



# Innovating Ideas, Creating Change



UNFPA-Laadli National Creative Excellence Awards for Social Change



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A Girl Child Campaign



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## Preface

A woman is a celebration of Life. A society where the woman isn't respected for her being is a stunted one. Yet, even in the present day and time, in most parts of the country, she is considered the lesser of the genders. Her own ignorance and mute acceptance in the face of such unfairness could sometimes be as much a perpetrator of crimes against her, as those committed by the watch-dogs of society discriminating against her.

Population First is a communication and advocacy initiative for a balanced, planned and stable population. The key objective of Population First is to reduce gender imbalances in population as reflected by the falling sex ratio.

Laadli is a campaign initiated by the Population First towards creating awareness about the falling sex ratio, as well as to promote a positive image of the girl child. The campaign focuses on the pleasure and pride of having a daughter. The communication effort of Laadli is to highlight the positive stories and achievements of girls and women in society. And, as the logo of the Laadli campaign depicts, it is indeed about a mother and daughter bonding in celebration.

We believe that creative expressions by way of posters, poems, songs, slogans or even interactive street plays can break into a layman's conscience and initiate change better than a state's laws and regulations. And encouragingly, since the beginning of our campaigns we have noted growing awareness about the issue in response to our various campaigns.

The UNFPA-Laadli National Creative Excellence Awards for Social Change is a nationwide initiative by Population First and supported by UNFPA. The aim was to create a pool of promotional material that could be used for various campaigns against sex selection by the different stakeholder groups working on the issue. We hope thus, to highlight creative expressions challenging existing negative socio-cultural mindsets against women.

Against each of the creative entries we have indicated the contexts and manners in which they could be used in order to spread the message effectively.

We are hoping that these would be used extensively to reach out and sensitises the society to the most heinous forms of gender discrimination - the practice of female foeticide.



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# The Issue:

Demographers and activists working on gender issues describe the falling sex ratio situation in India as a 'Silent National Emergency'. Yet, most people are in a denial mode, with fingers being pointed at lower socio-economic groups, while data shows otherwise.

## 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 number of girls per 1000 boys in the 0 to 6 years age group.

## The gravity of the issue

Beginning from the 1980's, when reproductive technologies were introduced in the country, through economic liberalisation of the 1990s until 2001, the child sex ratio marked a steep decline. As per Census reports, the respective child sex ratios in the years 1961, 1991 and 2001 were 976, 945 and 927 girls to every 1000 boys. It is a myth that this practice is restricted to the less prosperous and backward areas. In fact, the most prosperous regions reveal an alarming decline in the sex ratio. For every 1000 boys, the ratio shows that there are 814 girls in Ahmedabad, 845 girls in South West district of Delhi, and 898 girls in Mumbai.

## 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, to the most abhorrent of all - the denial of her right to be born and survive. A mindset that considers the girl child to be a burden and a son to be an asset, combined with the rampant misuse of ultrasound and other reproductive technologies has led to an alarming decline in the sex ratio.

## 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 sex ratio continues to fall.

## What can be done?

Apart from ensuring that the law banning misuse of technology is implemented effectively, the need of the hour is to communicate to the people that sex selection is not a 'personal choice' but a 'social issue' that needs urgent attention. There is a need to shoot down misconceptions that increase son preference and instead, promote the positive image of the girl child.

It is imperative that we reach out to the masses and create a peoples movement against the practice. What better way than to get the creative minds on our side to come up with communication materials using various approaches, media, and communication techniques. Creative messages that come from the heart and speak the language of the soul can indeed initiate a change. A change that stirs collective conscience into action!

# About The UNFPA-Laadli National Creative Excellence Awards:



The UNFPA-Laadli National Creative Excellence Awards for Social Change was instituted with the idea of developing communication resources on the issue of sex selection, or female foeticide. Population First, the NGO that has launched the girl child campaign Laadli recognized the need for quality communication material on the issue of sex selection, which activists say is assuming 'genocide' proportions. 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 the media under the Laadli campaign. The creative contest has served a dual purpose:

- To develop quality communication material and
- To provide creative individuals an avenue to contribute to the campaign against sex selection

Entries to the UNFPA-Laadli National Creative Excellence Awards for Social Change were received from creative professionals and individuals across the country. Participants sent in entries in various languages on the theme, 'Stop Sex Selection'. We received close to 400 entries in this, the first year of the Awards.

The best entries are being featured on [www.creative-excellence.org](http://www.creative-excellence.org), a free, open source online resource for those working on the issue. Stakeholders would be allowed to adapt or modify the material to suit their requirements, giving credit to the original creator.

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 that is developed accessible to various campaigns on the issue, thus making Laadli a people's movement to save the girl child in the true sense.

## Categories:

- Storyboards of TVCs, Films, Animation Films
- Slogans/Lyrics/Songs
- Print Ads/Cartoons
- Campaign Ideas
- Posters/Outdoor media
- Photography
- Innovative merchandise material



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## Print Ads/Cartoons



### Pranav Harihar Sharma

The given entry by Pranav Harihar Sharma, following a series, is based on the congratulatory words generally exchanged at the birth of a baby in Indian societies. The entry urges every family to likewise celebrate the birth of a girl child for all the glory she is capable of achieving. Pranav compares the possibility of a family bearing a child who could scale heights of that which Lt Prime Minister Indira Gandhi, Kalpana Chawala, Lata Mangeshkar and Sania Mirza have.



### Pranav Harihar Sharma

The ad done in Hindi challenges the concept of the nonexistence of certain words describing the gender of a woman in both English and Hindi. It wonders if it is because certain words do not exist to describe a woman's position, title or profession that is deemed fit to eliminate her through sex selection. On a different take, the ad implores at changing the mindset of the men towards saving the girl child.



