

# Innovating Ideas

## Creating Change

Laadli

CELEBRATE HER LIFE



Laadli

A Girl Child Campaign  
By Population First

### Population First

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Laadli - NATIONAL CREATIVE EXCELLENCE AWARDS FOR SOCIAL CHANGE 2010 - 2011

## Preface

This is the 2nd edition of the Laadli-National Creative Excellence Awards for Social Change. It is a nationwide initiative by Population First, an NGO working on health and population issues from a gender and social development perspective and is supported by United Nations Population Fund (UNFPA). The aim is to create a pool of communication material that can be used for various campaigns against pre- birth sex selection by the various stakeholder groups working on the issue.

*Laadli* is the girl child campaign of Population First which has been working on the issue of falling child sex ratio in the country due to pre-birth sex selection. Lack of appropriate communication material has been a major issue in the campaigns against pre-birth sex selection and the first edition of the awards was launched in 2007 as a response to this need. The Creative-Excellence Awards are our modest attempt to bring the rich pool of creative professionals in the country to support the cause of the girl child by developing appropriate, creative and high impact communication messages. The first round of awards had "Stop Pre-birth Sex Selection" as the theme. This edition of the awards addresses three issues. Firstly the reluctance of the people to squeal against erring family members and the medical practitioners, secondly, lack of awareness about the illegality of pre-birth sex selection and finally, reluctance to lodge complaints. The communication material exhorts people to speak up for the girl child and lodge complaints online. To promote better surveillance of clinics, many State Governments are launching web-sites for on-line registration of complaints and the material developed would definitely help promote such efforts.

We were fortunate to have very senior members of the advertising world on the jury. We thank them and all those who sent in the entries for the contest for their support. The selection process involved pre-screening for short-listing by an internal jury comprising social activists and programme managers. The focus was on the appropriateness of the messaging. We have received about 950 entries out of which 113 were shortlisted for placing on our web-site [www.creative-excellence.org](http://www.creative-excellence.org).

The shortlisted entries were then placed before the Jury for final selection and 26 award winners were selected under 7 categories.

Developing the material is only the first step. The real challenge is to ensure that the stakeholder groups – Government Agencies, NGOs, Corporates, Educational Institutions and others use the material in their campaigns. As we did after the first edition of the awards, we would be developing merchandise using the material. We would also like to translate the material into regional languages so that maximum number of people could use it. Since the material is being placed on an open source portal with no copyright restrictions we invite all of you to access, modify and use the material and provide fillip to the campaign.

Everyday 1600 female fetuses are eliminated just because families prefer sons over daughters. We have to stop it and we urge each one of you to speak up for the girl child and stand up for her rights.

Dr.A.L.Sharada  
Director

PopulationFirst



[www.creative-excellence.org](http://www.creative-excellence.org)



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## The Issue

Indian society was always a son-preferring society. However, with the emergence of pre-natal diagnostic techniques and their easy accessibility and affordability combined with the rising aspirations of the people and the desire for smaller families, we find more and more families preferring to opt for pre-birth sex selection to eliminate the girls in the womb itself. This reflects the deep-rooted gender bias in society which denies the girls and women in our society their basic rights. It demands concerted action at various levels.

### Child Sex Ratio

One of the best indicators of the socio-cultural health of a society is its child sex ratio. The child sex ratio is calculated as the number of girls per 1000 boys in the 0 to 6 age group. This reflects not only the chances of a girl child to be born but also how she survives the crucial childhood years.

### Gravity of the issue

Beginning from the 1980s, when reproductive technologies were introduced in country, through the economic liberalization of the 1990s until 2011, the child sex ratio has been steadily declining. As per census reports, the respective child sex ratios in the years 1961, 1991 2001 and 2011 were 976, 945 and 927, 914 girls to every 1000 boys. The 2011 Census, showed that Child Sex Ratios have declined in all states except in Punjab, Haryana, Himachal Pradesh, Gujarat, Tamil Nadu, Mizoram and Andaman and Nicobar Islands. 14 states have sex ratios below the national average of 914 per 1000. Even rural and tribal districts have recorded a decline in the sex ratio indicating that pre-birth sex-selection is becoming a pan India phenomenon and is no longer restricted to educated, affluent, and urban areas.

### The root cause

Sex selection is the worst among the several forms of gender discrimination, which range from the denial of nutrition, education and medical facilities in childhood to domestic violence, sexual harassment to the most abhorrent of all social pressures and harassment to produce an heir to the family and the practice of pre-birth sex selection. A number of reasons are offered for pre-birth sex selection viz., sons take care of property and business interests, carry the family name, perform the final rights, and provide old age support. Therefore they complete the family. Girls, on the other hand, are perceived to be a burden due to the custom of dowry and the practice of

her staying with her in-laws after marriage. Parents consider investing in her as futile as no returns could be expected from her after marriage. She is considered dispensable and a family with only daughters is considered incomplete.

### The impact of sex selection

The impact of sex selection lacks immediacy with its effects being felt decades later. The falling sex ratio portends increased gender based violence in future. Recent incidents of polygamy, bride selling, trafficking for marriage, honor killings and restrictions on inter- community marriages are an indication of the times to come if the sex ratio continues to fall.

### What can be done?

The issue of sex selection is assuming mammoth proportions. It is time that we address it at various levels. Firstly, the problem needs to be acknowledged. The recent census data which showed drastic fall in child sex ratios across the country is attracting lot of media attention and hopefully would lead to greater public awareness and response. The issue should be seen as a medical malpractice and a punishable crime under the law. Secondly, all of us should be vigilant and lodge complaints online whenever we find any kind of malpractices in the clinics. Under pre-natal Diagnostic Techniques (Prevention of Misuse) Act, legal action can be taken against clinics if:

- They do not display a board saying Pre-birth sex determination is a crime under the PCPNDT Act and that the clinic does not undertake such tests.
- The registration certificate of the Ultra-Sound machines is not displayed prominently in the reception area and in the room where the ultra-sound machine is placed.
- If two copies of the act are not available at the clinic.
- If the F Form is not filled correctly and is not signed by the pregnant woman or the doctor.
- If the doctor or any member of the clinic discloses the sex of the foetus in any manner- written, verbal, through gestures or symbols.

