

Population First

2nd Edition, South Asia



Laadi

MEDIA & ADVERTISING AWARDS
FOR GENDER SENSITIVITY



2017

Supported by



Friday, October 12, 2018
at The Tata Theatre, NCPA, Nariman Point, Mumbai

It is ten years since we launched the *Laadli* Media Advocacy initiatives at the national level. In these 10 years we have grown into a movement with media acknowledging the initiatives and the awards as valuable. The ready support of media and advertising leaders as jury members, resource persons and advisors is heartening. Once again our heartfelt gratitude to International Advertising Association (IAA) for facilitating the South Asia Awards. We welcome the award winners from Mauritius, Nepal and Pakistan. We are sure, together, we can make gender sensitive media and advertising a reality.

However, there is a lot that has to be done to address the issues that women face within organizations, even today. There is a need to have mechanisms to ensure that organizations have work cultures that provide safe work environment to women. A study done by Population First in Media and Advertising agencies revealed that Internal Complaints Committees are conspicuous by their absence. In the coming years we would also be addressing these issues through our advocacy initiatives.

We are thankful to UPL, BAJAJ Group, Bank of Baroda, Tech Mahindra Foundation and Cipla for supporting the South Asia Awards. We are thankful to UNFPA and UNGC for joining us as cause partners. We are grateful to NCPA and SPENTA for their continued support.

Each year we are excited to read entries that make us sit up and take notice of what is happening around us. Whether it is the 'Ruwathis' – the live in maids of The North-East or the 'Rudalis' - the professional women mourners, the diversity and range of issues covered is amazing. The investigative rigor shown in pursuing the stories is commendable. It is also heartening to note that data journalism is emerging as a new trend.

We are also happy to share that we are releasing our fourth volume of award winning entries "Gender Frames". We are sure this book would be useful to students as well as working journalists and would make an interesting read for others as well.

We express our deep gratitude to all who have sent their entries, the jury members who have patiently gone through them and our coordinators and sponsors. Our special thanks to Ms. Dolly Thakore for coordinating the National Awards. We would be remiss if we do not acknowledge the hard work put in by our team for over eight months to make this event possible. Our special thanks to Pooja, Raina, Sneha, Venu who put the events together and to Ujjwala, Meenal, Maggie and Malavika for ably supporting them at every stage.

Our Hearty Congratulations to all the winners. We look forward to seeing you as the thought leaders and crusaders for gender equality in media.

Dr. A.L. Sharada
Director, Population First

S.V. Sista
Executive Trustee, Population First

South Asia *Laadli* Media & Advertising Awards for Gender Sensitivity 2017

The South Asia *Laadli* Media and Advertising Awards for Gender Sensitivity were launched successfully last year with the support of International Advertising Agency (IAA). The first edition saw media persons from four countries – Mauritius, Nepal, Pakistan and Sri Lanka - receiving the awards. This year, in the second edition of the awards, we have three international winners from Mauritius, Nepal and Pakistan.

The South Asia Awards are a culmination of the regional awards. Around 1500 entries in 13 languages were received from all over the country. 82 awards and 14 jury appreciation certificates were presented in the regional awards event held at the United Services Institute, Delhi, on the 14th of September, 2018. The National Awards include some of the regional winners who were selected as deserving of a National Award by a fresh panel of distinguished jury members. They also include awards for gender sensitive advertisements, books, films, theatre and innovative campaigns that have attempted to break through gender biases.

Madam Coomi Wadia, the famous woman choir conductor of India who celebrated her golden jubilee of being a conductor of the Paranjoti Academy Chorus in 2017, will be honoured with the *Laadli* of the Century award. Padma Bhushan Prabha Atre, a senior exponent of classical vocal music, representing the Kirana Gharana, who has contributed to popularizing Indian classical vocal music at the global level, is our Life Time Achievement Award winner for 2017. This year we have instituted one more category in the awards – ‘The Woman Behind the Screen Award’. This award recognizes the contribution of women as cinematographers, script writers, directors, producers, lyricists and others. The first Woman behind the Screen award is being presented to late Ms. Kalpana Lajmi, who had touched on various gender issues through the medium of films.

The Awards are being organized in association with IAA and supported by United Nations Population Fund - Cause Partner, Campaign India - Media Partner, United Nations Global Compact- SDG Outreach Partner, National Centre for Performing Arts - Venue Partner and Priyadarshini Taxis - conveyance partners. We are thankful to United Phosphorus Limited, Bank of Baroda, Bajaj Group and Tech Mahindra Foundation. The South Asia *Laadli* Media Awards 2017 is co-ordinated by Ms. Dolly Thakore, renowned theatre personality of India.



I have watched the *Laadli* Media Awards grow from strength to strength over the years.

And like the proverbial acorn it has grown into a sturdy oak tree signifying what is not just good but what should be good when it comes to all aspects of the girl child and gender sensitivity.

I am glad that the India Chapter of the IAA has conducted two very well organized and attended seminars with *Laadli*. I am equally glad that on account of our association, gender sensitive advertising is now being officially recognized in major national advertising awards like the Abby and the IndIAA awards.

Closer home, the IAA has been involved in spreading the word about gender sensitive advertising in the region, making the *Laadli* Media Awards truly international. I am noticing an increasing interest in countries like Pakistan, Nepal and Mauritius this year and it augurs well for not just the *Laadli* Media Awards but for the movement as well. This is something that involves us all. And communication is such a powerful force, we owe it to ourselves that it is channelised as a force for good.

I wish the team at *Laadli* all the very best.

Kaushik Roy
Vice President & Area Director
International Advertising Association (IAA)



KAUSHIK ROY

Kaushik Roy is the Vice President - Area Director, Asia Pacific, IAA Global and President - Brand Strategy & Marketing Communication, Reliance Industries Limited. Kaushik Roy has spent over three decades in the sphere of media and communication. He has been unanimously elected as Area Director for IAA Asia Pacific for the 2016-2018 term. Branching out from his regular day job, Kaushik has had several art exhibitions and has written and directed a critically acclaimed feature film "Apna Asmaan".

PUNIT GOENKA

Mr. Punit Goenka started his career with Essel Group. Being the Managing Director and Chief Executive Office of Zee Entertainment Enterprises Ltd., Punit has been extremely successful in enhancing the company's performance and in driving the company towards its set goals. Under his leadership, ZEE has achieved scores of milestones and prestigious awards, elevating the brand to a global cadre. Dun & Bradstreet – Rolta Corporate Award, BusinessworldInfocom ICT Award, IMC Fusion Award for Excellence in Media, are some of the many such awards bagged by ZEEL during Punit's tenure.



SRINIVASAN SWAMY

Mr. Srinivasan K Swamy is the Chairman of the R K SWAMY HANSA Group. Mr Swamy is the Chairman & World President of International Advertising Association (IAA). Earlier he was President of IAA India Chapter for four years. Mr Swamy, as President, is actively involved in running the 220 bed, multi-discipline tertiary care, Hindu Mission Hospital at Chennai catering to the urban poor and the surrounding rural areas. As Chairman of Valluvar Gurukulam School Society, he is active in running a school for 2800 poor students, primarily girls, whose parents have not entered the portals of any school.



PRAKASH RIMAL

Prakash Rimal is the Editor of The Himalayan Times, Nepal. He is commended for his great journalistic rigour and for running a sustainable newspaper organisation even during difficult political times in Nepal.

RAVIN LAMA

Ravin Lama is the Managing Director, Mind Initiatives and Chairman, Brand Magic Summit. He is known for his extensive work in building newspapers and advertising agencies over the years.



SARMAD ALI

Sarmad Ali is the Managing Director at the Jang Media Group, Pakistan's largest media conglomerate having presence in print, broadcast and digital space. Sarmad has more than 30 years of experience in marketing, advertising and media management.

INTERNATIONAL JURY

ASHA BASNYAT

Asha Basnyat is a development professional with over 27+ years of program design, development and management expertise in Asia, Africa and the US, with demonstrated field experience particularly in the public health sector.



CHRISTINA CHAN-MEETOO

Senior Lecturer in Media and Communication Studies at the Faculty of Social Studies and Humanities, University of Mauritius

GUNA RAJ LUITEL

Editor-in-Chief of Nagarik National Daily.



HELDER_DE OLIVEIRA FILIPE

Helder is the President of ACA (Association of Communication Agencies) Mauritius and Director, Redhouse McCann. His experience in Brand Strategy spans financial services, automotive, FMCG, entertainment, corporate and consumer services among others. He has won the Enterprise Mauritius Brand Development award for Rhum St. Aubin and Best gender equal advertising in Réunion for Audio+.



PRAKASH RIMAL

Editor of The Himalayan Times, the most widely read English daily in Nepal.

RAVIN LAMA

Managing Director, Mind Initiatives and Chairman, Brand Magic Summit.



SARMAD ALI

Sarmad Ali is the Managing Director at the Jang Media Group, Pakistan's largest media conglomerate having presence in print, broadcast and digital space. Sarmad has more than 30 years of experience in marketing, advertising and media management.

SHANKER RAJ PANDEY

Shanker Raj Pandey is the Head of KfW Office Nepal, KfW Development Bank and has extensive experience and expertise in the development sector.



TOURIA PRAYAG

Editor-in-Chief, Weekly Mag, La Sentinelle Publications and author of the book "Provisional Charges – The untold human stories".



DURGA KARKI

Durga Karki in her article has raised issues about participation of women in political parties, participation of parties at the decision making and state policy level in the local, provincial and federal government of Nepal. She highlights how harmful practices deep rooted in society have encouraged the violation of women's basic rights to live.