### Sandeep Gaur

Talking once again on a practice of polygamy waiting to happen in the near future, Sandeep Gaur's ad shows a wedding invite calling for attendance to the wedding of a daughter to four men. If sex selection isn't stopped at the earliest, such consequences aren't too farther a possibility.



### Balraj KN

Balraj uses an obituary column announcing the death of an unborn girl child to express his feelings against the issue of sex selection. While some are ecstatic at destroying a female foetus in the womb, he speaks for those who want to abolish the very practice of sex selection.

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### Origami Creative Concepts Pvt. Ltd.

This entry by Origami Creative Concepts uses the female sex symbol in a very dramatic manner to state the point about what could happen if the girl child was not saved, and let to live.



### Vidyanath PA

Vidyanath reminds through his ad, how if not for the woman, the world would be bereft of the greatest of its entities. The artwork here shows Putli Bai, the mother of Mahatma Gandhi, while the baseline speaks directly to the audience to stop sex selection.



### R Harish Nair

Brilliantly morphing the ticks and crosses that one makes up on choosing, R Harish Nair reminds us that choices cannot be made around the sex of the baby. The ad clearly indicates how wrong it is to advocate sex selection.



### Real Dream Communication

Real Dream Communication comes up with a strong message against sex selection and save the girl child. The core of the artwork is the X and Y chromosomes that finally together indicate the gender of the baby. A brilliant composition of thought and artwork, the agency hits out at some men who still find it difficult to father a child only because the chromosomes point out it as that of a girl.



### Rediffusion DY&R

Rediffusion DY&R touches a cord of some communities in the country that worship the woman in different forms. In a strong tone, the ad goes out to an audience contemplating sex selection, warning that not only is it illegal to eliminate the female foetus but is also a sin.



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### Sujeet Buera

Sujeet Buera works a creative around a cheerfully simple, yet profound theme. If every boy in the society learnt that he may not have been around if not for the woman who bore him, perhaps the world would finally see the end of sex selection and the elimination of female foetuses. If not for a woman, there may not have been boys either, reads the copy. The baseline of the ad appeals to the one and all to save the girl child and thus, the society.



### Planman Marcom

The Planman Marcom touches a sensitive cord through this ad where it portrays a little girl 'dressing up' as a man, complete with a made-up mustache, trying to impress her father so that he would appreciate her better.



### Agency, U & I

The ad is an attempt to caution the world against the consequences of sex selection. Using the crown of the popular beauty pageant of Miss Universe, as a symbol, the author reflects up on the end of the Universe, if the girl child isn't spared - either in life or in the womb of the mother. Instead of the Miss Universe, there would remain a Missing Universe.



### M Santosh Kumar

Taking off on the famous rhyme that goes as, "Mary had a little lamb", the author points out how if not for the presence of a girl, it could be a very incomplete world indeed.



### Surendra

Depicting through an ad of puzzles that people normally take to relaxing with, Surendra indicates at the conundrum of sex ratio in the country that seems close to being neglected. He calls to the public to stop the discrimination.





### Praveen Tembe

In an appeal to end the practice of sex selection, Praveen Tembe lists out the names of a few women achievers who not only achieved stardom and international fame, but also brought glory to the country. Perhaps, every girl child whether born or yet to be born, has at least as much potential, says Praveen. How would one know if one didn't at least give her a chance?



### Praveen Tembe

Praveen Tembe points out at the sub-conscious tendency prevalent in the Indian community to consider the male child superior to the female, where often the girl is compared and sometimes considered only on a platform that measures the boy. Praveen urges parents to let the girl child be, and look at her not in respect to what she can bring as regards a male child but what she can achieve entirely on her own.



### The Rapp Collins

Some names in the history of the world just don't sound right if they didn't belong to women. Like for example, Madam Curie, Princess Diana or for that matter Mother Teresa. The Agency appeals to the public to join hands against sex selection and female infanticide. After all, giving a girl a chance means giving life a chance.



### Sourabh

Imagine names of regions without the Devanagari 'Sthreeling'. Taking off on that thought, Sourabh tries to make us see the peculiarity of a world where the girl child is not allowed to survive. How strange it might all seem.



### Nirajan

Lauding the indomitable spirit of womanhood to overcome the insensitivity of certain thoughts and action against her, Nirajan tries to portray through very compelling images of one of the most endearing yet starkly endangered species - the girl child.



### Setu Advertising Agency

The agency displays a collage of famous fathers in the history of the country. Not just that they did the country proud, their daughters have gone on to bring them even more glory. The ad calls for one to be a proud father of a girl child and stop sex selection



### Setu Advertising Agency

Depicting through a game of Caroms which revolves around the Queen, this creative talks of how every female (symbolised as the queen on the Carom board) needs to be protected. The baseline screams out at the practice of sex selection that claims more and more female lives by the day.



### Jaideep

This ad shows, in a very dramatic manner, the consequences awaiting Mankind if the law of Nature is not respected. In other words, it is a warning for those who undertake sex selection in order to eliminate the female foetuses.



### Suneel G Katarnavare

Using an array of the female sex symbol artistically, to represent a graveyard, Suneel G Katarnavare urges the society to stop being mute witnesses to sex selection and the pre- birth elimination of female foetuses. His baseline says it all - "Don't put your conscience to rest. Fight for the girl child"



### Suneel G Katarnavare

Through this ad, Suneel G Katarnavare tries to make one think of a world where Mother Teresa, the most compassionate figures in history, was to be addressed as Father Teresa. If that could even sound weird, he says, what could it be to actually have a reality of only men, and no women, in the world?