It is the responsibility of each one of us to bring such violations to the notice of the authorities by registering complaints online.



### About the *Laadli*-National Creative Excellence Awards for Social Change:

The *Laadli*- National Creative Excellence Awards for Social Change was instituted with the idea of developing communication resources on the issue of sex selection. Communicating about this issue can be quite complex given the deep –rooted social values that lead to son-preference and prejudice against the girl child.

To address this issue, Population First has been working directly with various stakeholder groups like youth, medical community and media under the *Laadli* campaign. The creative contest has served a dual purpose of:

- Developing quality communication material
- Providing creative individual an avenue to contribute to the campaign against sex selection

Entries to the *Laadli*- National Creative Excellence Awards for Social Change were received from creative professionals and agencies across the country. Participants sent in entries in various languages on the themes – squealing is good if it is for protecting the girl child, pre-birth sex determination is a crime under the PCPNDT Act, and complain against erring clinics on [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in). We received close to 950 entries, out of which 113 were shortlisted and 26 were awarded under the various categories.

The shortlisted entries are being featured on [www.creative-excellence.org](http://www.creative-excellence.org), a free open source, for those working on the issue. Stakeholders would be allowed to adapt, translate or modify the materials to suit their requirements, giving credit to the original creator. There are no copyright restrictions.

Through the contest we have involved several individuals in thinking about the issue of sex selection and devising communication strategies to tackle the problem. We have garnered their support and hope to mobilize public opinion against the practice, by making the material accessible to various campaigns on the issue.



[www.creative-excellence.org](http://www.creative-excellence.org)



[www.creative-excellence.org](http://www.creative-excellence.org)



**Rajeev Chauhan and Pankaj Mudholkar, Aakriti Promotions & Media Ltd.**

Aakriti highlights the extent to which the crime of sex determination is spread in our own neighbourhood by showing a house on a map as a crime scene. The ad urges people to report seekers as well as medical professionals indulging in the crime through the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in)



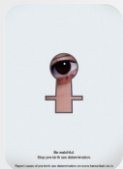
**Ajay Dhondi, Prem Nath and Saurabh Pathak, Cartwheel Creative Consultancy Pvt. Ltd.**

A female foetus has much lesser chance of being born and discovering her way through the web of life than a male foetus. Cartwheel highlights the fact of elimination of 10 million female foetuses over the last 20 years by a telling maze design and the need to speak against the crime using the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in)



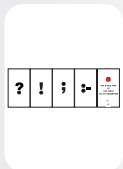
**Anuj Gupta, Crayons Advertising Ltd.**

The ad uses the female symbol as a sign of positive thinking by urging people to make a positive difference in the movement against falling sex ratio by lodging complaints on the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in)



**Dheeraj Arora and Mahesh Mahto, Crayons Advertising Ltd.**

An eye peeping through a keyhole to check if any unscrupulous activity goes on in a clinic for determining the sex of a foetus is shown in the ad. Being watchful and reporting such crimes on website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in) will help put a stop to sex determination responsible for the declining sex ratio.



**Hemal J.Patel, B.D. Somani Institute of Art and Fashion Technology**

Hemal's ad emphasizes that the phases of denial, surprise, silence and prolonged action are over and the time has come for strong and decisive action to end the heinous crime of sex determination.



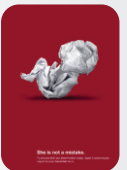
**Ashok Giri and Alan Rego, Interface Communication Pvt. Ltd.**

The word 'son' is hidden in the word 'sonography' just as the technology of sonography is clandestinely and illegally used to cater to the society's desire for sons. The ad effectively conveys this dark side of our collective psyche and appeals us to log on to the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in) for reporting such crimes.



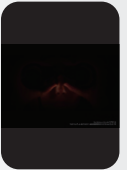
**Sajid Khan, Lowe Lintas Pvt.Ltd.**

The ad sends out a clear message that a girl child is not a mistake to be discarded but is as precious as a boy child. Instead of throwing away like a crumpled paper, the future of girl child must be saved by complaining crimes of sex determination on [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in)



**Ashok Giri and Alan Rego, Interface Communication Pvt. Ltd**

A handcuff shown as binoculars puts across the message that even wanting to know the sex of the foetus is a punishable crime under the PCPNDT Act.



**Atish Banerjee and Ajay Mayasandra, Mudra Institute of Communication Ahmedabad**

Showing a big billboard advertisement of a sex determination camp, the ad informs us that this crime is not as blatant as the one that occurs covertly and is difficult to find out. Therefore, there is an urgent need to be vigilant and bring such crimes to light using the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in)



**Pankti Shah, B.D. Somani Institute of Art and Fashion Technology**

Pankti's leaflet gives both the information regarding falling sex ratio as well as the action that one can take to arrest this fall. While urging us to value the girl child it informs us that complaints can be lodged through the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in).





**Sandeep Desai, Sujay Rachh and Sudarshan Srinivasan**

This ad shows a pregnant woman waiting in a clinic and being warned about an absconding medical professional guilty of determining the sex of foetuses. Such medical professionals must be booked under PCPNDT Act.



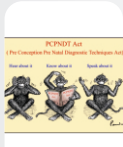
**Sajid Khan, Lowe Lintas Pvt.Ltd.**

When a girl child is not allowed to be born, an entire generation is denied life. The ad developed by Sajid asks us to report crimes of sex determination happening around us using website www.hamaribeti.nic.in



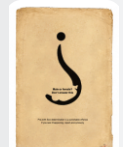
**B.V.Panduranga Rao**

The Cartoonist expresses through a cartoon that whatever the method and means, it is illegal to find out the sex of a foetus. An astrologer is shown being taken away to prison for revealing the sex of an unborn baby.



