

Population First

10th
EDITION
2020

THE NATIONAL
LAADLI
MEDIA & ADVERTISING AWARDS
FOR GENDER SENSITIVITY
SUPPORTED BY UNFPA



Media Partner



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Celebrate Her Life
An Initiative by Population First

Supported by



Tuesday, December 15, 2020
Live on YouTube

It gives us immense pleasure to share with you the event brochure of the 10th edition of the *Laadli* Media and Advertising Awards for Gender Sensitivity 2020. It was a very exciting nine months for us since we announced the call for entries in March 2020. The anxiety and excitement of receiving entries during the Covid-19 times, the shortlisting process, the animated discussions at jury meetings and the new learning of organizing an online event. What an amazing experience it was!

The icing on the cake was the very act of reading and watching diverse content and the feeling that all was not lost and that there is hope for a strong and meaningful media emerging from the current crisis.

The online publications, the OTT and the Social Media platforms seem to be providing the much needed space and time to journalists and creative content producers to work on topics and themes which would perhaps not be accepted by a mainstream publication or channel. The freedom from commercial concerns seems to be liberating in a sense. Yet, on the flip side was the using of social media by organized mobs of netizens, acting as vigilantes, and trying to influence and regulate free expression through threats and trolls.

It was heartening to note that young journalists writing for regional language paper's like Gaon Connection were doing amazing and much needed field-based reporting. Reading about the Bhawaiyyas, sexual exploitation of women and children in tea gardens, the troubles and travails of women trafficked for marriage to Haryana was enlightening. It was equally exhilarating to see the digital ads which dealt with various issues like discrimination against the dark complexioned, body shaming of women, the gender benders, etc.

We were also thrilled to present the theatre award to Ms. Mahabanoo Mody Kotwal and Mr. Manjul Bhardwaj who define theatre by its relevance to society and the Lifetime Achievement Award to Ms. Usha Khanna, the only commercially successful female music director in Bollywood.

This year we have introduced three new categories of awards in electronic media - a film released on OTT Platform, web series, and the most inspiring woman protagonist in a TV serial. *Soni*, *Made In Heaven*, and *Mini* from *Patiala Babes*, respectively, won the awards.

We were also very excited to have Shri.Mr. Ravish Kumar, senior journalist, a role model and an inspiration to many young journalists as our Chief Guest, who beseeched the young journalists to keep writing sensitive stories with the hope that one day we have a media which lives up to its epithet as the fourth pillar of the society.

We were happy that UNFPA had joined us again to support the awards. Its support meant a lot, as it was impossible to undertake advocacy at this scale without funding support. We need to keep engaging in more conversations, build up a pool of committed media persons and highlight the positive efforts. Each year gives us more hope that we are moving in the right direction when it comes to more inclusive and sensitive communication.

Finally, a big thank you to all the media persons who sent in their entries, all the jury members who have painstakingly gone through the entries and, my team at Population First who made it possible to have the event under such difficult circumstances.

We are grateful to Dolly Thakore, our go-to resource for her consistent support and encouragement.

Stay safe, stay blessed.

Mr. S. V. Sista
Executive Trustee

Dr. A. L. Sharada
Director

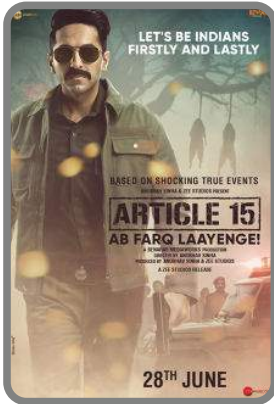
The National Laadli Media and Advertising Awards for Gender Sensitivity 2020 (NLMAAGS) are the culmination of the awards given to journalists from print, electronic and web media from across India. Around 1300 entries in 13 languages were received from all over the country. 75 awards and 18 Jury citations were presented in the event conducted online for all four regions. The National Awards include some of the regional winners who were selected as deserving of a National Award by a fresh panel of distinguished jury members.

National Awards cover a wider canvass include awards for gender sensitive advertisements, books, feature films, films released on OTT, web series, theatre, innovative campaigns that have attempted to break through gender biases and special awards - Lifetime achievement award, women behind the scene award etc.

Music composer Usha Khanna was awarded the Laadli Lifetime Achievement Award 2020 for succeeding in a completely male dominated field of music direction in Bollywood.

The Awards were supported by United Nations Population Fund.

The event was held online in view of the Covid-19 pandemic and was streamed on the YouTube channel of Population First. Pluc TV was the media partner for the event.

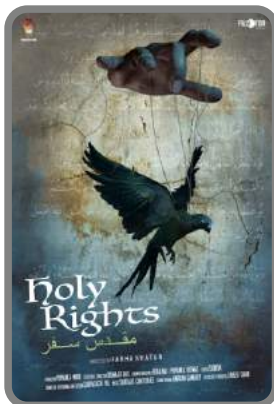


FEATURE FILM
ARTICLE 15
ANUBHAV SINHA

'Article 15' follows a police investigation that commences after three teenage girls go missing from a small village. It looks closely at the intersections of caste, class, and the power dynamics at the core of the prevailing political dispensation. The connivance of police and administration in a major cover-up exposes deep-rooted social hierarchies - with their use of violence in general, and sexual violence against women and girls in particular, to silence voices that demand their democratic right to equality.