### Suneel G Katarnavare

Suneel G Katarnavare creates yet another captivating ad voicing strongly against sex selection. In the artwork an egg that breaks opens to reveal a bloodied yoke transforms into that of a female symbol. Reminding the public of a dismal statistic of the girl to boy ratio in the country, Suneel admonishes the society that takes to sex selection.



### Suneel G Katarnavare

One among a series, Suneel G Katarnavare reads out some of the most popular names in the country. Each of those has a woman's name in their surnames, symbolising the share of their successes has been to the woman who nurtured and supported them. Suneel uses this point to moot the campaign against sex selection.



### Suneel G Katarnavare

Woman is an integral part of a man's success, thinks Suneel. And how else can this be portrayed but by taking note of the full names of most of the famous personalities in the country?



### Suneel G Katarnavare

Through a creative portrayal in Hindi, Suneel indicates how important the Kanya (girl) Rashi is to complete something as basic as the Zodiac Signs. Further, the copy reads how a future could be futile without a girl.



### Suneel G Katarnavare

Using a combination of dark humour and the lyrics of one of the most popular songs from the chapters of classic Indian film music, Suneel S Katarnavare, illustrates the gravity of the issue of sex selection. If one didn't work towards stopping sex selection and killing the female foetus, the men in the world would have no option but to settle for other men!



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### Amina A Rampurawala

The ad here talks of the different forms that a woman can take in the cycle of life. It is an attempt to bring rational thought into the minds of a society, by reminding them that a woman is needed to carry on the cycle of life.



### Jyothsna Puthran

The brilliant artwork using the scissors to look part like the female sex symbol denotes the end of females if sex selection remained as rampant as it now is. Unless there is an end to the act, there would soon be an end to the female population.



### Sunil Shah

Listing out a various recitals from the books of worship in the Hindu Mythology, Sunil Shah, points out to how even some of the popular Divine Couples are addressed beginning with the name of the goddess and followed by that of her male counterpart. Perhaps then in a country steeped in mythology, sex selection would be nothing but a sin.



### Sourabh and Nadeem

Sourabh and Nadeem team up to envision a world where the girl child is welcome into every home. And this can happen only if sex selection is abolished.



### Agency, Beehive Communication

The ad shows an artistic impression of a foetus in a mother's womb. Through the baseline "Life is a gift... accept it" the ad makes an emotional appeal to the society to join hands with organisations working on the issue of sex selection and not discriminate the joys of child birth due to gender.

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### Deepali Savla

Taking off on the common female names prevalent across the country and perhaps the world, that are named after the popular flowers in Nature, the author here casually lingers over the question of how unexciting the world could be without the fragrances exuded by these.



### Agency, Interface Communications

Through yet another dramatic artwork, the author implores the society to introspect at the consequences of sex selection. As shown in the ad, it is the safety clip taken off a grenade setting off disaster in its wake.



### Agency, Interface Communications

The creator of this ad shows a very apt adaptation of his thought around the issue of sex selection. Just as resonated through the baseline of the ad, the ad talks of how females wouldn't be seen at the rate at which we are going on with sex selection in the country.



### Puja

Through a stark artwork depicting the blossoms in the world, Puja implores us to help stop choosing every bloom on the basis of sex, and let every girl child blossom. Sex selection can stop if each and every one of us in the society contributes towards correcting the sex ratio, reads the copy.



### Puja

Taking off on the eye chart at the ophthalmologist, this ad by Puja is a direct-speak, asking each one of us to open our eyes to stop sex selection. Because if one were to read the fine print, it would reveal that close to 60 million girls in Asia are lost to this heinous practice of sex selection.



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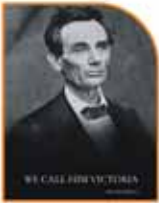
### Puja

Morphing a mother's womb to the ears of the conscience, Puja works a brilliant artwork to explain the necessity of listening to one's conscience before eliminating a female foetus. The copy, reading a grim estimate of 2000 girls killed daily in the urban areas, serves as a chilling reminder of the urgency of educating parents on the issue.



### Rajesh Kumar

Rajesh Kumar explains his point against sex selection through the depiction of the Ardhanareshwar - one of the most powerful combinations of gods in the Hindu Mythology that work towards saving the world. Sadly, because of sex selection, the proportions now seem to be different, for there remains only 35 per cent of the Nari (woman) to the Nar (man). The ad finishes with a baseline that implores to save Shakti (the woman) to save humanity.



### Anil Kumar C

This ad ponders up on a world without women. If, because of sex selection there aren't women left, and all the men's names taken, is the future of the world one where we would have to call men by women's names?



### Amol Khot

In this ad, the shadow of a tennis racket, symbolising the ace tennis star Sania Mirza, morphs into the female sex symbol. In a direct speak the author talks of stopping sex selection and giving the girl child a chance, for she too could become a Sania Mirza.



### Amol Khot

Yet another of the series, this ad depicts a microphone, intended to portray the one that Lata Mangeshkar sings into. Perhaps, says the copy, if we abolished sex selection and gave the girl child a chance, one of our own daughters too could scale the glories that a legend such as Lata Mangeshkar did.

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### Amol Khot

With sex selection as rampant in our society, the prospect of a million men chasing after a single woman is not too far! Through an imposing artwork, the ad focuses on achieving a healthy future by abolishing sex selection.



### Mrinal Pentapalli

Mrinal Pentapalli illustrates his thoughts against sex selection by depicting the consequences of eliminating the girl child. If there aren't equal numbers of women in the future, then polygamy, as shown by three lines of vermilion in the scalp of a Hindu woman, is going to be just one of the banes born out of the tilted sex ratio.