**B. V. Panduranga Rao**

The legendary three wise monkeys giving out the message "see no evil, hear no evil, speak no evil" have been cleverly used by Panduranga Rao in his cartoon. The cartoon asks all of us to listen, know and speak about the PCPNDT Act and the crimes related to sex determination.



**Prasad E.Mahadik, Lowe Lintas Pvt.Ltd.**

An upside down question mark symbolises a pregnant woman in the ad. It communicates that the sex of the foetus must not be revealed till the baby is born. Any probe to know the sex of the foetus is a crime under PCPNDT Act and can be reported on the website www.hamaribeti.nic.in

**Eggfirst Advertising & Design Pvt. Ltd.**

An upturned question mark, representing a pregnant woman, with the words 'boy' in bigger size on one side and 'girl' in smaller size on another, gives out a message that the sex of a foetus is not a question for us to answer. And, determining the sex of a foetus is a crime under PCPNDT Act.

**Sandeep Desai and Sujay Rachh**

Sandeep and Sujay's ad shows a stethoscope as a handcuff to bring to our notice the fact that any medical equipment or technology used for determining the sex of a foetus by a medical professional amounts to crime under PCPNDT Act.

**Saurabh Datar, Durga Bangde and Andrea Canizzaro**

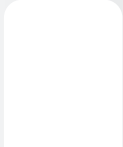
This ad says that speaking up against the offenders of PCPNDT Act can save lives of women who give meaning to our life in countless ways. It asks us to report crimes of sex determination on www.hamaribeti.nic.in

**Shailesh Meshram and Udayendu Lahiri, Quadrant Communications Ltd.**

A pair of handcuffs attached to symbols of girl and boy indicates that wanting to know or revealing the sex of unborn babies is a crime under PCPNDT Act.

**Srividya Sankaran**

Is a doctor a blessing to mankind or a devil in disguise is the question put across by the ad by Srividya. It explains the issue of sex selection in brief and appeals to us to provide information of doctors committing crimes related to sex determination on the website www.hamaribeti.nic.in





## Print Ads/ Cartoons



### Suneel G. Katarnavare, M & C Saatchi Communications Pvt. Ltd.(Mumbai)

Suneel's ad shows a graphic of a pregnant woman with a series of foetuses having another foetus inside it. When a female's life is ended, so many future lives are also ended even before being born.



### Swapnil Deshmukh, Setu Advertising Pvt. Ltd.

This ad with an image of a foetus as seen in a sonography machine, gives out a message that we should look out for those who want to know the sex of the child.



## Posters/ Outdoor Media



### Aakanksha Shah, B.D. Somani Institute of Art and Fashion Technology

Aakanksha has made witty use of a mute button of a TV remote control, which is shown with a cross mark, for a hoarding design. It communicates that remaining silent observer of sex determination offences is equivalent of acceptance and puts across the need to break the silence through website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in)



### Vikas Dhuri, Aakruti

The poster shows the word 'speak' superimposed over a collage of shouting people. It asks us to save the girls who are vanishing at an alarming rate of 1600 girls a day due to pre birth sex determination, a crime under PCPNDT Act, resulting in low sex ratio



## Posters/ Outdoor Media

### Sajid Khan, Lowe Lintas Pvt. Ltd.

This ambient idea developed by Sajid is a stencil outlining of a foetus resembling a crime scene that can be drawn in places such as clinic or near a dustbin. It informs us about the places where the elimination of foetus or sex determination is likely to happen and makes people aware



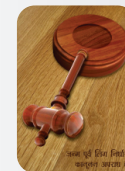
### Anil Gajjar

The umbrella in the poster is analogous to the protection we can provide to a female foetus against pre-birth sex determination. The more active we are in reporting crimes of sex determination, the bigger the umbrella becomes, and more would be the chances of girls being born.



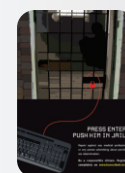
### Jyotsna Puthran, Salt Advertising

The poster takes simple ideas from routine objects of Court of Law and its office like the hammer, gavel and base, and positions them in a manner to represent the female symbol. This imagery brings home the message that sex determination is a crime under PCPNDT Act.



### Rajeev Chauhan, Aakruti Promotion and Media Ltd.

A computer keyboard can be an effective means to put offenders of sex determination behind the bars if used to lodge complaints on the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in), as illustrated in the poster developed by Rajeev.



### Aakanksha Shah, B.D. Somani Institute of Art and Fashion Technology

Another poster by Aakanksha on the same theme shows a man shouting in the midst of several loudspeakers along with boldly written words like 'shout', 'scream' etc. This again appeals people to protest loudly if they observe any instance of sex determination around and report them on the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in).





**Fusion Advertising Services**

'Can our civilisation flourish if we keep on erasing the existence of girl children?' is the question raised by the poster developed by Fusion. It highlights the fact that pre-birth sex determination is a crime under PCPNDT Act.



**Hemal J. Patel, B.D. Somani Institute of Art and Fashion Technology**

The poster has a collage of many tightly closed lips against one mouth shouting. Hemal strongly puts across the idea that one must speak up against the crimes of sex determination rather than be silent and become a partner in the crime.



**Hemraj Bhardwaj, The Grasshoppers**

The poster has a noose with the loose end looking like plaited hair of a girl with the ribbon having images of skulls and bones. It tells us that elimination of the girl child is a crime.



**Prabhakar Uppari, Interface Communication Pvt. Ltd.**

Addressing the medical professionals engaged in pre-birth sex determination, the poster shows an instrument with surgical scissors and handcuffs together. It emphasizes the fact that such a crime could land the medical professional behind bars. The words 'katoge' and 'kategi' have been smartly used in the poster created by Interface.