HIMANSHU MARCHURCHAND

“Economiesouerraine – le calculfausse du PIB” – Informal Economy: The fallacious calculation of GDP, was written as a critical analysis of the informal sector in Mauritius, how it is an invisible economic pillar and its repercussions on the economy. The article highlights the feeble attempts made to address it through certain measures despite no formal study having been carried out on the subject till date. An important section is dedicated to the illegal sectors such as drugs and prostitution, which are prominent among women. The correlation between these two sectors is made and a bit of a “Catch 22” situation is detailed.



TOOBA MASOOD

The series of articles extensively cover issues on gender. When covering stories on women, Tooba spent time with them in the field in order to understand their problems and moved beyond mere reporting by empowering them with information. She has done stories on women from remote areas of Pakistan yet doing amazing work in the field of sports and science. Her articles bring out the true image of women - intelligent, determined and strong.



ELECTRONIC | ISSUE BASED PROGRAMME | TELUGU
AAA EEE ANJALI
TRANSVISION YOUTUBE CHANNEL

AAA EEE Anjali is a You Tube channel that is dedicated to communicating the basics about trans persons. It is the first of its kind you tube channel in India run by transpersons to demolish the myths and misconceptions about non-binary genders. It provides information in a simple, entertaining and engaging fashion.

WEB | BEST FEATURE | ENGLISH

ADRIJA BOSE

'WHEN WOMEN FIGHT THEIR OWN BATTLES' | WWW.HUFFPOST.IN

Adrija's features focus on a wide range of issues from the women Muslim Qazis, to the mental anguish faced by Kashmiri women to the feel-good story on a girls football team in Haryana. The features are well crafted, empathetic and drive home the point powerfully.



PRINT | BEST FEATURE SERIES | HINDI

AMIT BAIJNATH GARG

'ROTE-ROTE GUMNAAM HOTI RUDAALI' | RAJASTHAN PATRIKA

Amit Baijnath Garg brings to us the various facets of the *Rudalis* - women who are professional mourners at the death of rich Rajput men. He deconstructs the gender, caste and patriarchal underpinnings of the practice observing that *Rudalis* who have taken up other occupations and livelihoods fare much better than the traditional mourners.

WEB | BEST CAMPAIGN | ENGLISH

CAMPUS POLITIK

'ON SEXUAL HARASSMENT IN COLLEGES' | WWW.NEWSLAUNDRY.COM

Campus Politik's campaign covered the state of ICC (International Complaints Committee) for sexual harassment over more than a dozen colleges across India. In the campaign, students reported and questioned their college administration about the absence/inefficiency of their college ICC and helped their peers understand the functioning of ICC.



WEB | BLOG | BENGALI

EKHAN ALAP

Ekhan Alap looks at various issues related to marginalized women in West Bengal including their land rights, environmental shifts that are taking place in the region, their impact on livelihoods and economic conditions of women. The blogs also focus on issues related to dowry and the various forms of discrimination faced by women in society.

PRINT | BEST OP-ED | HINDI

JAHID KHAN

'PRASUTI AVKASH VIDHEYAK MEI JO SANSHODHAN RAH GAYE' | SACH KAHOON

Jahid Khan provides a comprehensive perspective on the Maternity Benefit (Amendment) Act 2017. While lauding it as one of the most progressive legislations in the South Asia Region, Jahid Khan points out that the act leaves out a large section of women who work in the informal sector. He also points out the need to consider providing paternity leave to men to increase their participation in child care, particularly in the current context of nuclear families.



PRINT | BEST NEWS REPORT | KANNADA

RAJESH RAI CHATLA

'DANDEYA ODALALA' | PRAJAVANI

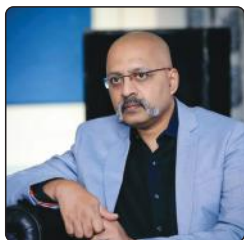
Rajesh Rai Chatla through his series of articles brings to the readers the findings of a report prepared by a committee formed by the state government on sex workers. He presents the data and findings in a lucid style. All the dimensions of women in sex work including health, welfare, safety and trafficking issues are analyzed in a non-judgmental fashion based on the findings of the study.

PRINT | BEST FEATURE | ENGLISH

SHWETA PUNJ

'I WAS SOLD AT 14 AS A SEX SLAVE' | INDIA TODAY

Shweta Punj delves deep into the inhuman trafficking of young girls for sex trade and exposes the factors that increase the vulnerability of orphaned and poor girls who fall prey to trafficking and the involvement of young men and families in trafficking for easy money. Using personal narratives of the girls trafficked, the feature provides a comprehensive picture of sex trafficking in India.



ELECTRONIC | BEST DOCUMENTARY | ENGLISH

SUDHIR T. S

'CHILDREN OF A LESSER GOD' | INDIA TODAY TV

Sudhir T. S. explores the strong linkages between agrarian crisis, poverty, rural out-migration and trafficking of children. He brings to the viewers the compulsion of parents to migrate and the plight of young children left behind who are forced to fend for themselves. They are the easy targets for the touts scouting for girls for trafficking. The documentary is an indictment of our government schemes and policies that leave these children outside the pale of development.

PRINT | BEST INVESTIGATIVE STORY | ENGLISH

VIKHAR AHMED SAYEED

'A TALE OF EXPLOITATION' | FRONTLINE

Vikhar Ahmed Sayeed highlights the medical malpractice of unwarranted hysterectomies on poor and illiterate women in Kalaburagi district of Karnataka. He brings to light the exploitation of the women by the doctors and the effects of the unwanted hysterectomies on women's health and work.





WEB | BEST E-MAGAZINE | POINT OF VIEW

SKIN STORIES

Skin Stories presents fresh new perspectives and urgent personal essays at the intersection of gender, sexuality and disability. It is an initiative of Point of View, a Mumbai-based non-profit. It brings forward narratives that are most often absent from mainstream media and gives the reader an insight into the lived realities of persons with disability.

WEB | BEST E-MAGAZINE

INDIASPEND.COM

DATA JOURNALISM FOCUSING ON WOMEN

IndiaSpend is an online magazine which utilises open data to analyse a range of issues with the broader objective of fostering better governance, transparency and accountability in the Indian government. They have also consistently been covering issues related to women in a lucid and comprehensible manner.



WEB | BEST SPECIAL EDITION

THE NEWS MINUTE.COM

TALKING GENDER

The Talking Gender series by The News Minute addresses rarely discussed aspects of gender conditioning, gender roles and how these concepts are ingrained in us. Violence against women is justified and women and their bodies are abused. It urges one to pay attention to our collective mindset on gender and has sparked much discussion.

REGIONAL WINNERS

ELECTRONIC | BEST RADIO PLAY | HINDI

AISHA LOVELY GEORGE

'POCKETSHALLA' | HIDDEN-POCKETS.COM

Pocketshalla is an audio podcast series in Hindi and it covers 6 different topics around sexual and reproductive health. The goal is to bridge the gap in sexuality education in India. It is meant for people between the age group of 15 – 18 years who are in government schools and have limited access to resources.



WEB | BEST SOCIAL MEDIA CAMPAIGN | ENGLISH

SUDHA UMASHANKER

WHEN AVARICE MEETS AGE | YOUTUBE

The video tells a touching tale of abuse of a senior citizen with strong gender overtones of a woman who was perfectly capable and willing to understand financial and property matters and was never taken into confidence by her husband, thus exposing her to the greed and cunning of relatives whose mercy she was left to. It describes the trajectory of the lives of many women who are not thought of as capable of handling money and property matters due to a patriarchal mindset in our country and are thus dispossessed and left to die after the death of their husbands.

WEB | BEST CAMPAIGN | ENGLISH

VIDEO VOLUNTEERS

TO DISMANTLE PATRIARCHY: KHEL BADAL



Video volunteers have managed to capture diverse gender issues ranging from socialization of children into gender roles, ostracization of widows from auspicious events like weddings, child marriage, marital rape and mindless violence against women who dare to attempt to live independently from their husbands. They have shown that even being elected as the village head does not liberate women from age old customs like 'ghoongat' and domestic slavery. These issues have been portrayed through live interviews of women and children made into videos aptly called "dismantle patriarchy". The common thread that runs through all of them is that the women have not lost hope and are willing to become the harbingers of change.

SPECIAL AWARDS



SPECIAL AWARD FOR CONSISTENT REPORTING ON FILMS FROM A GENDER PERSPECTIVE

DR. SHOMA CHATTERJI

Dr. Shoma Chatterji is a veteran film critic, freelance journalist, film scholar and author with two National Awards for film writing - Best Writing on Cinema and Best Film Critic in 1991 and Best Book on cinema in 2002, and holds a doctorate in Film Studies. She is also an author of many short-story collections. She specialises in gender issues and the portrayal of women in the media. Her steadfast and nuanced writings on gender within media are valuable contributions.

WOMAN BEHIND THE SCREEN AWARD

LATE KALPANA LAJMI

Late Kalpana Lajmi (1954 – 2018) film director, producer and screenwriter who made many women centric films. She debuted as a feature film director in 1986 with *Ek Pal*. She then took a break from directing movies and went to direct her first television serial *Lohit Kinare*. Best known for *Rudaali* (1993), in which she cast Dimple Kapadia, Lajmi proved herself with that film as a sensitive filmmaker who could handle bold subjects with aplomb. Based on Mahasweta Devi's short story, *Rudaali* follows the life of an oppressed widow (Kapadia) in a Rajasthani village. Lajmi's later films also contained a social message. Her film in 2001, *Daman: A Victim of Marital Violence* was distributed by the Indian Government and was highly acclaimed by critics. It was the second time that an actress won the National Film Award for Best Actress under Lajmi's directorial hand. She broke many taboos and many glass ceilings and is an inspiration to many film makers.