### Mrinal Pentapalli

Keeping with the series Mrinal Pentapalli depicts a Christian wedding where the bride is betrothed to three bridegrooms. Is this indeed the future we want for ourselves?



### Mrinal Pentapalli

In yet another depiction of the Hindu marriages, a bride is seen to have tied the knot with three men to make up for the apparent lack of women. If sex selection continues, the sex ratio would reach a stage where the future would be as disturbing as this, reminds the ad.



### Lintas India Pvt. Ltd.

In a puzzle of cluttered words asking to find out the endangered species of the world, along with various other species like Panda, Rhino and Snow Leopard is chillingly the 'girl child'. The copy goes on to warn against sex selection and mentions how pre-natal discrimination in the form of female infanticide is diminishing the female population in large numbers.



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### Lintas India Pvt. Ltd.

A very clever artwork depicts how every individual ('I') can make a difference to help abolish sex selection. Every one needs to chip in to stop female infanticide.



### Lintas India Pvt. Ltd.

This ad is a take on those who can't but discriminate against the girl child and the boy. Sometimes though, it takes an ominous character of prenatal elimination of the female child. Perhaps, signifies the copy, every person can contribute in ensuring that sex selection is abolished.



### Ashima Gupta

Beautifully edging on abstract, the ad depicts a bleeding womb, where sex selection ended the prospects of a girl child being born in to the world.



### Sandeep Desai

Sandeep Desai envisions the potentials of a girl child right in the womb of her mother. Either to become a Kalpana Chawla or a Sunita Williams, your daughter could realise a lot of dreams, if only you let her live.

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## Photography

### Swaminathan Nagirathinam

Winner of 'The EU \_India Media Award for Excellence in Reporting HIV/AIDS issues in India', Swaminathan Nagirathinam, this time focuses his lenses in a village in Tamil Nadu around the issue of prenatal discrimination.

When once his lens captures the number of girls to boys in a rural school almost lining the current CSR, another time it traces the jubilant smiles on the faces of the village girls on their way to school, while at yet another instance, the girl is clicked as the 'Asset of the family' - helping out with the household chores.

Indeed, Swaminathan's camera gives us quite an insight into not just the grim reality of sex selection in the area, but also the desires of the girl child towards progressing at least within her realms.



Lead!

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## Posters, Outdoor Media



### Pranav Harihar Sharma

What if every time a girl is born, each one of us rejoices at the potential of all that she can achieve during her lifetime? Through this poster in the start of a series, Pranav Harihar Sharma envisions a country where the birth of a girl is rejoiced as a reincarnation of a dynamic leader such as Indira Gandhi, Kalpana Chawala, Latha Mangeshkar or a Sania Mirza.



### Pravin S Desai

In a very self explanatory poster, Pravin S Desai crafts a poster around the prevalent dismal child sex ratio of the nation, clearly denoting fewer girls as compared to boys. Humanity could be on a 'reserve mode', it says here. And unless we begin by saving the girl child and letting her live, it would soon be the end of humanity, as we know of it.



### TBWA/India

Depicting the issue through a set of the Russian Matrushka dolls, the agency TBWA tries to sensitise people about how sex selection and elimination of even one girl child could cumulate to wipe out an entire generation!



### Sagar Patel

Through this poster, Sagar Patel illustrates the disproportion of child sex ratio in the country. A copy that reads "Female sex ratio in the country is rapidly declining", he tries to point at the urgency of the situation to save the girl child.



### Rapp Collins India

Rapp Collins portrays the imminent danger of sex selection through a very innocent looking alphabetical listing of the endangered species of the world. But amidst the list, that begins with 'A for Albatross' and 'B for Black Bear' is the 'G for Girl!' Indeed, as the copy reads, Prenatal Gender Selection is only working at making girls extinct.



### Pranav Harihar Sharma

In yet another series that warn against the many consequences of prenatal sex discrimination Pranav Harihar Sharma uses the Hindu mythological characters. Unlike back then when the Legendary Bhisamah Pitamah pledged celibacy during his lifetime, the future would be witness more such men since there wouldn't be enough women. For, if the girl child isn't allowed to survive, the sex ratio would be negligible.



### Pranav Harihar Sharma

Continuing on the series of characters from the Hindu Mythology, Pranav imagines a world not too far away when humanity would be witness to many more 'Draupadis'. If sex selection isn't abolished and the girl child saved, polygamy would be the way of the world!



### Pranav Harihar Sharma

Pranav goes on about the consequences of sex selection. If not abolished right away, there would be a spree of kidnapping and violence against women. Perhaps thus, many more Ravans who even justify their acts as that of despair and need.



### Komal Mukherjee

In this poster, adorned by brilliant lighting and photography, Komal Mukherjee, underscores the wonders that a woman can leave behind. Like the Taj commemorating the beauty and love of Mumtaaz Mahal, Komal gently leaves a reminder in the minds of the audience, of how without the girl in the world there may remain no more wonders of the world.



### Komal Mukherjee

The idea of this entry takes off on the patriarchal tradition existent in most communities in the Indian society where a couple is blessed with a baby boy to carry on family traditions. This entry brings through it, the hopes for a setting forth a new tradition amongst communities by looking at a girl child as one capable of carry forward a family name.



### Vidyanath P A

Vidyanath P A indicates the danger that sex selection sets off for the man. For, if not for the woman, who would give birth to a man?



### M & C Saatchi

The agency works around the theme of extinct species of the world, listing out brief explanations on when and why each of those died. While the extinction of Arabian Ostrich in 1920 AD is attributed to humans hunting for their feathers, and the Bostami Turtle in 1998 AD due to human intervention, the Indian Woman shows as being about to become extinct about hundred years from now, due to sex selection!