**Prashant Sawant and Alan Rego, Interface Communication Pvt. Ltd.**

The keyhole of a prison door has an image of sonography of a foetus in the poster developed by Interface. The graphic makes us conscious of the fact that looking up the sex of a foetus is risky and can land the seeker as well as the medical professional in prison as it is a crime under PCPNDT Act.

**Viresh Pawar and Vipul Salve, Interface Communications Pvt. Ltd.**

The ambient idea developed by Viresh and Vipul is a postcard to be given by the doctor to the expectant couple or the family members. It has the visual of a belly of a pregnant woman on which a scratch strip is placed. The patient on scratching finds the message that it is a crime to know the sex of the foetus and to refrain from it.



**Kaanchan Karandikar, B.D. Somani Institute of Art and Fashion Technology**

The ambient idea developed by Kaanchan has to be used on the roads near speed breakers. "Be the speed bump for the falling sex ratio" says the boldly painted line along with the information about lodging complaints of sex determination on the website www.hamaribeti.nic.in.



**Karishma Jain, B.D. Somani Institute of Art and Fashion Technology**

Karishma has made use of a digital alarm clock to wake us up to the need to act fast to arrest the falling sex ratio. The complaints of sex determination can be lodged on the website www.hamaribeti.nic.in



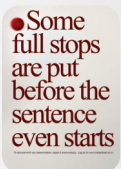
**Sheetu Jain and Lorren Barggohain**

This poster has a computer mouse and images of dancing girls making the shape of a heart. The message below informs us that a click of the computer mouse is powerful enough to lodge complaints of sex determination on the website www.hamaribeti.nic.in and save the girl children.



**Sajid Khan, Lowe Lintas Pvt. Ltd.**

A sentence ends with a full stop but some are not allowed even to begin just as so many female foetuses are not allowed to be born because they are female. We can report crimes of pre-birth sex determination on the







## Posters/ Outdoor Media



### Balakrishna R. Gajelli and Aditya Iyengar, Draffcb+Ulka

History can repeat itself if opportunities are not denied. Linking the future of a female foetus with a great woman like Mother Teresa, the poster pleads with us to protect the girl child and allow her to realize her full potential. We can lodge complaints of sex determination at [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in) to save the girl child.



### Amrit Kaur Chandok, B.D. Somani Institute of Art and Fashion Technology

In the hoarding designed by Amrit, the zeroes in the number '1000000' are shown as the symbols of girl children who go missing every year due to their elimination in the womb because of son preference. The hoarding urges us to stop thinking of female foetuses as mere statistics.



### Eggfirst Advertising & Design Pvt. Ltd.

In the poster developed by Eggfirst, a sonography image of a foetus hiding its sex with its hands urges the audience to avoid pre-birth sex determination as it is a crime under PCPNDT Act.



### Elita Almeida

An inverted question mark symbolizes a pregnant woman while the smaller one inside it the foetus. The question marks denote both, the unpredictability of the sex of the foetus as well as the situation that will arise due to diminishing number of girls. The word FAST calls for urgent action to stop pre-birth sex determination.



### Sonum Sangoram and Sailesh Meshram, Quadrant Communications Ltd.

This poster developed by Quadrant talks about the urgency to act NOW to save girls, else 'man'kind would become extinct. The poster displays the letters 'S O S' (Save Our Souls) changed to 'S O Daughters' stressing on the need to lodge complaints against sex determination on the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in).



## Posters/ Outdoor Media

### Aakanksha Shah, B.D. Somani Institute of Art and Fashion Technology

A clever composition of verbs like 'shout', 'scream', etc. and a microphone in the poster strongly suggests that we cannot afford to be silent spectators of the crimes involving sex determination. This poster by Aakanksha



### Eggfirst Advertising & Design Pvt. Ltd.

Our silence could let the crimes of pre-birth sex determination go unreported and unpunished which would amount to our being indirectly responsible for rampant pre-birth sex determinations. Let us not be an accomplice in the crime and report such offences at [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in)



### Amrit Kaur Chandok, B.D. Somani Institute of Art and Fashion Technology

'We must welcome the girl child in the world' is the message of the poster created by Amrit. The poster depicts small steps of the foetus entering the world in an auspicious manner by being born. Any attempt to stop her



### Gayatri Jhaveri, B.D. Somani Institute of Art and Fashion Technology

The puppets being played at the hands of the puppeteer in the poster conceptualised by Chandni remind us that it is in our hands to save the girl child and let her be born for which we need to be aware and alert.



### Chetna

Girls and boys are equal and command the same respect, love and care from us. The poster developed by NGO Chetna stresses on the need to value the girl child as much as the boy child to end the practice of pre-birth sex determination.





**Nitish Chonkar, B.D. Somani Institute of Art and Fashion Technology**

On the theme of 'squealing is good', Nitish uses a common line written on the rear of many trucks– Horn OK Please. The letter 'O' of the word OK has been shown as female symbol. He tells that it is okay to make loud noise against crimes of sex determination.



**Pankti Shah, B.D. Somani Institute of Art and Fashion Technology**

The father-daughter duo stands out in the crowd as shown in the poster developed by Pankti in which the father is carrying his young daughter on his head. The poster points out the urgent need to even out the sex ratio just as the father is making it easier for the daughter to take a view.



**Pumpkin Communications Pvt. Ltd.**

A magnifying glass coupled with the symbols of male and female forms the graphic of the poster developed by Pumpkin. The poster asks us to stop finding if the foetus is a male or a female and help stop pre-birth sex determination which is a crime under PCPNDT Act.



**Shivangi Bhansali, B.D. Somani Institute of Art and Fashion Technology**

Shivangi's poster shows a graphic of a shut mouth requesting us to speak up against the crimes of pre-birth sex determination.