JURY APPRECIATION CERTIFICATE – PRODUCT

OGILVY INDIA

#MEMORIESINACUP | RED LABEL

#MemoriesInACup highlights a beautiful nostalgic reunion of an old professor with his successful student and the shared memories of the tea prepared by the student during his college days. It highlights the fact that memories of preparing a good cup of tea need not be limited to women alone.

JURY APPRECIATION CERTIFICATE - PRODUCT

OGILVY INDIA

#GOSAFEOUTSIDE | HAMAM SOAP

#GoSafeOutside, promotes the idea of women equipping themselves to safely go outside on their own – without male protection – having learnt self defence skills. The mother is shown as the motivating force who encourages this transformation in the mindset of her daughter.



RUNNER UP - SERVICE

WHAT'S YOUR PROBLEM BRAND SOLUTIONS

TUFANI- #MOMBEAGIRLAGAIN | AMAZON

The Amazon advertisement underlines a very pertinent question: Why do women stop being their younger selves and give up their specific talents once they assume the role of mothers? It shows a daughter facilitating the journey of her mother towards getting in touch with her younger self – nicknamed Tufani – the feisty football player who is known in the school for her boisterous character. It urges women to be in touch with themselves.

RUNNER UP - CORPORATE

ISOBAR

#BRUISESCANBEGOOD | REEBOK INDIA

The Reebok India ad highlights how common and normalised physical abuse against women has become by relaying what people thought when they saw a bruised woman. It effectively conveys the message that bruises need not necessarily be an indication of vulnerability but could also be the sign of strength, capabilities and empowerment.



RUNNER UP – PRODUCT

BRANDMOVERS

#CHANGEFORPROGRESS | BIBA

#ChangeForProgress questions our deep seated gender biases with regard to the career aspirations of men and women. It highlights the absurdity of the query “ why do you want to study when anyway you have to stay at home to take care of the family” by posing it to an ambitious young man and ends with a question “Why ask a woman what you wouldn't ask a man?”

BEST ADVERTISEMENT - DIGITAL

CHEIL INDIA

WE CARE FOR THE GIRL CHILD #SAPNEHUEBADE | SAMSUNG TECHNICAL SCHOOL – A CSR INITIATIVE

This advertisement highlights the importance of a supportive family environment for girls to realise their dreams. It emphasises how a compassionate father enables his daughter to realize her dream of becoming an engineer and an entrepreneur. It also stresses acknowledging the value of a daughter as a daughter, instead of treating her as a 'son' when she does well for herself and her family.



BEST ADVERTISEMENT - DIGITAL

FCB INTERFACE

#LADKIHAATHSENIKALJAAYEGI | MAHINDRA AND NANHI KALI

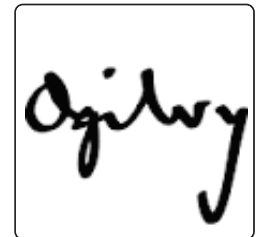
This emotional and powerful ad uses brilliant wordplay and puts a positive spin on the commonly used phrase in Indian society *Ladki Haath Se Nikal Jayegi* meaning that 'the girl would go out of one's control' – used to curb girls' freedom and choices. It shows how a forward looking father paints a positive picture of the phrase in the mind of his young daughter. The ad stresses that girls' success depends on them not being controlled as is willed by the society but having the freedom to make their choices to fulfill their dreams.

BEST ADVERTISEMENT - CORPORATE

OGILVY INDIA

#THINGSTHATHAPPENATWORK- GENDER BIAS | CEAT

The ad playfully underscores gendered assumptions that are encountered on a daily basis – especially in workplaces. It shows a male incorrectly supposing and targeting his questions about bikes to another male colleague when he spots a new helmet – wilfully ignoring the possibility that it could belong to the female colleague who is sitting right across. The ultimate punch of the helmet belonging to the woman highlights the commitment of CEAT to break gender stereotypes.



BEST ADVERTISEMENT – SERVICE

COVERFOX

COVER KARO, KAAM AAYEGA | COVERFOX.COM

This advertisement for an insurance service provider puts an empowering spin to women's reaction to eve teasing on the street. Instead of cowering and feeling embarrassed, the protagonist faces up to the eve-teasers and puts them in their place by boldly calling out their behaviour and not losing her cool.

BEST ADVERTISEMENT – PRODUCT

THE WOMB

SAREGAMA CARVAAN - THE PERFECT GIFT FOR YOUR MOTHER

This advertisement not only highlights the rarely expressed playful aspect of the character of the mother by showing her dancing around without a care, but also puts a positive spin on the daughter-mother relation which is hardly, if ever, acknowledged in the media. The tagline sums it up very well by saying “...the perfect gift for your first love, your mom”!



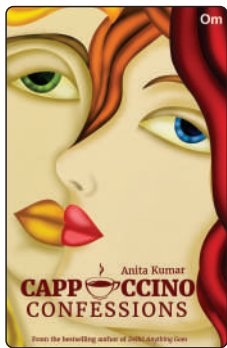
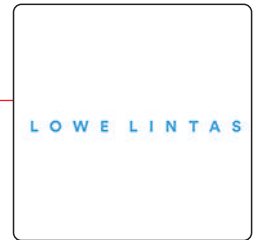


BEST ADVERTISEMENT – CSR
FCB INDIA
 SINDOOR KHELA | THE TIMES OF INDIA

This strong social media campaign by Times of India moves beyond being a mere creative commercial by impacting change on the ground. The campaign opens the door for widows, sex workers and transgender individuals, who are traditionally shunned from such festivities, to be part of the Sindoor Khela - their feisty spirit leaving the conservatives no choice but to embrace them.

BEST ADVERTISEMENT - GRAND PRIX
LOWE LINTAS
 #EVERYWOMANSRIGHT | AN INITIATIVE BY ASTRAL PIPES

This powerful '#EveryWomansRight' advertisement for the toilet building initiative by Astral Pipes asserts that a toilet within the house is every woman's right. It uses an extremely catchy verse with the backdrop of an attractive rhythm that tends to stay with the viewer, while accentuating the authoritative voices of the women. The women powerfully counter the men's patriarchal retorts with strong meaningful banter, ultimately driving their point across, i.e. their right to personal lavatories.

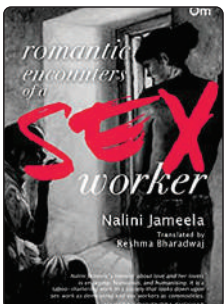
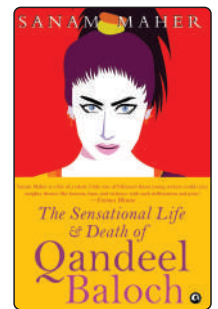


BOOK | FICTION | CAPPUCCINO CONFESSIONS
ANITA KUMAR
 OM BOOKS INTERNATIONAL

Cappuccino Confessions is a refreshing read which looks at hypocrisy within society that places women in boxes as good and bad. This book reveals marriages which are a farce, divorces, failed relationships, affairs and so on and the double standards and moral judgments that are attached to them, particularly with regards to women. This book reveals a web of relationships. What comes through is that the need to love oneself and be true to oneself is the key to move forward in life.

BOOK | NON-FICTION | THE SENSATIONAL LIFE AND DEATH OF QANDEEL BALOCH
SANAM MAHER
 RUPSA & CO.

The book holds a mirror to what society is today and tells the story of an honor killing. Though it is about life in Pakistan, much of what happens in the book happens in India too, not just in villages and hidden small towns but in metropolitan cities too. More relevant is the desire for instant fame in the context of social media and its consequences, apart from the patriarchal structures of violence which come into force when women stray from the path laid out for them by society.



BOOK | NON-FICTION | ROMANTIC ENCOUNTERS OF A SEX WORKER
NALINI JAMEELA & RESHMA BHARADWAJ
 OM BOOKS INTERNATIONAL

The book deals with the lives of people who might be considered “disrespectable” under a typical heteronormative, patriarchal and misogynistic mindset. It also deals with a different kind of labour, the sex work of Nalini, that is often unrecognised in a formal sense. Nalini's simple and clear account of her own trials and tribulations and her searing honesty serves as a mirror to all of us to reflect on our own biases and the fault lines along which we create our own identities. Her nuanced understanding of how patriarchy is a system that traps both men and women to replicate patterns of violence serves as a warning to all of us. The book gives us an insight into the travails sex workers face and surmount in their work.

ALANKRITA SHRIVASTAVA
LIPSTICK UNDER MY BURKHA

Lipstick Under My Burkha is about four women in a small town who dare to exert some autonomy in their lives, at their own small levels. Whether it is career, marital, reproductive, sartorial or sexual choices, these women try to find their ways around familial and social constraints on their desires and also ultimately pay the consequences for their “transgressions”. By realistically portraying the dynamics between individual feminine aspirations and an unrelenting societal framework that brutally controls the same, the film throws light on a very pertinent subject rarely explored in Indian films - the life-world and daily negotiations of a huge chunk of the female population in the small towns of India.