FEATURE FILM - ANIMATED
BOMBAY ROSE
GITANJALI RAO

Bombay Rose presents a Hindu-Muslim romance between a man negotiating his own masculinity through his love of macho Bollywood heroes, and his comeuppance at the hands of the roadside flower seller he is in love with - a girl who also earns money in a way that troubles his male pride and patriarchal values. The film also has a tender backstory of an older romance that breaks other gendered norms.



DOCUMENTARY FILM
HOLY RIGHTS
FARHA KHATUN

The documentary 'Holy Rights' follows the journey of Safia Akhtar, a deeply religious Muslim woman from Bhopal, Madhya Pradesh who joins a programme that trains women as qazis, traditionally a male preserve. The film documents her journey as she negotiates an uncharted territory, exploring the tensions that arise when women try to change the status quo and take control of narratives that so deeply affect their lives.

FILM ON DIGITAL PLATFORM | NETFLIX
SONI
IVAN AYR

Soni chronicles the life of police officer Soni and her superintendent Kalpana, who deal with crimes against women in the city of Delhi. They also face the all-pervasive misogyny and gender bias in the system and the deep rooted patriarchal mindsets at home. The film is made with sensitivity, chronicling the lives of policewomen who have to fight not just the criminals but also the system to do what they are supposed to.

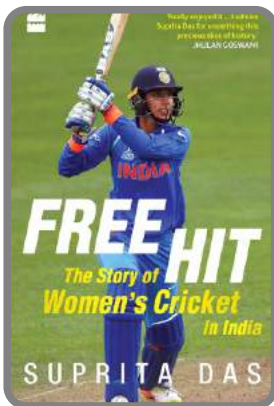
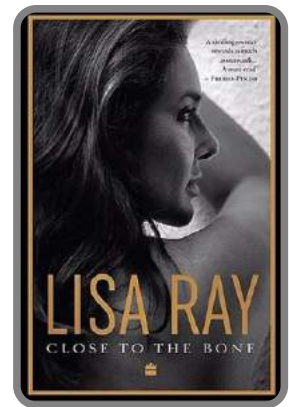


**WEB SERIES****MADE IN HEAVEN****ZOYA AKHTAR & REEMA KAGTI**

Are marriages really made in heaven? Or are they relationships of convenience, expediency, equations of political exigencies, a facade of 'normalcy' in an otherwise not so normal world? Made in Heaven explores the dynamics working behind the weddings and exposes the deep rooted patriarchy, gender prejudices and stranglehold of social norms and social practices. It's an entertaining, engaging yet thought-provoking presentation of the institution of marriage in India.

BOOK | NON-FICTION - AUTOBIOGRAPHY**LISA RAY****CLOSE TO THE BONE: A MEMOIR**

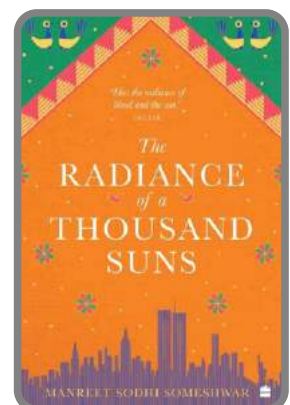
The raw honesty of Lisa's writing is what moves the readers of 'Close to the Bone'. Her frankness in holding up and examining so many different perspectives of her own life, her incredible journey of courage, of growth, of hope, of love and spirituality makes her autobiography stand apart from other memoirs. Lisa narrates with laser sharp and extremely entertaining writing, her journey of conquering the odds - from misogyny to cancer, and what it means to be a woman striving for more in today's world.

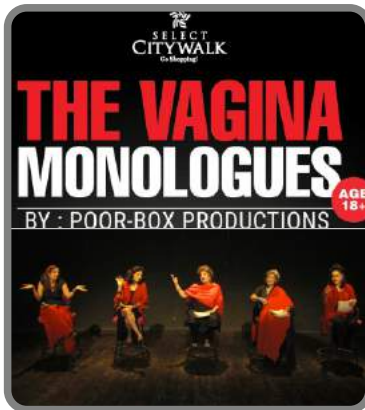
**BOOK | NON-FICTION - SPORTS / ADVENTURE****SUPRITA DAS****FREE HIT**

'Free Hit' dives deep into the lives of a spirited bunch of women who fought hard for their right to play, overcame sponsorship challenges, corrected gender-based pay gaps, and tackled the sheer indifferences of cricket administrators along the way. Her sense of history, her eye for details and skill with language in crafting a book on women's cricket in India is laudable.