**Shraddha Magar and Abhijit Mankar**

The poster developed by Shraddha and Abhijit expresses the idea that all it takes is a heart to give life to a girl child. Irrespective of our sex, we can help girls enter this world by reporting crimes of pre-birth sex determination on the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in)



**Sonum Sangoram and Sailesh Meshram, Quadrant Communications Ltd.**

The deliberately kept empty racks along with the message on falling sex ratio in a shop for women's apparel have been creatively used to trigger uneasiness among the shoppers about the dwindling sex ratio. The ambient idea developed by Sonum and Sailesh was used on Women's Day and argues that the need to manufacture and sell women's things will cease if women keep on disappearing.



**Sushant Dharwadkar, Scarecrow Communication**

The straightforward yet clear message sent out by the poster developed by Sushant is to speak up about the misdeeds related to pre-birth sex determination and report them to website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in) Unfortunately, the need for such a website exists and fortunately it is available for us to use.



**Rugved Deshpande, Swapnil Jedhe and Shraddha Magar, Setu Advertising Pvt. Ltd.**

This poster describes motherhood as love and compassion rather than the biological process of sex, conception, labour etc. A man who protects a female foetus by speaking up against those who seek and help pre-birth sex determination is like a mother giving life to a child.



**Parag K.Dabke and Shriya Bhagwat Chitale**

The second poster in the series compares the fewer deaths caused by swine flu in one year to the higher number of female fetuses being eliminated in a day. We remain aloof to such an important cause and instead of speaking up against pre birth sex determination, we discuss cricket.



**Surajit Som, Basic4Advertising Pvt. Ltd.**

Surajit has made use of the cable of a computer mouse to write the words 'Fight For Girls' and asks us to report offences under PCPNDT Act on the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in)





## Posters/ Outdoor Media



### Priyanka Kumble, B.D. Somani Institute of Art and Fashion Technology

The simple and hard hitting hoarding designed by Priyanka has a finger on the 'control' button of a computer, inserted in the boldly written sentence "It's not up to you to control her life." We can, however, welcome the girl child by standing up against pre-birth sex determination.

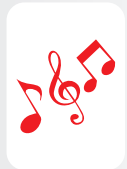


### Pumpkin Communications Pvt. Ltd.

Intelligently using the column "sex: male/female" found in applications or forms commonly used, Pumpkin sends out a clear message that the sex can only be filled up after the birth and not before.

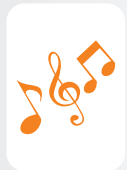


## Slogans, Lyrics, Songs



### Anuradha Rajan and Raghu Rajan

The lyrics portrays the feelings of a girl who has high self esteem resulting from the love, care and values she received from her parents. On the theme of 'squealing is good', she envisions the girl confronting, fighting and blowing the whistle whenever a girl is stopped from being born.



### Vrishasen Dabholkar

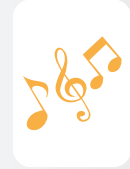
A catchy slogan in Hindi written by Vrishasen tells us that pre-birth sex determination is a crime under PCPNDT Act.



## Slogans, Lyrics, Songs

### Jyotsna Puthran, Salt Advertising

Jyotsna runs through the long list of injustices against women in our society at various stages of life in her rhyming verse titled 'Ek Shikayat' meaning 'A Complaint'. Her every little aspiration and need are talked about which are not met, for no fault of hers. The lyrics beautifully describe the discrimination, restrictions and disrespect meted out to her and urges people to 'complain' against pre birth sex determination.



### Pooja Parekh

In the lyrics of her poem 'Yes, We Can See', Pooja portrays the dreams of expecting parents about their unborn daughter at different stages of her life. In essence, she makes it clear that it is not her sex that makes her less valuable but the discrimination she faces in society because she is a girl.



### Rishikesh Kamerkar, Kshitij Patwardhan and Chinmay Harshe

Strung to a melodious tune, the song appeals that its high time we openly speak out against all cruelty and indifferences meted to the girl child. Only then can we be a prosperous society.



### Vrishasen Dabholkar

Simple yet thoughtful, the 'Song of Pronouns' put into words by Vrishasen, conveys that a girl is a beloved of all and that each one of us can do our bit to protect her life.





**Shruti Kamath, Interface Communications Pvt. Ltd.**

A girl can take up any of the numerous professions, if only she is allowed to be born. The innovative idea developed by Shruti has a box of visiting cards with different professions but a blank for the first name and the surname of an expectant couple. The box of visiting cards would be sent by the obstetrician to his/her patients. The last visiting card reveals the message that they must dream what their child could be and not seek to know its sex.



**Fusion Advertising Services**

Inserting a poem in Hindi on one face of a notepad, Fusion not only questions the superiority of boys over girls, but also puts across the point that girls are as much a gift of God as boys.



**Gayatri Jhaveri, B.D.Somani Institute of Art and Fashion Technology**

The bright and sunny bookmark designed by Gayatri has a girl smiley with the caption "Don't let her smile die" while the reverse side appeals to us to act against the crimes of pre -birth sex determination.



**Jyotsna Puthran, Salt Advertising**

Jyotsna has designed a notepad with tear-off leaves each of which has a girl's image having a noose in her neck. Symbolizing the noose with the pre-birth sex determination, she inspires us to disentangle it. When the leaf is torn off, the noose appears as a necklace around the girl's neck.



**Jyotsna Puthran, Salt Advertising**

The t-shirt displays an outline of a female symbol on which is kept a scissors with handle as handcuffs. 'Seeking or conducting pre-birth sex determination can land one in prison' is the message conveyed by the t-shirt designed by Jyotsna.

**Origami Creative Concepts Pvt. Ltd.**

Origami has built a series of merchandise- bag, t-shirt and mug. The graphic used is a pair of handcuffs attached to female symbols to remind us that pre-birth sex determination is a crime under PCPNDT Act.



**Surajit Som, Basic4Advertising Pvt. Ltd.**

The mouse pad designed by Surajit resembling a shield and written "Fight For Girls" with the wire of a computer mouse. It invites us to lodge complaints of pre-birth sex determination on [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in).