MANHAR GADHIA PRODUCTIONS
SAAT TERI EKVEES

In its 3rd season, *Saat Teri Ekvees* has a new set of monologues by women and has an underlying theme of "desire". It explores narratives on Survival, Intimacy, Being Oneself, Motherhood, Love, To Be Born and Appreciation. Some stories evoke heart-warming smiles, others evoke a soul-searching silence but all make one sit up and notice a woman's soul with a new perspective. The Gujarati monologues are well etched out and are representative of stereotypical characters and situations. The plays deal with women characters that have shown strength and courage to establish their individuality in an unsupportive social structure.



LAADLI LIFETIME ACHIEVEMENT AWARD



PADMA BHUSHAN PRABHA ATRE

Padma Bhushan Prabha Atre is a renowned Hindustani classical music vocalist and the senior most front ranking living legend of the Kirana gharaanaa. She has donned many hats in her life; beyond her mainstay as a performer she is also a researcher, academician, reformer, author, composer and guru. In the past she has been an Assistant Producer with the All India Radio as well as Professor and Head of the Department of Post-Graduate Studies & Research in Music at SNDT Women's University, Mumbai. Dr. Atre is an acclaimed guru both in performance and research, being actively involved in music related academic activities like workshops, seminars and teaching at foreign universities as a visiting professor. She has also set up the 'Dr. Prabha Atre Foundation' that aims to promote the cause of Indian classical music and performing arts. In addition to several regional awards, Dr. Prabha Atre has been honoured with the highest national awards in the country - 'Padma Shree' and 'Padma Bhushan' by the Government of India, as well as 'Sangeet Natak Akademi' Award and 'Tagore Akademi Ratna' by the Central Sangeet Natak Akademi.

LAADLI OF THE CENTURY AWARD



MS. COOMI WADIA

Coomi Wadia began her career as both a graphic artist at Eve's Weekly and Ogilvy Benson, and a pianist and singer in the Paranjoti Chorus. When her mentor and conductor, Dr. Victor Paranjoti, died in 1967 she was seen as the obvious choice to take over as conductor of the esteemed choir. She left the advertising world to focus on her musical journey. Under her baton the choir scaled even greater musical heights. She is the first and only conductor to lead an Indian chorus to win international competitions, winning gold in Poland in 1974, and silver in Spain in 1977. Another career highlight came at the 1981 Partnersingen festival in Stuttgart, Germany, where she was chosen to conduct over 700 singers and instrumentalists in the grand finale concert. She took the Chorus on a new and bolder course. She began to introduce Indian audiences to modern 20th century works with rhythms and tonalities unheard here before. She invited Indian composers to write new choral music, and then disseminated these wonderful new compositions all over the globe. One spectacular five-decade long partnership has been between Coomi and the brilliant Indian composer Vanraj Bhatia, whose path-breaking and challenging compositions she instinctively and authoritatively interprets.



JOI BARUA

Joi Barua is an Indian singer and music composer. Born in Digboi, Assam, he started his career by singing advertising jingles and later did playback singing for Hindi, Assamese and Telugu films. He is also the lead vocalist of the band *Joi*. Barua has a mixed musical style incorporating elements of rock, soul, jazz, folk and world music. *Joi* was awarded the Best Debut Award (2010) for his album *Joi - Looking Out of the Window* at the Big Music Awards organised by Big 92.7 FM, Guwahati. He has worked with movies like *Munna Bhai M.B.B.S*, *Margarita with a Straw*, *Zindagi Na Milegi dobara* and many more.



CHOIR PERFORMANCE- MEHLI MEHTA MUSIC FOUNDATION

Established in 1995, the Mehli Mehta Music Foundation (MMMMF) is a not-for-profit organization that promotes western classical music through the presentation of high quality concerts and music education for children. The Foundation honours the late Mr. Mehli Mehta (1908 – 2002), a conductor and violinist who lived in Bombay until 1954 before he emigrated to the UK and subsequently to the US, where he was conductor of the American Symphony for 33 glorious years. The MMMF's mission is to create greater awareness and appreciation of western classical music, to share knowledge and understanding of this music, and make music education and the joy that comes with it, accessible to all.

PROGRAMME

- Curtain raiser
- Opening performance by Mehli Mehta Music Foundation - Choir
- Welcome address by Mr. S. V. Sista
- Address by Dr. A. L. Sharada
- Felicitation of National *Laadli* Media Awardees
- Address by IAA representative
- Felicitation of South Asia *Laadli* Media Awardees
- Introduction of special award winners by Ms. Dolly Thakore
- Presentation of special awards- Padma Bhushan Prabha Atre
- Address by Padma Bhushan Prabha Atre, Winner of *Laadli* Lifetime Achievement Award
- Presentation of *Laadli* of the Century Award - Ms. Coomi Wadia
- Address by Ms. Coomi Wadia
- Performance by Mr. Joi Barua
- Presentation of Film, Book, Theatre & Ads awards
- Address by Chief Guest Mr. Shekhar Gupta, Editor-in-Chief, The Print Event compered by Rohini Ramnathan



DEEPA GAHLOT

Deepa Gahlot is a critic, columnist, editor, blogger, author and curator. She writes extensively on cinema, theatre, the arts, women's issues for several publications and websites. She has won the National Award for Best Film Criticism and has edited several cinema journals. Her work has appeared in anthologies on women's studies and cinema.

DOLLY THAKORE

Ms Dolly Thakore is a renowned Television Newscaster, along with being a veteran Commentator, Columnist, Communication and Public Relations Consultant, Associate Publisher, Editor, Casting Director and Theatre Actor. She is actively involved with the India Sponsorship Committee, ALERT-INDIA, Citizens for Peace and the play – The Vagina Monologues and is part of a global movement to end violence against women.



JEROO MULLA

Jeroo Mulla is currently visiting faculty at Sophia Polytechnic, Mumbai and Symbiosis Institute of Mass Communications, Pune. She was the first recipient of the Professor Satish Bahadur Lifetime Achievement Award for Outstanding Contribution to Film Studies in South Asia. She was appointed to the Film Censor Board as an Advisory Panel member and has served on the selection committees for film festivals like MAMI, MIFF and the International Children's Film Festival.

K.V SRIDHAR

K V Sridhar was the Chief Creative Officer of Sapient Nitro and Leo Burnett India. Now he is the Chief Creative Officer of Hypercollective. He is widely respected as a global creative leader and has spent close to 38 years in Advertising. He had won a record 23 Cannes Lions. He is deeply committed to the issues concerning the girl child.



MEENA MENON

Meena Menon is an independent journalist and former bureau chief, The Hindu, Mumbai. She has worked with United News of India, The Times of India and Middy. She is the author of 'Riots and After in Mumbai', 'Reporting Pakistan' and co author of 'A Frayed History -The Journey of Cotton in India'.

MOHAMMED KHAN

Mohammed Khan is known for creating iconic brands that changed the face of advertising in India. He set new standards of excellence in advertising creativity by combining the craft of copywriting with art direction. He set up some of the country's best agencies, including Contract and Rediffusion as well as Enterprise Nexus.





PIA BENEGAL

Pia Benegal has been designing costumes for film, television and theatre for over two decades. She has worked on award winning films like 'Aligarh', 'Zubeidaa', 'Sardari Begum', 'Bose the Forgotten Hero', 'Mammo', 'Welcome to Sajjanpur', 'Dil Se', 'Well Done Abba' to name a few. She was a part of the making of 'Jang-E-Azadi', a docu-drama. She has won the Lux Cine Zee Awards 1998 for Best Costume Design for 'Sardari Begum'.

PARMESH SHAHANI

Parmesh Shahani is the head of the award winning Godrej India Culture Lab and the author of the book 'Gay Bombay: Globalization, Love and (Be)Longing in Contemporary India'. He is a TED Senior Fellow, a Yale World Fellow, a World Economic Forum Young Global Leader and an academy member for the Global Teacher Prize.



SATHYA SARAN

Sathya Saran is best known for her long association with Femina. She is also the author of a diverse variety of books; "The Dark Side", "Years with Guru Dutt: AbrarAlvi's Journey", "Sun Mere Bandhu Re", The Musical World of SD Burman and 'Baat Niklegi toh Phir': The Life and Music of Jagjit Singh. Sathya teaches fashion journalism at NIFT, Mumbai and Kangra.

S.V. SISTA

Mr S. V. Sista is a multifaceted personality committed to the cause of social upliftment. He was the Chairman and Managing Director of Sista's Private Limited – the first full-fledged advertising agency established by an Indian. He is associated with the Advertising Agencies Association of India (AAAI), Advertising Standards Council of India (ASCI) and the Advertising Club.



TORAL SHAH

Toral Shah, as part of QTP, works in the capacity of Creative Producer and Production Manager. She is one of the driving forces of Thespo - a youth theatre movement that culminates in an annual festival every December. She has also been instrumental in the building of international collaborations like *Gates To India Song*, *Nirbhaya* and *Maya The Musical*. She is the Managing Trustee of Society for Performing Arts Creation and Education (SPACE).

Laadli Media & Advertising Awards for Gender Sensitivity 2017

The 9th edition of the *Laadli* Media and Advertising Awards for Gender Sensitivity were held in Delhi on 14th September 2018 at United Services Institute. The awards for all the 4 regions, Northern, Eastern, Western and Southern were held together.

The event was graced by the presence of veteran journalist and Magsaysay Award winner Mr. P. Sainath along with other leaders from media and the development sector like Ms. Nalini Singh, Ms. Aruna Vasudev, Mr. Kamal Singh (UNGC), Ms. Cecilia Costa and Mr. Derk Segaar (UN Information Centre for India and Bhutan) and Al-Amin Yusuph (Advisor for Communication and Information, UNESCO)

The jury, which included 60 members from media, academia and social sector, selected 82 winners from 1500 plus entries received from across 13 languages from all over the country.