### Planman Marcom

On the common concept of what a complete family looks like, the entry sent by Planman Marcom shows a jigsaw puzzle. It has all the components of the family, with one more waiting to be fit in to complete the puzzle - the component of the girl. Simply speaking, the poster underlines the need for a girl child to complete a family.



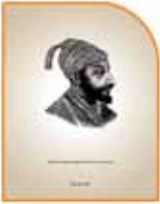
### Vinay Coutinho

Vinay Coutinho talks of the balance of the Nature that is usually spoken in terms of the Yin and the Yang. Depicting the girl to be the Yang of the balanced mankind, Vinay depicts how killing one can destroy the other as well.



### Anoop Mathew

Girls need a chance to live. In this poster done by Anoop Mathew, he makes a direct appeal to stop the killing of the female foetus as depicted by striking out a hand that's bursting an impregnated balloon.



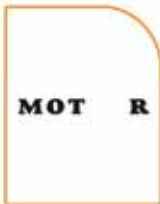
### Charudatta B Chothe

Though there is a portrait of Maharaja Chhatrapati Shivaji, the copy in the poster is a reminder that it was a woman who gave birth to this valiant hero. The creator thus appeals to save the Girl child.



### Chinmayi Khambete

In this poster, Chinmayi Khambete prophesizes a future where a larger part of the Matrimonial columns would be devoted to queries by men calling for brides. In other words, Chinmayi urges that such a situation would be the consequence of the rampant prenatal sex discrimination prevailing in the country.



### Mudra Communications

In an attempt to bring to life the necessity of a woman in the cycle of life, this poster shows how the word 'He' meant to signify a male, is a part that is born out of 'Mother', the female.



### Seeja Sadanandan

Seeja Sadanandan creates a very touching interpretation of what the girl child desires in equal space with her male counterpart, to what she gets treated to. Where she wants to have an equal footing with the boys, she is relegated to playing by herself or with other girls. Equality in thoughts and actions is all that can save the girl child.





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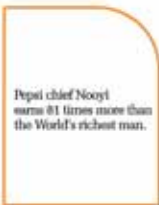
### Interface Communications

Through the picture of a blatant roadside sign calling for anyone willing to go for prenatal the sex, this poster nudges at the conscience of a people. It appeals for one to prevent female foeticide and take action against institutions that encourage sex selection.



### Lintas India Pvt. Ltd.

Through a simple though captivating copy, the author makes one imagine what would happen to our nation if the girl was not treated with the respect and adherence equal to that accorded to a boy. With females 'missing', the future would remain bleak, and the country that is fondly called Bharatmata would soon need to be termed 'Bharatpita', a fatherland!



### Grey Worldwide

Indira Nooyi, a girl child who grew into being the Pepsi chief is shown as an instance of what the girl can achieve if only she were let to be born and flourish.



### The Cell, Netwrok 18

Here's a poster reminding us how our worlds will not exist without the girl child. Elucidating this point further, it points out some members in a family - the Mother, Father and Brother, where 'her' is an integral part of even each of their spellings! How then, if the girl isn't allowed to survive, will there ever be a possibility of any of the others?



### Vivek K Singh

Vivek K Singh brings forth a series of posters that speak of the pride a daughter can bestow upon her parents. In this poster the copy urges one to wish for a girl and help her dream of embalming the world with the compassion that Mother Teresa left behind.



### Vivek K Singh

In the second of his series Vivek pronounces that every girl has a possibility to become someone as victorious as Lakshmibai of Jhansi. Perhaps if one wished for a girl, and nurtured that dream for her, she could too bring home the pride that the legend of Lakshmibai has let behind.



### Vivek K Singh

Continuing his series around the pride of parenting a girl child, Vivek tells one to believe in the potential of a girl child. A little affection and guidance would be all it takes to bring out in her glory that the Late Kalpana Chawla achieved.



### Dennis Massey

The finer script that forms the word 'Ladki' in this poster on closer examination reveal the various forms of the woman - a girl, a mother, a sister, an aunt and many more. Through a very emotionally captivating integration of the regional words for the forms in Devanagiri script, Dennis Massey of Topnotch Advertising, appeals to the people to understand that if we didn't get our act together to abolish sex selection and save the girl child, all these forms of a woman would be lost as well.



### Rajeev Chauhan

Picturing various forms of Gods and Goddess as mentioned in the religious books of some communities, the author of this poster emphasises that even children are incarnations of god. How right is it, then, for us to discriminate or even choose between genders?



### Rajeev Chauhan

Gender equality begins from letting the girl child live. Rajeev Chauhan depicts an unbalanced seesaw through his poster, which is the statistics of the girl child to that of the boy in the country. Hinting at the urgency of the situation, his copy reads, "Time to think of gender equality", while urging to stop sex selection.

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### Rajeev Chauhan

Once again, Rajeev Chauhan makes a visual appeal to save the girl child and not tearing her down from the womb only because it is a girl. Let her climb out into the world, he says. 'Bring her to life and stop sex selection', reads the copy.



### Fusion Advertising Services

Fusion Advertising speaks in gentle rhyming verses, reminding one of the necessities of the girl child to the very foundation of the world as we know of it in this ad, the girl child is compared to divinity, while questioning the practice of sex selection



### Fusion Advertising Services

Through this ad that depicts the innocent smiles of the girl child Fusion Advertising talks of how much a part our daily joys and pride they can be. Isn't it wrong them, to prejudice or even permit such injustice as sex selection right at her birth.