**Jyotsna Puthran, Salt Advertising**

Jyotsna envisions a paper/plastic/organic bag printed in an innovative way so that it looks like one is carrying a female child inside the bag while the hand holding it appears to be handcuffed. She successfully communicates that it's a serious crime to seek or conduct pre birth sex determination.





## Storyboards of TVC, Films, Animation Films



### Jyotsna Puthran, Salt Advertising

This campaign idea by Jyotsna has used the goddesses from mythology to convey that we worship these powerful women but do not welcome our daughters. We pray to goddess Durga, Saraswati, Laxmi and Lady of Justice for gifts of protection, knowledge, prosperity and justice but do not extend these to the girl children in our own homes.



### Lorren Borggohain

This 2D animation implies that monkeys are wiser than human beings when it comes to treating equally and respectfully the female of the species. It shows the monkeys praying to God not to give them human birth.



### Metaphor Studios

This animation film, created by Metaphor Studios, shows how we do not practise what we preach when it comes to having a girl child. The master of a pair of monkeys who earns by showing their tricks on the streets praises women and their qualities in the show but is not ready to have a daughter. The monkey confronts him for this and castigates him for his hypocrisy.



### A.E.Niranjan

Unlike many educated and affluent people, a house maid is able to understand the gravity of the situation in which the daughter-in-law of the house is being forced to eliminate her foetus because it is female. The housemaid is willing to go out of her way to help the girl child be born. 'Can we not join her and support the cause?' asks the storyboard.



### Nishant Grover

'Even the less evolved species like fish do not want to take birth as human beings because human beings are insensitive towards their own females', is articulated through the storyboard by Nishant. The story wakes us to the shameful fact that we do not let girls be born just because they are girls.



## Storyboards of TVC, Films, Animation Films

### Jyotsna Puthran, Salt Advertising

Jyotsna has tried to bring to light that the Lady of Justice is not able to balance her scale when female population on one side is fast vanishing compared to the male population on the other side. The only way to restore the balance is to end the practice of sex selection.



### Metaphor Studios

The youth when united and committed to the cause of gender equality, can become effective whistle blowers in cases of pre birth sex determination. The storyboard shows a group of youth helping a young mother-to-be in delivering her girl child. Earlier, she had been forced to undergo the test for determining the sex of her unborn baby and was shunned by her family members when it was known that she carried a girl.



### Surajit Som, Basic4Advertising Pvt. Ltd.

Surajit has used the characters Gabbar, Basanti, Samba and others from the yesteryear's blockbuster Hindi film 'Sholay'. Giving a humorous twist to the original film story, he puts across the idea that people seeking and conducting pre-birth sex determination are bigger criminals than the dreaded dacoit Gabbar Singh.



### Vrishasen Dabholkar, Shweta Hardikar, Mayur Hardas and Siddharth Kulkarni

Vrishasen and his team employ humour to strike the message- 'Squeal to save the girl child'. Using the scenes where prominent male actors are seen acting as women, they highlight that its fun to watch men acting as women and warn that the growing rate of sex determination may one day translate this to reality in future.



### Jyotsna Puthran, Salt Advertising

Jyotsna's film scrolls through a long list of crimes like domestic violence, kidnapping, financial frauds, etc. and ends by expressing that pre-birth sex determination is no less grave than any of them.





## Storyboards of TVC, Films, Animation Films



### Sajid Khan, Lowe Lintas Pvt. Ltd.

A doctor conducting tests for sex determination of the foetus for a price is compared to a hardcore criminal in this film by Sajid Khan. This gripping and suspenseful film finally reveals that the underworld gang leader is in fact a doctor conducting pre- birth sex determination tests.



### Metaphor Studios

'Disparity leads to disaster' is the core message of the film by Metaphor Studios. An imbalance in the sex ratio would be disastrous for the society.

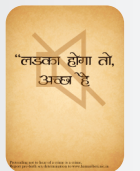


## Campaign Ideas



### Amit Patankar and Amruta Bhadkamkar, Quadrant Communications Ltd.

The TV commercial storyboard developed by Quadrant has the theme 'Blow the whistle'. A doctor performing sex determination test should be booked by people like the expectant couple, fellow doctors and nurses, watchmen, general public and even a small girl. They all blow whistle on his face at different places and try to stop him from committing the crime.



### Alan Rego and Yashashree Save, Interface Communications Pvt. Ltd.

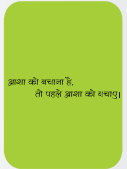
Interface has highlighted common sentences and beliefs valuing boys more than girls like 'ladka hoga to accha hai', 'mubarak ho! aapko ladka hone wala hai' which are responsible for pre birth sex determination leading to diminishing sex ratio. Such beliefs and their expressions must be discouraged if we want to have a balanced sex ratio in future.



## Campaign Ideas

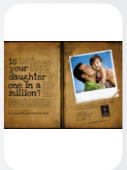
### Sushant Dhawadkar ,Scarecrow Communications

Common names of girls like Asha, Bhakti, Kavita, etc. have been creatively linked with their literal meaning by Sushant Dhawadkar to subtly show how much women mean to us. He argues that if for instance, we want to save Asha, meaning hope, we must save the girl children.



### Kaanchan Karandikar, B.D.Somani Institute of Art and Fashion Technology

A series of five slides walks us through the beautiful journey of father-daughter relationship from daughter's birth to her becoming an independent adult. The relationship grows, matures and takes different forms. Each slide describes how the daughter has been so very important for the father and how in different ways he has helped her grow. The audience is reminded of the grim reality that not many daughters were so lucky to get a chance to be born and cherished by their fathers. It urges all to stand up for those girls.



### Kinnari Chheda, B.D.Somani Institute of Art and Fashion Technology

Kinnari Chheda has tried to address some of the barriers which keep us from speaking up against crimes of sex determination. The barriers like 'it's not our problem', 'we cannot do anything about it', 'it's their personal matter' keep all of us including medical practitioners from reporting such crimes happening around us. The campaign appeals to various change agents like youth, men, women, medical practitioners to become whistle blowers for the crime of pre birth sex determination.