The awards were supported by UNFPA as the cause partner, CMS as the Collaborating agency and UNGC as the SDG Outreach Partner.

Rajasthan Patrika and Telegraph were the media partners for the regional event.

Awards supported by:

In Association with



Cause Partner



SDG Outreach Partner



Collaborating Agency



Media Partner





PRINT | BEST FEATURE | ASSAMESE

PARVIN SULTANA

'JOUNO UTPIRON, NYAYA ARU ANUSHTHANIK PROKRIYA- #ME TOO ANDOLONOR AAT DHORI' | SADIN

WEB | BLOG | BENGALI
EKHAN ALAP



WEB | BEST BLOG | BENGALI

JINAT REHENA ISLAM

'TEEN TAALAQER RAAY O MURSHIDABADER KHETEKHAUA MEYERA' | EKHAN ALAP

PRINT | BEST CAMPAIGN | ENGLISH (WESTERN REGION)

AHMEDABAD MIRROR

'LIFE FINDS AMRIKA'



PRINT | BEST COLUMN | ENGLISH (SOUTHERN REGION)

LAKSHMI KRUPA GE

'MS. REPRESENTATION' | THE NEW INDIAN EXPRESS

PRINT | BEST FEATURE | ENGLISH (EASTERN REGION)

AHELI MOITRA

'HOW A VILLAGE IN PHEK DISTRICT REVIVED MILLETS AND BECAME GENDER WISE' | THE MORUNG EXPRESS



PRINT | BEST FEATURE | ENGLISH (SOUTHERN REGION)

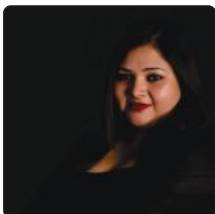
LEENA GITA REGHUNATH

'THE MURKY CASE OF MANGALAM TV AND THE QUESTION IT RAISES ABOUT THE GENDER PROBLEM IN MALAYALAM JOURNALISM' | THE CARAVAN MAGAZINE

PRINT | BEST FEATURE | ENGLISH (NORTHERN REGION)

NEHA SHARMA

'MOTHER AT 10- SORDID ACCOUNT OF ABUSE' | TIMES OF INDIA



PRINT | BEST FEATURE | ENGLISH (WESTERN REGION)

PUJA CHANGOIWALA

'MANODHAIRYA: A LANDMARK SCHEME WITH FLAWED EXECUTION' | THE HINDU

PRINT | BEST FEATURE | ENGLISH (WESTERN REGION)

RAKHEE ROYALUKDAR

'A NATURAL INSTINCT FOR WEAVING HELPS PATCH TATTERED LIVES' | GRASSROOTS



REGIONAL WINNERS



PRINT | BEST FEATURE | ENGLISH (EASTERN REGION)
SARITA SANTOSHINI
'THE PRICE OF LIFE' | THE CARAVAN

PRINT | BEST FEATURE | ENGLISH (NORTHERN REGION)
SHWETA PUNJ
'I WAS SOLD AT 14 AS A SEX SLAVE' | INDIA TODAY



WEB | BEST FEATURE | ENGLISH (NORTHERN REGION)
ADRIJA BOSE
'WHEN WOMEN FIGHT THEIR OWN BATTLES' | WWW.HUFFPOST.IN

WEB | BEST FEATURE | ENGLISH (EASTERN REGION)
BASUDEV MAHAPATRA
'TIME'S UP, AGE-OLD BELIEFS! ODISHA IS SAYING NO TO CHILD MARRIAGE' | WWW.THEQUINT.COM



WEB | BEST FEATURE | ENGLISH (WESTERN REGION)
BHAVYA DORE
'THE RANKS OF FEMALE SOCCER COACHES ARE GROWING, BUT NOT WITHOUT PUSHBACK' | WWW.THELILY.COM

WEB | BEST FEATURE | ENGLISH (SOUTHERN REGION)
ILA ANANYA
'IVF'S POTENTIALLY FATAL SIDE EFFECTS: OHSS, THE INDUSTRY'S BARELY KNOWN WORST NIGHTMARE' | WWW.THELADIESFINGER.COM



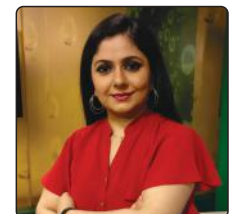
WEB | BEST FEATURE | ENGLISH (SOUTHERN REGION)
RAGAMALIKA KARTHIKEYAN & THEJA RAM
'SHAMING OF THE MOTHER IN PASCAL CHILD ABUSE CASE SHOWS ALL THAT'S WRONG WITH OUR LEGAL SYSTEM' | THENEWSMINUTE.COM

WEB | BEST FEATURE | ENGLISH (EASTERN REGION)
RINI BARMAN
'ASSAM: HOW TRIBAL COMMUNITIES BREW APONG, THEIR DRINK, REVEALS A LOT ABOUT GENDER AND TRADITION' | WWW.SCROLL.IN



WEB | BEST FEATURE | ENGLISH (WESTERN REGION)
URVASHI SARKAR
'WIDOWED BY TIGERS, ABANDONED BY THE STATE' | WWW.RURALINDIAONLINE.COM

ELECTRONIC | BEST FEATURE | ENGLISH (NORTHERN REGION)
BHAWNA G. NAYAR
'ACID ATTACK - LOST IDENTITY' | LOK SABHA TV





WEB | BEST BLOG | ENGLISH (WESTERN REGION)
AAREFA JOHARI AND AYSHA MAHMOOD
 'FEMALE GENITAL CUTTING IS BEING PRACTISED IN KERALA TOO:
 SAHIYO INVESTIGATION' | WWW.SAHIYO.COM

WEB | BEST BLOG | ENGLISH (SOUTHERN REGION)

SHWETA GANESH KUMAR
 'WHY THE PHRASE "BOYS WILL BE BOYS" IS DAMAGING OUR
 SONS' | WWW.WOMENSWEB.IN



WEB | BEST CAMPAIGN | ENGLISH (NORTHERN REGION)
CAMPUS POLITIK
 'ON SEXUAL HARASSMENT IN COLLEGES' | WWW.NEWSLAUNDRY.COM

PRINT | BEST INVESTIGATIVE STORY | ENGLISH (WESTERN REGION)

RUPSA CHAKRABORTY
 'THE REAL REASON WHY MUMBAI WOMEN WON'T BUY THAT FEMALE
 CONDOM' | MID DAY



PRINT | BEST INVESTIGATIVE STORY | ENGLISH (SOUTHERN REGION)
VIKHAR AHMED SAYEED
 'A TALE OF EXPLOITATION' | FRONTLINE

WEB | BEST INVESTIGATIVE STORY | ENGLISH (SOUTHERN REGION)

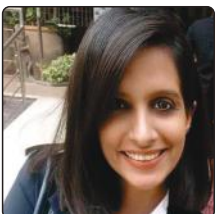
LAXMI PRASANNA AJAI
 'NO COMPENSATION FOR SEX ABUSE SURVIVORS FOR 10 YEARS' |
 WWW.THETIMESOFINDIA.COM



WEB | BEST INVESTIGATIVE STORY | ENGLISH (WESTERN REGION)
PRIYANKA VORA
 'WHAT KILLED SWATI JAMDADA? THE PREFERENCE FOR A SON, A
 SONOGRAPHY ERROR OR AN ILLEGAL ABORTION?' | WWW.SCROLL.IN

ELECTRONIC | BEST INVESTIGATIVE STORY | ENGLISH (SOUTHERN REGION)

UMA SUDHIR
 'BABY TRAFFICKING RACKET BUSTED IN HYDERABAD: GIRLS BEING SOLD
 EVEN BEFORE BIRTH' | NDTV



PRINT | BEST NEWS REPORT | ENGLISH (NORTHERN REGION)
ANEESHA BEDI
 'CHANDIGARH'S SHAME: 10-YR-OLD'S RAPE CASE HITS A WALL, ACCUSED
 UNCLE NOT FATHER OF HER CHILD & OTHERS' | HINDUSTAN TIMES

PRINT | BEST NEWS REPORT | ENGLISH (WESTERN REGION)

JYOTI SHELAR
 'THE CONFLICT WITHIN: PARSIS AND GENDER RIGHTS' | THE HINDU



REGIONAL WINNERS



PRINT | BEST NEWS REPORT SERIES | ENGLISH (SOUTHERN REGION)
KALLURI SHIVA SHANKAR
'REPORTS ON MATERNAL DEATH' | THE NEW INDIAN EXPRESS

WEB | BEST NEWS REPORT | ENGLISH (SOUTHERN REGION)
NITIN B. & RAGAMALIKA KARTHIKEYAN
'TIED UP, STRIPPED, FORCED TO SIT ON HER OWN EXCRETA -
INHUMAN TREATMENT OF WOMAN IN HYDERABAD HOME' |
THENEWSMINUTE.COM



PRINT | BEST OP-ED | ENGLISH (WESTERN REGION)
MEGHNA PANT
'MEET THE FEMINIST PARENTS WHO ARE RAISING SONS IN A MORE
EQUAL WORLD' | VOGUE

WEB | BEST OP-ED | ENGLISH (WESTERN REGION)
SHREYA ILA ANASUYA
'WHY WE SHOULD PAY URGENT ATTENTION TO A CAMPAIGN TO STOP
THE TRANS BILL 2016' | WWW.THEWIRE.IN