### Euro RSCG India

This poster, dressed in a brilliant artwork by the agency, Euro RSCG India, delivers a very stark message through dark humour. On a lazy morning when sunlight sprinkles gold on the grass, a tree stands mute witness to what the world has come to. For, etched on the trunk are two heart shapes, each with names of boys in them! After all, if girls aren't allowed to be born, for the sake of even romance, boys would but be forced to play the part of the girl too!



### Hiren V Desai

Trapped in the misinterpreted notions of traditions, if our society keeps indulging in or even turning a blind eye to the killing of the girl child, then there is only misery besotting every home. This is what is conveyed in a brilliantly articulate poster done by Hiren V Desai. A take off on the title of one of the popular serials on television, the visual is very attention grabbing too.





### Hiren V Desai

In this poster too Hiren V Desai speaks to a country that has a history steeped in mythology, where even the gods are known as a couple. But like the copy of the poster reads, if girls aren't let to live, then there is not point in such religious ardour.



### Brand Studioz

Ajay Kumar of Brand Studioz uses his creative in Tamil to speak against female foeticide. Symbolised in black and white images of the late Mrs Indira and Mother Teresa, he portrays the potential of what a girl could achieve. He urges that if we didn't respect the girl's birth right, and keep practicing sex selection and female foeticide, then perhaps we could lose many more such worldly figures





Ladli  
A Girl Child Campaign



## Slogans, Lyrics, Songs



### Deepinder Singh

The writer takes on the hopes and desires of a girl child to come into the world and rejoice every aspect of life. In her regional dialect, as well as Hindi, she portrays the wishes of a girl child eager to carry on the cycle of birth and life, if only she is allowed to be born.



### Pranav Harihar Shrama

"Sawaal" is a heart wrenching poetry by Pranav Harihar Sharma, versifying the pleas of a yet unborn girl child to her mother. The simply crafted words take us through the child's anticipations of joy and affection that she hopes would engulf her when she's born. But as the verse progresses, the girl's expectations turn into an emotionally charged prayer to her mother for protecting her from being killed by a society that loathes the girl child. The poetry climaxes in the agonising suspense of the child, as she awaits her own mother's 'verdict' on her life.



### Lorren

Rendering slogans both in English and Hindi Lorren makes a strong point of being the point of change. The girl's fight to prove wrong a biased society would begin if only she is let to live, say the slogans.



### Fusion Advertising Services

Fusion Advertising Services awakens a people to the compassion that the girl brings with her into this world. The Hindi poem speaks of how despite being acknowledged of the equal status that girls and boys enjoy, the girl is still not desired by the society. As the poem ends, it subtly hints that despite such discrimination, the girl child would be needed to bear the future generations. We had better saved our girl children!



### Beena Tamse

Beena Tamse uses her strongly worded verses to criticise the mother who encourages female infanticide by not standing up to her husband or the false notions of a society. Comparing a woman to a fertile seed, she wonders how a woman who bears a child considers the gender of her own foetus as an option for it to live.



### Arun Kumar, Swaminathan Nagirathinam

Rendered in the voice of Arun Kumar, Swaminathan Nagirathinam weaves the charm of the local melody around the issue of sex selection and female foeticide. Swaminathan bases the first song "Thananane naane nanna..." around the traditionally biased claims that the society has built around a girl child. His pride reflects in the slogans and poetries on how the girl can be as independent and capable of shining in the world if only she was allowed to be born, and nurtured with education. In fact, saving the girl child might just as well save the world.



### Vivek K Singh

This entry by Vivek K Singh is string of delicately woven slogans aiming at awakening sensibility of a society towards the girl child. While some verses translate into seeing how integral to the world the girl is, some others talk of how even the existence of the man depends almost entirely on the various forms that a woman takes!



### Vivek K Singh

In yet another touching entry by Vivek for the slogan/songs category where he compares the woman to the sun that gives away rays of affection to the world around. He implores her, as he does others, to never reduce the brightness of that fondness towards the girl child. For, as he says, the glory of a girl is comparable to the goddesses who are worshipped for their divine spirit. He goes on about the gentle strength in a woman that inspires even the men around her and how capable she is to build a future for herself. Through his compositions, he hopes the society would let her be, for it is she that sustains the cycle of humanity.



### Rohit Banka

Rohit Banka scripts a very optimistic verse, talking how with the right support, the girl today has not just reached but also is shining in almost every sphere of life. It is indeed a new world, and it can happen only if she is given a chance at life.





**Dr Radhika Shukla**



**Deepa Ramakrishnan**

For her entry, Deepa Ramakrishnan portrays through her poem the thoughts of a woman who has gone beyond conventional mindsets to have discovered and nurtured her spirit. Now, close to the birth of her baby and enduring her labour pangs, all she wishes for is a daughter who she knows would find strength in her own being.



**Innovative Merchandising**



**Pranav Harihar Sharma**

Pranav Harihar Sharma uses the sex selection theme on popular Calendars of goddesses. The calendars that are a take off on those found in most homes, attempt to aim at the guilt of the god-fearing, yet unenlightened masses going in for prenatal gender selection, Pranav caricatures the calendars without the form of goddesses in any of them. The tag line questions the appropriateness of discriminating against the gender when that very gender is worshipped in various forms to attain health, wealth, strength and knowledge.



## Storyboards of TVC'S, Films & Animation Films



### Aditya

Through a simple theme of kids having fun in the playground, Aditya, illustrates a profound message around the issue of sex selection in his storyboard for the "Seesaw". An imbalance in the number of the girls vis-à-vis the boys, could topple the 'see-saw' of the world. It would require the grown-ups to more pay attention and balance out the child sex ratio, so that the younger generations would grow up in a much distorted world.



### Vrishasen Dhabolkar

The 2min 15sec long film 'La Fille', created by Vrishasen Dhabolkar, is a public service appeal, dealing with the issue of Prenatal Sex Selection and Gender Equality. The film illustrates this through the relationship a father has with his son and daughter.