### Pratha Narang, B.D.Somani Institute of Art and Fashion Technology

Pratha's campaign idea forcefully tells us not to remain silent in cases of the crimes of PCPNDT Act. Her slides have made use of words like 'knife', 'knock' etc. and ask us not to be silent like some of the letters in them.



### Sanjoli Sharma, B.D. Somani Institute of Art and Fashion Technology

Taking simple things from office stationery Sanjoli has written witty statements urging us to save the life of girl children. One of the slides showing a 'ruler' states that we should not 'rule out' a girl's existence only because she is a female.





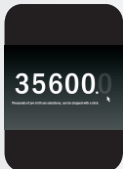
**Gayatri Jhaveri, B.D.Somani Institute of Art and Fashion Technology**

In this series of three e-banners, Gayatri has shown a word changing to become another; having a completely different meaning. The e-banner then shows up a relevant statement applicable for saving girls from pre birth sex determination. For instance, the word 'sword' changes to become 'words'. A destructive weapon can be changed to a constructive tool and so can our silence on crimes of sex determination with speaking up against them.



**Viresh Pawar and Devendra Pulaveli, Interface Communications Pvt.Ltd.**

The e-banner developed by Interface Communications shows the visual of a belly of a pregnant woman on which a scratch strip is placed. The message revealed on scratching the strip is that it is a crime to reveal the sex of the foetus and one should refrain from wanting to know it.



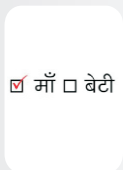
**Rupesh Gor and Alan Rego, Interface Communications Pvt. Ltd.**

This e-banner shows up a number appearing slowly along with a caption that thousands of pre birth sex selections could be stopped with a click. A click is all it takes to report the crimes of pre-birth sex determination on the website [www.hamaribeti.nic.in](http://www.hamaribeti.nic.in).



**Shivil Gupta, Dhananjay Khichi and Rupesh Gor, Interface Communications Pvt. Ltd.**

The e-banner created by Interface targets the doctors who commit the crime of pre-birth sex determination. They intelligently show how the word 'Dr' turns into a visual of a belly of a pregnant woman facing doctor.



**Pranav Harihar Sharma and Amol Dhanukar**

'Mother is acceptable, daughter isn't?' is the question raised by this e-banner created by Pranav and Amol. It reminds us that unless a daughter is born. she wouldn't ever become a mother.

**Nupur Banavalkar, Adil Bamanbehran and Alan Rego, Interface Communications Pvt. Ltd.**

The creative leads the viewer to interactive discovery of the core message that finding out the sex of the foetus is a punishable offence under PCPNDT Act. Through this interactive e-banner 'hangman', people are tricked into determining the sex of a child and then threatened with punishment. Unlike the original game, here the right answers cause the man to be hanged.



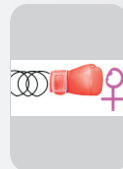
**Prashant Sawant, Alan Rego and Devendra Pulaveli, Interface Communications Pvt. Ltd.**

In this banner when the viewers scroll to see the lower half of the baby's image to know the sex of the baby in this e-banner, they are suddenly confronted with the warning that sex determination is illegal.



**Ishita Bheda, B.D. Somani Institute of Art and Fashion Technology**

'We need to knock out the problem of girls being knocked out' is this e-banner's message showing a boxing fist knocking out a female symbol.



**Karishma Jain, B.D. Somani Institute of Art and Fashion Technology**

A digital alarm clock displaying 'S:HE' representing the sex ratio and beeping to wake the viewers up in order to take action to stop the continuous and steep fall in the sex ratio.



## How & Where could the campaign material be used?

### Posters, Print advertisement and Outdoor media

influence thought processes around the issue of sex selection effectively. They work well, in giving information or making an emotional appeal to the audience. Posters and hoardings are best used at public gatherings as a reminder to keep the issue alive. Songs, slogans, e-banners and films can be used by electronic media that include television, community radio, websites, telephone hotlines and even through theaters. This method of reaching out to a population holds much promise, despite its potential not being fully utilized yet. The optimal impact of these methods is seen when accompanied by concomitant work at the field level. For example, media campaigns to generate awareness while accompanied by helplines and other support services have proved very effective in stopping sex selection in Navishahar in Punjab and Tamil nadu.

Also, some of the audio-visual aids like Public Service Advertisement (PSAs)/ Short films could be used as interactive tools under the guidance of counselors and facilitators or resource persons. They could help initiate healthy discussions amongst the target audience which may lead to positive change. The messages can vary depending on the targets in order to address local and personal practices.

## How & Where could the campaign material be used?

### Campaign and Innovative Ideas

Campaigns involve focused, time bound communication using different media in great volumes to address a particular issue. The target audience as well as the particular aspects of the issue that needs to be addressed is also clearly defined. Campaigns often create high visibility to the issue and link up with a number of ground level activities. Campaigns use the various types of materials, posters, slogans, hoardings, photographs etc. and also rely on innovative merchandising like calendars, bookmarks, T-Shirts, key chains etc., on the theme. To make known the issue to a wider audience, the websites of corporates and NGOs can float e-banners build on the cause.

The Campaign tagline often encapsulates the core message for Eg; 'Celebrate HER Life' of the Laadli Campaign. The more focused the campaigns, the better is the impact. Trying to address too many issues and too many target audiences would often result in dissipation of impact and should be avoided. The intensity and sustainability of such campaigns depends on a number of factors. Yet most importantly, it depends on the support it generates from within the community and from government officials and departments. Most campaigns that have been a success have generated a large potential for public participation.

**Reference: 'Reflections on the campaign against sex selection and exploring ways forwards'  
– a study conducted by CYDA, commissioned by UNFPA.**



How & Where could the campaign materials be used?