ELECTRONIC | BEST DOCUMENTARY | ENGLISH (NORTHERN
REGION)
BIPASHA MUKHERJEA, SHWETA PUNJ & SHIKHA
'MINOR OFFENCE' | INDIA TODAY TV

ELECTRONIC | BEST DOCUMENTARY | ENGLISH (SOUTHERN REGION)
SUDHIR T. S
'CHILDREN OF A LESSER GOD' | INDIA TODAY TV



WEB | BEST SOCIAL MEDIA CAMPAIGN | ENGLISH (NORTHERN REGION)
FCB INDIA
'SINDOOR KHELA- NO CONDITIONS APPLY' | YOUTUBE

PRINT | BEST COVER STORY | GUJARATI
AMITA MEHTA
'UPDOWN STRIONI LIFENE KARE CHE DOWN' | SANDESH



PRINT | BEST NEWS REPORT | GUJARATI
ASMITA DAVE
'AA BAHENO NA ATMASAMMAN, DHIRAJ, SAHANSHILTA, HIMMAT
ANE JAVBDARI MA GANDHI CHHE' | NAVGUJRAT SAMAY

PRINT | BEST FEATURE | GUJARATI
DEVAL THORIA
'HOUSEWIFE ME SE POWERFUL BUSINESS WOMAN BAN' |
GUJARAT SAMACHAR PLUS





PRINT | BEST CAMPAIGN | HINDI (WESTERN REGION)
UPMA SINGH
 'BETA SIKHAO, BETI BADHAO ABHIYAAN' | NAVBHARAT TIMES

WEB | BEST CAMPAIGN | HINDI (NORTHERN REGION)
SWATI SINGH

'PLASTIC SANITARY PAD KA KHATARNAK KHEL...#THEPADEFFECT' |
 WWW.FEMINISMININDIA.COM



PRINT | CONSISTENT REPORTING ON GENDER ISSUES | HINDI
 (NORTHERN REGION)
NEETU SINGH
 GAON CONNECTION

PRINT | BEST FEATURE | HINDI (EASTERN REGION)

RACHNA PRIYADARSHINI
 'APAVITRA NAHI HUM' | SURBHI



PRINT | BEST FEATURE SERIES | HINDI (WESTERN REGION)
AMIT BAIJNATH GARG
 'ROTE-ROTE GUMNAAM HOTI RUDAALI' | RAJASTHAN PATRIKA

WEB | BEST FEATURE | HINDI (NORTHERN REGION)
D SHYAM KUMAR

'MAINE JO BHOGA, WOH AUR KISI KE SAATH NA HO' | WWW.BBC.COM



PRINT | BEST NEWS REPORT | HINDI (SOUTHERN REGION)
NIKHIL KUMAR
 'UJAD RAHI KOK' | RAJASTHAN PATRIKA

PRINT | BEST NEWS REPORT | HINDI (NORTHERN REGION)
RUBY SARKAR

'JAMEEN KE PATTE MILE TOH AURATON NE DIKHAYA JOUHAR' |
 DESHBANDHU BHOPAL



PRINT | BEST NEWS REPORT | HINDI (EASTERN REGION)
SABITA KUMARI
 'LAKDI PAR KHANA NAHI BANANE PAR PATI NE DIYA TALAK' | HINDUSTAN
 MEDIA VENTURES LIMITED

WEB | BEST NEWS REPORT | HINDI (NORTHERN REGION)
NARJIS HUSAIN

'GUJRAT MEIN VARSAI NE DILAYA AADIWASI MAHILAYON KO UNKA ZAMINI
 HAQ' | WWW.FARKINDIA.ORG



REGIONAL WINNERS



PRINT | BEST OP-ED | HINDI (NORTHERN REGION)

JAHID KHAN

'PRASUTI AVKASH VIDHEYAK MEI JO SANSHODHAN RAH GAYE' | SACH KAHOON

WEB | BEST BLOG | HINDI (NORTHERN REGION)

RITIKA ROY

'LADKIYAN BOLNE LAGENGI DARR TOH LAGEGA HI' |
WWW.NAVBHARATTIMES.COM



WEB | BEST SOCIAL MEDIA CAMPAIGN | HINDI (NORTHERN REGION)

BBC MEDIA ACTION INDIA LIMITED

'#BHL' | YOUTH KI AWAAZ

WEB | BEST SOCIAL MEDIA FILM | HINDI (NORTHERN REGION)

POPULATION FOUNDATION OF INDIA

'FATHER'S DAY WITH VIDYA BALAN: BAS AB BAHUT HO GAYA'



ELECTRONIC | COMMUNITY RADIO | HINDI (NORTHERN REGION)

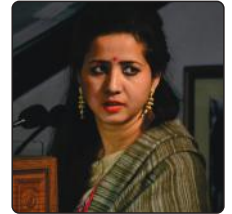
WAQT KI AWAAZ

'BEKHAUF RAH'

ELECTRONIC | BEST RADIO FEATURE | HINDI (NORTHERN REGION)

DR. DEVKANYA THAKUR

'PAHAD KI AURAT' | AKASHVANI SHIMLA



ELECTRONIC | BEST RADIO CAMPAIGN | HINDI (NORTHERN REGION)

NABA KISHORE SARANGI

'NO HAPPY WOMEN'S DAY' | 94.3 MY FM

PRINT | BEST FEATURE | KANNADA

MANJULA RAJ

'BENKIYANNU MUTTIDARE KAI SUTTU HODEETHU JOKE' | STHREE JAGRUTHI



PRINT | BEST NEWS REPORT | KANNADA

RAJESH RAI CHATLA

'DANDEYA ODALALA' | PRAJAVANI

PRINT | BEST NEWS REPORT SERIES | MALAYALAM

RICHARD JOSEPH

'ATHIJEEVANATHINTE STHREEMUKHANGAL' | DEEPIKA DAILY





PRINT | FEATURE | MALAYALAM

T. AJEESH

'JEEVITHA VARNANGAL' | MALAYALAM MANORAMA DAILY

WEB | BEST FEATURE | MALAYALAM

K. RAJENDRAN

'KERALATHILE STHREEDHANA KUDIYETTANGAL' |
KAIRALINEWSONLINE.COM



WEB | BEST INVESTIGATIVE STORY | MALAYALAM

NIZAR PUTHUVANA

'OORUKALIL, ILAM CHORA NILAVINIKKUNNU' | WWW.MADHYAMAM.IN

ELECTRONIC | BEST DOCUMENTARY | MALAYALAM

SANOOP SASIDHARAN

'PENKUTTIKALUDE ARAMAM' | MEDIA ONE TV



PRINT | BEST INVESTIGATIVE STORY | MARATHI

PRAGATI S. PATIL

'POTAATLYA MULICHA AAINI KELELA STING' | LOKMAT

PRINT | BEST NEWS REPORT | MARATHI

RAJESH JOSHTE

'... TAR MAHILASATTAKAAT PURUSHANA AARAKSHAN' | PUDHARI



PRINT | BEST FEATURE | MARATHI

SHARMISHTHA BHOSALE

'DAYAAR, DISHA ANI TICHE SURYA' | MEDIA WATCH

PRINT | BEST FEATURE | MARATHI

VANDANA DHANESHWAR

'SHWAAS SURU RAHAVET MHANNUN' | DAINIK DIVYA MARATHI – MADHURIMA



PRINT | BEST NEWS REPORT | ORIYA

AISWARYA PARIJA

'SAMAJIKA KATAKANARE BANCHIBAKU AKRANT MAHILA NKASANGHARSA ... ' | NITIDIN ODIA DAILY

PRINT | BEST OP-ED | ORIYA

GHASIRAM PANDA

'DHARA 375 O UCHHATAMA NYAYALAYANKA RAYA' | NITIDIN ODIA DAILY



REGIONAL WINNERS



PRINT | BEST FEATURE | ORIYA
NIBEDITA PATTANAİK
'VINNA BISWARA KAHANI' | SAMAJ WEEKLY

ELECTRONIC | BEST NEWS REPORT | ORIYA
SUPRIYA DASH
'ATHA BARSHA PARE NYAYA' | NAXATRA NEWS



PRINT | BEST FEATURE | PUNJABI
NEETU ARORA
'ROJ WALI AURAT' | WAHGA

PRINT | BEST FEATURE | TAMIL
J. SATHISH
'MANNAI MEETKA PORADUM PENGAL' | KUNGUMAM THOZHI



WEB | COLUMN | TAMIL
K.S. SUGITHA
'ARASIYAL PAZHAGUVOM' | WWW.IETAMIL.COM

WEB | BLOG | TAMIL
MUTHURASA KUMAR
'PEYAR- VAYADHU- PAAL: MOONDRAM PAALINAM' |
WWW.MINNAMBALAM.COM



PRINT | OP-ED | TELUGU
DR. MALLESWARI P. N.
'BHOO MI CHEPPINAA AAKAASAM NAMMAKA PADELLU' | SAKSHI- TELUGU

PRINT | BEST FEATURE | TELUGU
PADMA VADDE
'BAALINTHAGA BADIKI VELTE RAVADDANNARU' | EENADU VASUNDHARA



ELECTRONIC | ISSUE BASED PROGRAMME | TELUGU
AA EE ANJALI
TRANSVISION YOUTUBE CHANNEL

ELECTRONIC | BEST NEWS REPORT | TELUGU
KADALI MOHAN
'WONDERFUL GIRLS' | VANITHA TV





ELECTRONIC | BEST FEATURE | TELUGU
NANDAGIRI KISTIAH
'BALIKALU BADIKI DOORAM' | VANITHA TV

PRINT | BEST FEATURE | URDU
NIKHAT PERWEEN
'BIDI BANA JEENE KA SAHARA' | THE DAILY LAZAWAL



PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH
ALIYA BASHIR
'POOR SANITATION AND LACK OF CLEAN WATER THREATENS MATERNAL HEALTH IN RURAL KASHMIR' | KASHMIR INK

PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH
PINTO DEEPAK
'2 HOURS FROM CITY, 'BABY FACTORY' SEEKS MALE' | DECCAN CHRONICLE



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
AAREFA JOHARI
'THE BACKSTORY: ON THE POLL TRAIL SEARCHING FOR GUJARAT'S, MISSING YOUNG WOMEN' | WWW.SCROLL.IN

WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
DR. UJWALA SHENOY KARMARKAR
'WHY ILLNESS IN WOMEN MORE LIKELY TO BE WRONGLY DIAGONSED AND TREATED?' | WWW.WOMENSWEB.IN



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
MOHD IMRAN KHAN
'PRIVACY ISSUES HAUNT BIHAR'S FLOOD-HIT WOMEN' | IANS

WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
PAMPOSH RAINA
'POVERTY DRIVES RAMPANT CHILD TRAFFICKING IN INDIA'S NORTHEAST' | WWW.NEWSDEEPLY.COM



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
PRIYANKA VORA
'UTERUS TRANSPLANTS ARE EXPERIMENTAL AND RISKY BUT INDIAN WOMEN ARE ALREADY LINING UP FOR THEM' | WWW.SCROLL.IN

WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
SHREYA ILA ANASUYA
'THERE'S SOMEONE ELSE JUST LIKE YOU': INSIDE INDIA'S ASEXUALITY NETWORKS' | DEEPDIVES.IN



REGIONAL WINNERS



PRINT | JURY APPRECIATION CERTIFICATE | HINDI
ANUPAM KUMARI
'KAB TAK SURAKSHA KE ABHAV MEIN KATEGI JINDAGEE' |
PRABHAT Khabar

PRINT | JURY APPRECIATION CERTIFICATE | HINDI

SUSHMA TRIPATHI KANNUPRIYA
'JAAN KO DAAV PAR LAGAKAR BANDHYAKARAN KARWATI HAIN
MAHILAYEN' | SALAAM DUNIYA



PRINT | JURY APPRECIATION CERTIFICATE | MARATHI
MANISHA MHATRE
'TERRACE BANLE GIRLS HOSTEL' | LOKMAT

ELECTRONIC | JURY APPRECIATION CERTIFICATE | TAMIL

K.S. SUGITHA
'CONSISTENT ENGAGEMENT ON GENDER ISSUES IN
MAINSTREAM MEDIA' | INDRAIYA SEITHI - NEWS7 TAMIL



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MOHD ANIS UR RAHMAN KHAN
'KHWATEEN MUSAFERON KA BHI KHYAL JAROORI' | DAILY CHATTAN



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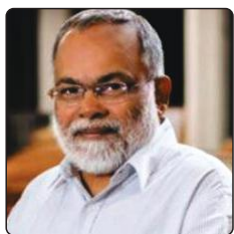


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GYANENDRA PANDEY

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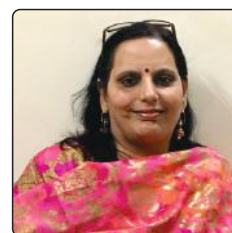
LAD KUMARI JAIN



**LALIMA ANEJA
DANG**



MALTI MEHTA



MANJARI CHATURVEDI



MANJIRA MAJUMDAR



MANNIKA CHOPRA



MEENA KARNIK



MEGHNA GHAI PURI



MINI KAKKAR



**MONICA NAYYAR
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PROF. KULDEEP KAUR



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SAMPAD MAHAPATRA



SANDEEP SAHU



SATYAVATI KONDAVEETI



SHEFALI CHATURVEDI



SIBY KATTAMPALLY



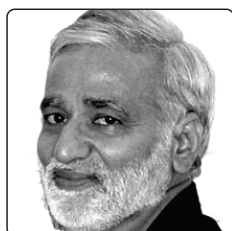
SMRITI NEVATIA



SONALI KHAN



SUNNY SEBASTIAN



URMILESH



V J M DIWAKAR



VIDYA BAL



**YUSUF HATIM
MUCHHALA**

GLIMPSES OF AWARDS



Winners of Regional *Laadli* Media Awards held at Delhi



Shweta Punj with Chief Guest P. Sainath, Dr. A.L Sharada & Mr. Derk Segaar.



Jury Members Sonali Khan & Shefali Chaturvedi with P. N. Vasanti addressing the winners.



Padma Shree Shovana Narayan performing at the Regional *Laadli* Media Awards in Delhi

POPULATION FIRST

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

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

ABOUT LAADLI MEDIA INITIATIVES

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

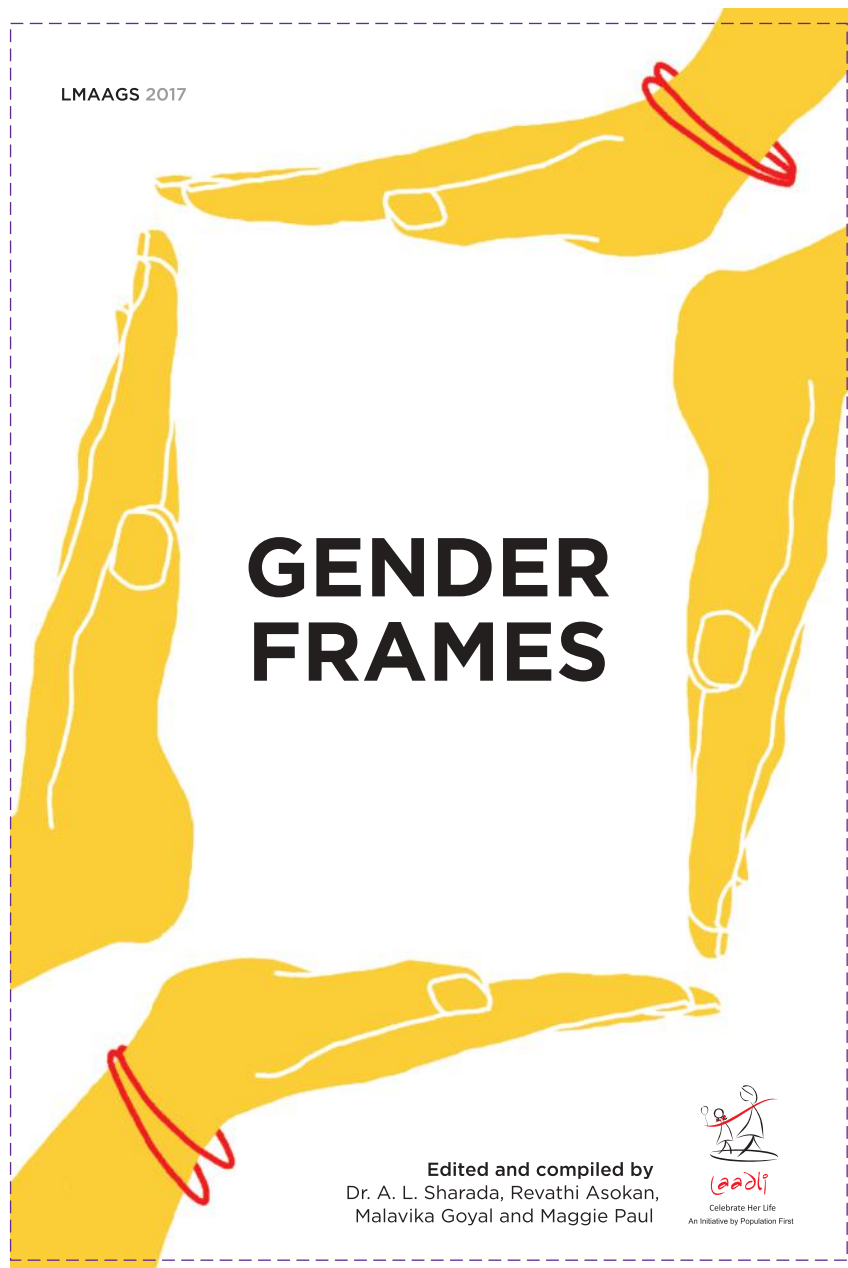
This year we had a consultative meet with the Heads and Creative Directors of Advertising Agencies to review the gender guidelines for advertising and the draft guidelines are ready. We had also commissioned a research study on 'Changing Trends in the portrayal of Women in Indian Advertising' through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

ABOUT LAADLI TROPHY



The *Laadli* Trophy extends the same analogy, with a red ribbon engraved with the words ‘Celebrate Her Life’. The trophy captures movement, free spirit and reaches out to the sky denoting unlimited potential.