### Lorren

Lorren creates a script for 'Laadli' underlining through it never to underestimate the potential of a girl child. The story compares a girl to the diamond that is thrown away by a mine worker, mistaking it for a large piece of unbreakable coal. That piece of 'coal' is picked up by a woman who sees it for what it is and nurtures its brilliance, winning the accolades of the world. The script ends with the message that a girl child is a blessing and not someone to be discriminated against.



### Sonali Mahajan

It is a common misconception among men that having a lower preference for female children does not really affect them. But this film by Sonali Mahajan endeavours to depict simply how the constant erasure of women through pre-natal gender selection affects men ultimately



### Vijay Barse

Vijay Barse (DVD Format)



### Aakriti Arora

Aakriti Arora, runs us through the fairytale story book that has various stories including, but where each of the central characters are stricken off - only because they are girls! The script ends with a poignant note to the public help abolish sex selection and not let the fairytale of the girls come to such an end.



### Deepinder Singh Kalra

'Hazaaroon Khwaaisehin Aisee' portrays the dreams of a yet unborn girl, in her mother's womb, to all the possibilities of life. Yet, even as she yearns for those prospects, she is subjected to the disapproval of a world, screaming at her to perish, all because she is a girl. The film ends questioning our blindness to this injustice as a society, while urging it to be "The Illuminants" and save her.



### Sameer S Sahasrabudhe

'Stop Female Foeticide' depicts the disparity in the essence of the famous rhyme, "Chubby Cheeks..." that talks of how cute a girl child is, versus the grim reality of facts and figures of female foeticide and infanticide in the country. Through the film, Sameer S Sahasrabudhe attempts at propagating the thought of loving the girl child, whether born or yet unborn.



### Metaphor Studios

Metaphor creates 'Laadli', a 3min animation film that cautions the world the consequences of indulging in Prenatal Sex Selection to eliminate the female foetus. She prophesises a world full of men that hate as well as lust after the single remaining woman, and warns them to change their ways and welcome life without being biased against any gender.



## Campaign Ideas



### Elita Almeida

Elita Almeida uses very animated graphics to portray a very sensitive message against sex selection. As shown in the creative, Elita talks of some things that one can indeed choose between - an angel for the devil and perhaps healthy food over junk. But when it comes to a child, she presses one to understand that both girls and boys deserve to be seen as equal, and not choose one over the other. PT Usha, Kiran Bedi, Mother Teresa are all testimony to that truth!



### Lorren

Lorren runs through the astounding figures denoting the number of girls squandered daily to unreasonable traditions and hindered mindsets of society. She appeals to the public to respect her right to be born, no matter what anyone's reasons are, to do away with her!



### Pranav Harihar Sharma

Running over 34 slides, Pranav Harihar Sharma echoes his strong sentiments for the cause of saving the girl child through a campaign called "Jagrati yatra - Walk for your daughter". The objective of the campaign is to give special recognition to parents whose first child is a girl proud, hence inspiring others to tread on the same path. Articulated through each step of the campaign, Pranav traces the campaign with the scope of it becoming a national movement and celebrated annually. He gives a whole run up on the objective of the campaign, the support systems required, as well as some of the prerequisites for feedback as well as interface.



A Girl Child Campaign



### Ashima Gupta

Standing up for saving the girl, Ashima Gupta runs a campaign idea around plain posters of legendary lovers, albeit without the female in the romance. For instance, instead of the Juliet of the Shakespeare's love drama, it would have to become Jullian, or for that matter the Jane of the Tarzan fame turning into John! After all, without a girl remaining in the world, romance would perhaps be between men!



### Ashima Gupta

Continuing her series on what the world would come to if the girl child wasn't let to be born, Ashima Gupta portrays the popular and classic characters from Bollywood.



### Ashok Giri

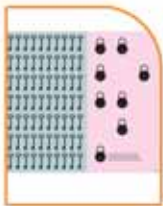
Ashok Giri makes a chilling campaign themed on the consequence of female foeticide. He relates a couple of names that indicate the difference in the regions that both the male and female belong to. In essence he means to say that if the practice of sex selection continued unabated, then women trafficking within even the nation would be a bane in the guise of marriages!



### Sandeep Mirjolkar, Dasmeet Singh and Sachin Shevde

'Shaabash Beti' is a campaign designed by Sandeep Mirjolkar, Dasmeet Singh and Sachin Shevde of the Lintas India Limited that's interlaced with posters of various legendary women of the country. The campaign is an attempt at recognising betis across the rural and urban areas of the country, and showcasing their worth, while thanking their parents for supporting them. Hence, every parent who has a girl child begins to feel proud and optimistic about her and radiates this feeling to others around. The campaign is designed to spread over three stages aimed at fostering pride in the hearts of not just parents but also that of the girls across the country. The idea is to motivate girls to dream big and come out and prove their worth too.





### Sachin Shevde

Sachin Shevde voices his concern on the dwindling child sex ratio in the country. Focusing his disquiet upon the future of a country where the count of girls is much lesser than that of the boys, he cautions against the practice of sex selection and female foeticide that is the cause of this disparity.



### Zubin Driver cleverly

Zubin Driver cleverly depicts the dwindling sex ratio in the nation by lightly eliminating the beginning letters from each of synonym for women. Unless sex selection is checked, the danger of losing out women is an eminent one.



### Sandeep Patil

At first glance, the names on the posters sent in by Sandeep Patil seem like that of Indian men who did us proud. But, at closer introspection, one can they are just the surnames attached with famous Indian women who carved a niche for themselves in the world's altar. Through his entry, Sandeep attempts at awakening a section of the society that hasn't yet seen the capacity that a girl could have within her.