## The Jury



### **K. V. Sridhar**

aka Pops as he is fondly called, is the National Creative Director of Leo Burnett India. He started out at the erstwhile FCB version- Ulka and moved on to agencies like JWT and Enterprise, leaving his indelible mark on all that he touched. Back in 2006-07 he was nominated for the 'Teacher's Achievement Awards'. In July 2009, Pops was honoured with the New York Festivals Creative Achievement Award and in November of 2010 he was cited with the 2010 Creative of the Year (Indian Subcontinent) award by Campaign Asia-Pacific's Agency of the Year awards.



**AP Parigi** has 35 years of experience in telecommunications and media & entertainment. He serves on Boards of several Times of India Group companies and WorldWide Media (a joint venture with the BBC). Mr. Parigi is credited with Times of India Group's foray into radio and out of home media business. Under Mr. Parigi's leadership, brand Radio Mirchi emerged as India's largest private FM radio network, with a daily listenership of well over 25 million.



**Ambi M.G. Parameswaran** is Executive Director and CEO of Draffcb-Ulka Advertising, Mumbai. He pursued his management studies at IIM Kolkota after graduating as an engineer from IIT Chennai in 1977. Beginning his career in the ad industry, Parmeswaran has enjoyed a vibrant career, handling new initiatives such as direct marketing, healthcare and brand consultancy across the southern and western regions of the country. He has also served as the President of Advertising Club Bombay.



**Mohammad Khan** The guru of cool and classy advertising in India, Mohammed Khan is the founder of Enterprise Nexus and ex-chairman of Bates Enterprise. A man of rock solid convictions, those were amply evident in his approach to the business of advertising. He also carries the distinction of being the first Indian Jury member for the British Design and Art Direction Awards.



**Pradeep Guha** works with Nexus India Capital as Venture Advisor. He was earlier the CEO of Zee Network. After quitting Zee he started a media business called Street Culture. His name is synonymous with the power of the Times Group, he was publisher of magazines like Femina and Filmfare and two popular media events the Femina Miss India Contest and the Annual Filmfare Awards.

## The Jury



**Preeti Vyas**, launched Vyas Giannetti Creative in 1997 with the aim to transform the marketplace using Strategic Design and Communication solutions. A member of the India Design Council, she is named as one of the leading creative minds of India by an Economic Times Report; she is ranked amongst India's Greatest Brand Builders by CMO Asia. She has been a Jury member at Cannes Lions, New York Festivals, etc. Preeti is a curator and presenter of Designomics, a design solutions show for Indian Businesses on Bloomberg UTV.



**Pranesh Misra** is Chairman and MD, Brandsapes Worldwide. Earlier he was Global Director - Marketing Accountability at Lowe & Partners Worldwide and prior to that President & COO at Lowe Lintas India. Misra, an IIM alumnus is recognized as an astute brand & communication strategy thought leader, having been the force behind several successful brands in Asia Pacific.



**Priti Nair** has spent about 20 years in the advertising industry. She recently announced and launched her own advertising agency- Curry Nation. Prior to this venture she served as the managing partner at BBH. Nair was National Creative Director, Grey Worldwide. Earlier, she had spent about nine years at Lowe Lintas. Winner of many national and international awards, Priti has crafted a series of campaigns such as Surf Excel 'Daag Achhe hai' and Greenply 'Janam janam ka sathi'



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



*"The Laadli-National Creative Excellence Awards is an unique and important initiative to create awareness on gender discrimination amongst certain key stakeholder groups. The awards not only engage a large number of people who participate - but also, through effective PR, amplify the impact over a larger audience. I applaud the efforts by Population First in conceptualizing and building this Award as a national platform."*

**Pranesh Misra, Chairman & MD of Brandscapes Worldwide**  
(on the Awards)

*"There were some very good entries that immediately caught the eyes of the jury, making their job easy. The unanimity amongst the jury was very heart-warming. It was clear that every member of the jury identified with the cause and was willing to give their complete cooperation to the job."*

**Ramesh Narayan, Founder, Canco Advertising**  
(on the entries & Jury)

## Performance & Performer

### **Daksha Mashruwala**

Daksha Mashruwala trained in the art form of Bharatnatyam under Mrinalini Sarabhai at Darpana and under the distinguished maestro Late Padmavibhushan Kelucharan Mahapatra in the Odissi dance form.

Her institution, 'Kaishiki' has a unique goal - to impart and spread a love for Indian classical art forms. A few recent choreographies by Daksha include Gopi Geet, Nav Rasa, Panch Mahabuta - an Odissi-Bharat Natyam duet, Laadli and Rukmini Haran. These ballets have been performed by Daksha and her troupe over the last few years.

### **Ardhanarishwar**

The ballet Ardhnarishwar explores the concept of universal duality of the male and female. We are all familiar with the famous Chinese symbol of Yin and Yang- the black and the white, merging to make a perfect circle. If we look closely, we see that within the black is a little bit of white and within the white is a little black. In our own mythology, various such forms and symbols exist too. They express the union of opposite entities to make one perfect existence. Within each entity, is a little part of its opposite. In fact, leaving philosophy behind, even scientifically, this is true. Within the female, there is a part that is male, and vice versa.

Ardhanarishwar, instead of concentrating on purely female energy, explores this concept of universal duality. One cannot exist without the other; it is incomplete. Ardhnarishwar is a form that emerges from the perfect union of Shiva and Parvati. Through this form, we see the duality of everything around us- Creation and Destruction, Matter and Consciousness, Purusha and Prakriti. Ardhnarishwar symbolises the synthesis of masculine and feminine energies, each is incomplete without the other. The girl is as integral a part of our world as one half of Ardhnarishwar. Without her, this eternal universal duality is incomplete, and perfect balance can never be attained.



# Acknowledgements

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**Cause Partners:**



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The  
Advertising  
Club  
Bombay