The Trophy is designed by Arzaan Khambhatta

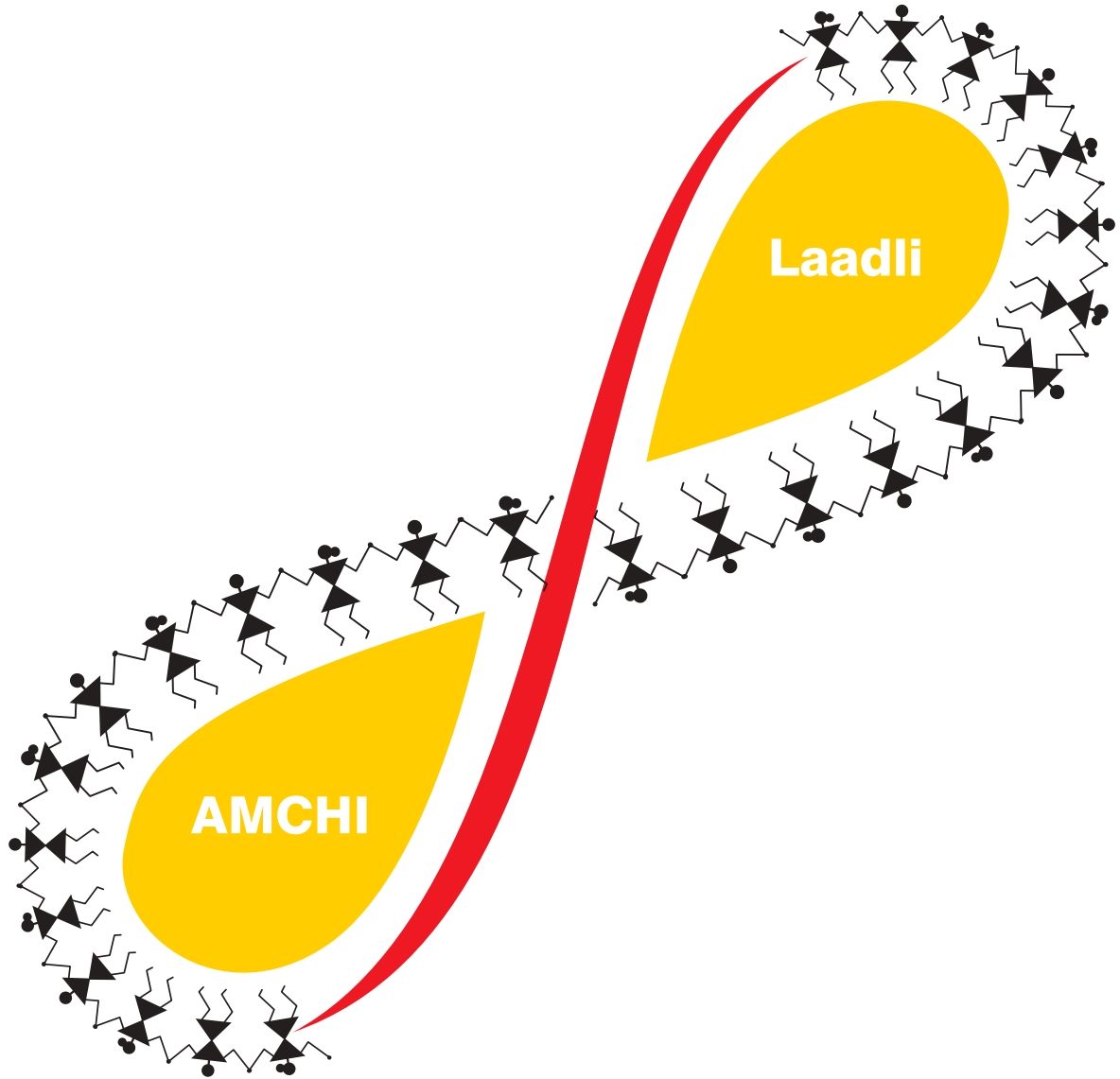


Gender Frames is a compilation of 38 award winning entries of *Laadli* Media and Advertising Awards for Gender Sensitivity (LMAAGS) 2017 and 2015-16. The articles featured focus on wide range of issues, reflect analytical depth and gender sensitivity. They highlight issues related to gender in India like women in conflict zones, women and health, women and law, women and workplaces, women and violence, as well as challenges of people traditionally excluded from such conversations such as people with social and physical disabilities and non-heteronormative sexualities and genders. These articles initiate dialogue on gender equality, deepen understanding of the prevalent discriminatory practices in society and highlight the lacunae in programmes implemented by the state.

Our Special Thanks:

- Hotel Marine Plaza
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- Sorab Wadia
- BBDO
- Aarya Nagre
- Shruti Pendharkar
- A. V. Birla Group
- Bright Outdoor
- BTVI
- Jolly Board Ltd.
- Lara Balsara
- Mahindra & Mahindra Ltd
- Qicom Brand Solutions
- M&M
- Canco Advertising Pvt. Ltd.
- Reliance General Insurance Simplex mills
- Sony Television
- Hyper Collective
- Mr. Ramesh Narayan
- Dr. Nandini Garg
- Dr. Anil Khandelwal
- Ms. Sangeeta Malkhede
- Mr. Pradeep Mullick
- Mr. K. V. Sridhar
- Ms. Joan
- Ms. Leela Meher
- UNICEF Delhi





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

Contributions to Population First are exempt from tax under section 80-G (5) of the Income Tax Act. Population First is registered under Foreign Contributions (Regulation) Act 1976. Cheques can be made payable to Population First and mailed to: Ratan Manzil, Ground Floor, 64, Wodehouse road, Colaba, Mumbai - 400 005.

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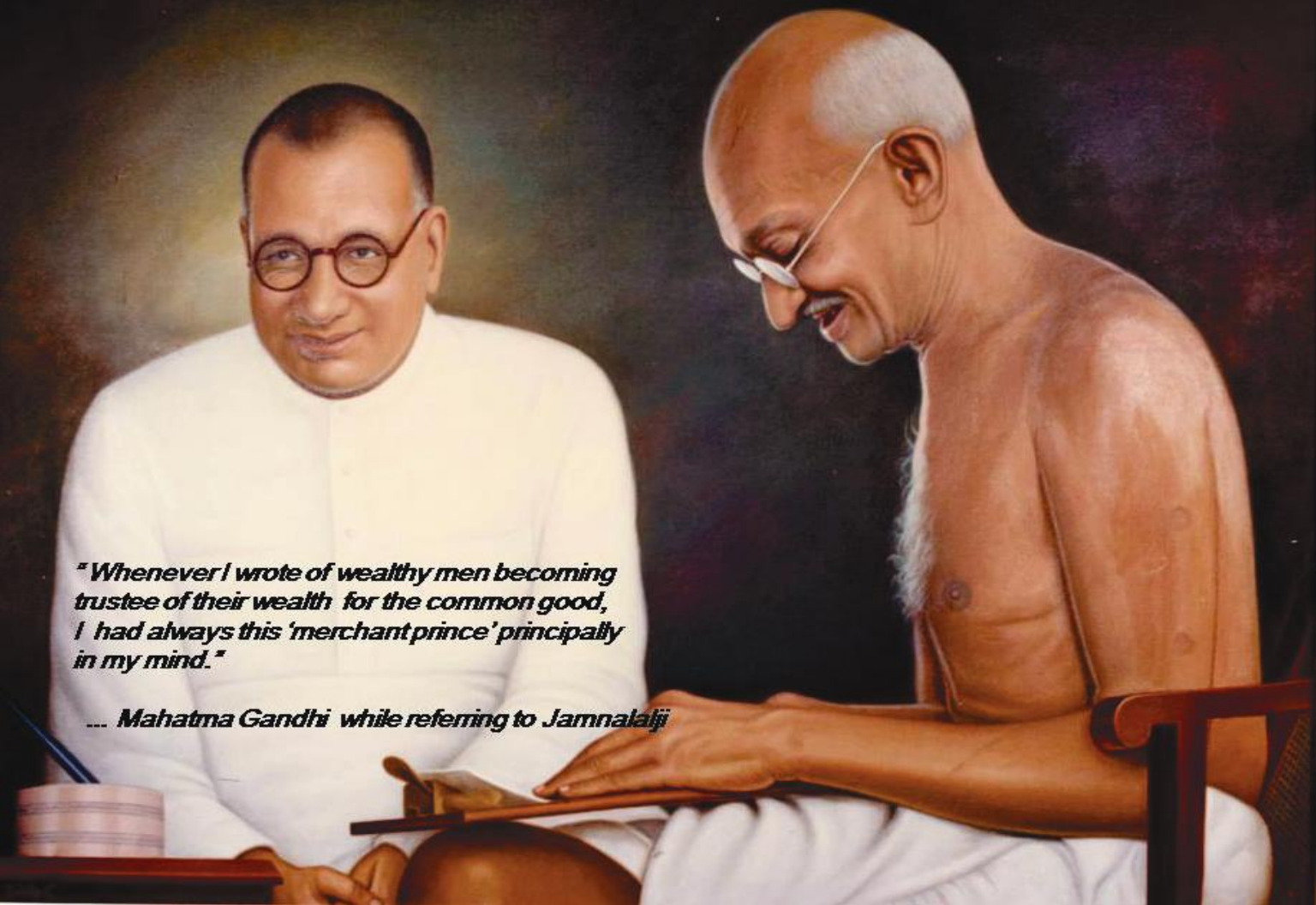
Contact us at:

Population First

Ratan Manzil, Ground Floor, 64,
Wodehouse Road, Colaba, Mumbai - 400 005.

Tel: 91679 02776 Email ID: info@populationfirst.org

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"Whenever I wrote of wealthy men becoming trustee of their wealth for the common good, I had always this 'merchant prince' principally in my mind."

... Mahatma Gandhi while referring to Jamnalalji

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A Group with a Heart

ॐ नमो भगवते वासुदेवाय

...believed Shri Jamnalalji Bajaj, Founder, Bajaj Group,
A Social reformer, a Philanthropist & a Freedom Fighter

Following his footsteps,

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ॐ नमो भगवते वासुदेवाय to Social & Economic Development for upliftment of poorest of the poor

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Resonating its goodwill & Touching every Indian,

The Legacy continues...