### Sridhar, Beehive Communications

Sridhar makes his point against sex selection and female infanticide by sketching out a family tree. And as depicted here the tree seems to stop at certain places where there aren't any girls to carry on the tree. As rightly pointed out by the copy, without a girl child, one's family tree is in danger. It is an indication for one to understand that though certain traditions might assume the boy to be more suitable, Nature might prefer it otherwise. And unless the girl child is saved and given equal opportunity to life as a boy, it could spell the end of humanity itself!



### Sameer

Sameer makes an appeal to abolish prenatal sex selection and infanticide through a depiction of the issue around a simple game of caroms. He points out that just like caroms is incomplete without the 'queen' (female) in it, the world too would not function right if there aren't enough women in it.





लडकी  
A Girl Child Campaign



### Interface communication

Interface communication sends in a series of posters around the campaign to correct the child sex ratio. Here in the first of its series, it shows the word Ladka corrected to Ladki, while the copy at the base questions a mindset that imagines girls incapable of supporting her parents when they are aged.



### Interface communication

Continuing their series, Interface shows the word Beta corrected to Beti. The baseline remains the same - questioning a system where the girl isn't even considered for all that she is capable of.



### Interface communication

Interface takes on an earlier generation here that still insist that their daughters and daughter-in-laws bear them boys who can take care of them when they grow old. The question is - what makes anyone think that a girl couldn't do that job at least as well!



### Vivek K Singh

Vivek K Singh points out how the Father of the Nation, Mahatma Gandhi, may not have achieved such greatness if not for the support accorded to him by his wife, Kasturba Gandhi. In an emotional appeal to the public to stop sex selection, Vivek hopes that they would help bring to life and nurture more creators of such great people!

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बेटी  
A Girl Child Campaign

## How and where could the campaign materials be used ?



### Posters, Print advertisements, Photography 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 in the newspapers.

Songs, slogans and films can be used via 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 female foeticide in Navashahar in Punjab and Tamil Nadu.

Also, some of the audio visual aids like PUBLIC SERVICE ADVERTISEMENTS (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 attitudinal changes. Such interactive sessions facilitate understanding the issue and its nuances better.

## Campaigns and Innovative Ideas

Campaigns involve focused, time bound communication using different media to address a particular issue. The target audience, as well as the particular aspects of the issue that needs to be addressed, are 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, book marks, T-Shirts, Key chains etc., on the theme of the campaign. The campaign tagline often encapsulates the core message of the campaign 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 campaigns against sex selection and exploring ways forward'

# The Jury



## A.P. Parigi

Erstwhile CEO of BPL Mobile, Mumbai, A.P. Parigi is the MD and CEO of Entertainment Network India Ltd as well as the MD and CEO of Times Infotainment Media Ltd. Through a career spread over three decades, he has been responsible for spearheading the Times Group's foray into FM radio, event management, out-of-home advertising, and filmed entertainment. He lead manages businesses and brands like Radio Mirchi, 360 Degrees and Times OOH Media.



## M.G. Parmeshwaran

M.G. Parameswaran pursued his management studies at IIM Kolkata after graduating as an engineer from IIT Chennai in 1977. Beginning his career in the ad industry, Parmeshwaran 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. Today, after leading the organisation for two decades, he is the Executive Director of FCB-UIka Advertising.



## Pranesh Misra

President and COO of Lowe India, Pranesh Misra has an aura of an understated and unassuming grace about him, letting his work do the talking for him. Misra, an IIM alumnus, has over 26 years experience in not just diverse industries but also various organisational categories. His profile includes stints at communication, marketing, marketing research, brand planning and international client management in industries ranging from soaps & detergents, personal care and beauty products, mobile telephony and Internet connectivity. As International Client Director, Lowe (Asia) on Unilever, he was responsible for leading eight regional advertising centres across Asia.



## Mohammed 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 in the British Design and Art Direction awards.



### Pradeep Guha

Twenty-nine years into print media, and a name synonymous with the power of the Times Group, Pradeep Guha was the publisher of magazines like Femina and Filmfare. He is also the one mainly responsible for the two major events associated with them - the Femina Miss India Contest and with the Annual Filmfare Awards. Guha is now the CEO of Zee Telefilms Limited, India's largest satellite television network.



### Priti Nair

Currently, the National Creative Director of Grey Worldwide, Priti's advertising career has spanned over 17 years. She has been the brain behind some of the biggest brands in the country including Coca-Cola, Limca and Ariel to name a few. Winner of many National and International awards, Priti, who crafted campaigns such as Surf Excel 'Daag Achhe Hain', Greenply 'Janam Janam Ka Saathi', won accolades for her work on the famous Balbir Pasha campaign on AIDS awareness.



### Ramesh Narayan

Ramesh Narayan is the founder of Canco Advertising. He wound 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.



### K.V. Sridhar

K.V. Sridhar, or Pops as he is fondly called, has spent over two decades in Indian advertising. Currently the National Creative Director of Leo Burnett, Sridhar started out at the erstwhile FCB version - Ulka. There on he moved on to agencies like the JWT and Enterprise, leaving his indelible mark on all that he touched. It was under his stewardship that legendary brands like ITC's Charms, Sundrop, Hero-Honda, amongst others, acquired much of their exposure. Besides his knack for cutting edge work, Sridhar's greatest asset is his uncanny perception of the changes in the Indian society and its culture. He has been on the jury for various national and international festivals including the 'Ad Club', 'Goafest', 'Young Guns', 'Adfest', 'New York Festivals', the 'London Awards'.





Ladli

A Girl Child Campaign

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