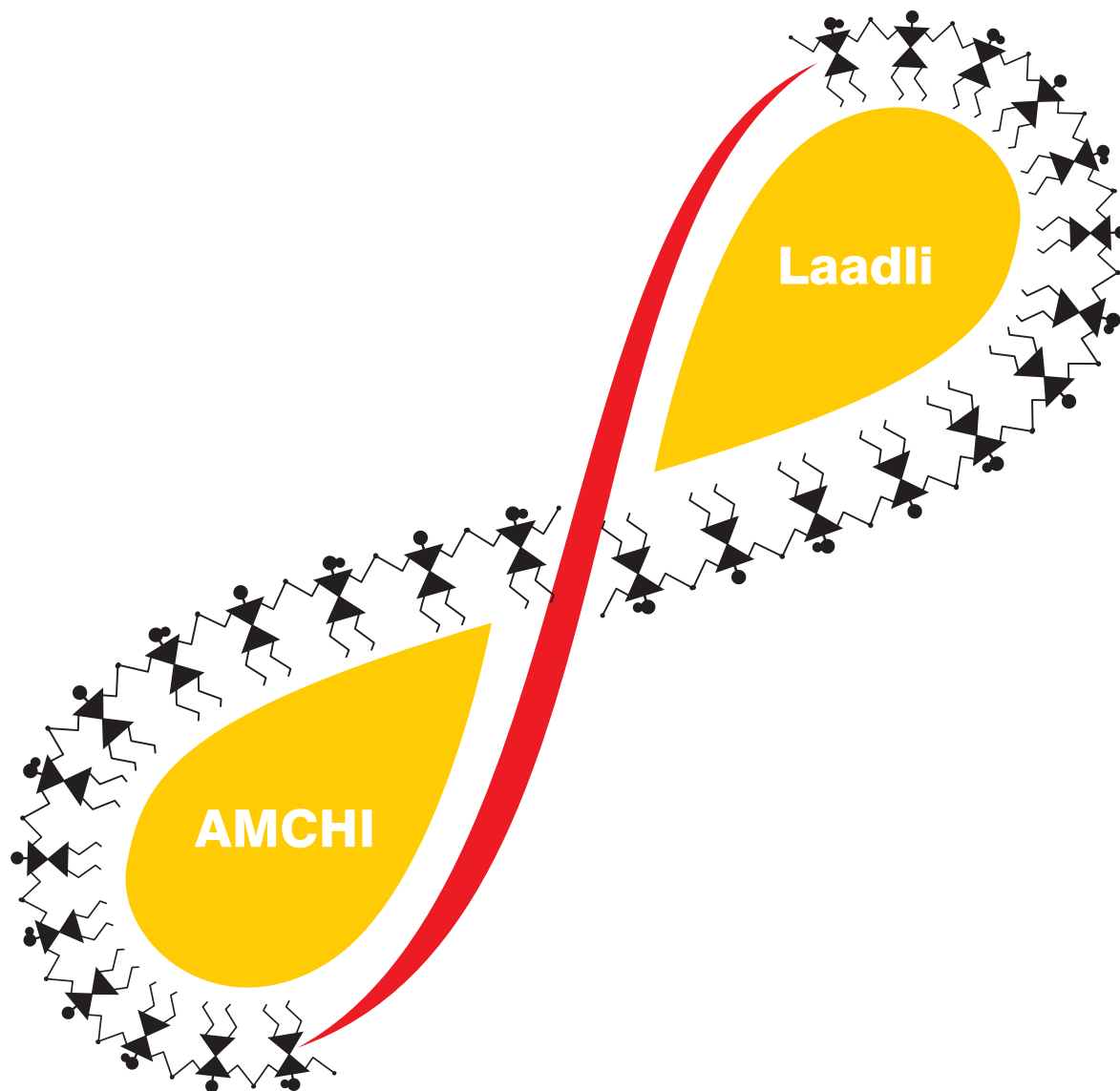
"UNFPA strives to address discriminatory practices that impede gender equality. The *Laadli* awards for gender sensitivity in Media and Advertising are a laudable strategy towards this end. UNFPA has been supporting the awards because they widely recognize those individuals who have pushed the levers of change and challenged gender stereotypes in news reporting, advertisements and more recently in films. We are proud of the accomplishments of the *Laadli* awards over the years."

Diego Palacios
Country Representative
UNFPA
India

UNFPA

The United Nations Population Fund (UNFPA) works to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA focuses on four key tracks in India:

1. Investing in adolescents and youth especially the vulnerable and the marginalized
2. Expanding the availability and use of integrated sexual and reproductive health information and services with a focus on family planning
3. Ending the practice of gender-biased sex selection and promoting gender equity and equality
4. Using data to decode population dynamics including evidence-based advocacy to address the emerging issue of population ageing



Laadli and *Amchi* are Population First's flagship programmes addressing gender inequality and poor social development.

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