BOOK | FICTION**MANREET SODHI SOMESHWAR****THE RADIANCE OF A THOUSAND SUNS**

Manreet Sodhi Someshwar, sensitively and skilfully, weaves diverse threads of narratives - across years, countries, and continents; giving voice to the women whose stories most often remain silent, or who are forcefully silenced - in particular those women who went through unbelievable horrors during the 1947 Partition and again during the 1984 anti-Sikh riots. These are hard hitting stories which give voice to the experiences of women who are often not heard in His-story.



**THEATRE****POOR BOX PRODUCTIONS****THE VAGINA MONOLOGUES**

Eve Ensler's 'The Vagina Monologues' is a revolutionary play that introduces women around the world to their own bodies, gives them agency and the courage to speak out about the insecurities, ignominies and injustices they suffer. Mahabanoo Mody-Kotwal's Poor Box Productions has played an important role in making this seminal work accessible to Indian audiences through 1000 performances over 17 years. It has made consistent efforts to promote conversations about women, their bodies and their sexuality through the play.

THEATRE**MANJUL BHARDWAJ - EXPERIMENTAL THEATRE FOUNDATION**

Experimental Theatre Foundation through its Theatre of Relevance philosophy believes that theatre has a social responsibility to reflect social reality, engage people in the process of change and build a better world that is based on human rights. The processes of participation and change that are promoted through people centric theatre make the Experimental Theatre Foundation and Manjul Bhardwaj extraordinary.

**RUNNER-UP | TV AD - PRODUCT****BBDO****#SHARETHELOAD | ARIEL**

India is at the cusp of change. While women are out working, men are still not able to share the household responsibilities often forcing women to leave promising careers as they are unable to bear the dual burden. #SonsShareTheLoad underlines the importance of training the sons to share the household responsibilities. It gives an important and timely message on redefining gender roles.

RUNNER-UP | DIGITAL AD - PRODUCT**OGILVY & MATHER****#STOPSAYINGWOMENCAN'T | GREENPLY**

By urging women to pick up items made by women from a large display, #StopSayingWomenCant - Greenply tries to expose the unconscious association of the feminine arts and crafts with women, completely ignoring the ability of women to engage in crafts which are male dominated - like Carpentry. The ad leaves not just the participants, but also the viewers shamefaced for their internalized gender biases.





WINNER | TV AD - PRODUCT

OGILVY

TITAN RAGA #FLAUNTYOURFLAW | TITAN

Titan Raga beseeches women to accept themselves as complete human beings, with scars and all included. It gives an empowering message to women that they are a lot more than their mere physical appearance, and they should feel comfortable in their own skin. It sends a message that breaks stereotypes of beauty and assuages women's insecurities associated with their physical appearance.

WINNER | DIGITAL AD - PRODUCT

GREY INDIA

THE BARBERSHOP GIRLS OF INDIA | GILLETTE INDIA

Told through the eyes of a boy, The Barbershop girls show how gendered roles are reinforced in the society and also the possibility of challenging them. The two young girl barbers demonstrate not just to the amazement of the boy, but viewers as well that occupations have no gender. It's a heartening and inspiring story of gender benders.



WINNER | CSR

DDB MUDRA

#PROJECTFREEPERIOD | STAYFREE

#ProjectFreePeriod- Stayfree addresses an important issue of creating avenues for alternate livelihoods for women sex workers. In an innovative initiative, it engages them in short training programmes for income generation during the three days of their periods. It makes an effort to not just address menstrual hygiene issues, but moves beyond to empowering one of the most marginalized sections of women.

WINNER | SOCIAL MEDIA CAMPAIGN

WATCONSULT

#POWERLESSQUEEN | NANHI KALI

The #Powerless Queen, a fundraiser social media campaign for Nanhi Kali, by asking viewers to play chess with a powerless queen, has driven home the point that India cannot be powerful if its women and girls are not empowered. It is an innovative Social Media Campaign to promote the girl child.





WINNER | GRAND PRIX

WATCONSULT

#POWERLESSQUEEN | NANHI KALI

The #PowerlessQueen, a women's day campaign for Nanhi Kali, has raised more than 40000 hours of education through its innovative game of chess with a powerless queen. Played online by thousands of chess enthusiasts all over the world, it shows that the India of the present, with its queens in shackles, can't progress much.

MOST INSPIRING WOMAN PROTAGONIST

MINI - ESSAYED BY ASHNOOR KAUR

PATIALA BABES | SONY TV

Mini, from the Sony TV show Patiala Babes, not only takes a stand against injustice and violence but also stands by the victim, her own mother, to help her pick up the pieces and start life afresh. She also encourages her mother, fondly called Babes, to marry again. Ashnoor Kaur has essayed the role of this progressive young woman, Mini.



WEB | BLOG | HINDI

VIKAS TRIVEDI

'AURATEIN KIS EK CHEEZ SE AZADI CHAAHATI HAI? #DIGITALTRASHBIN'
| BBC.COM

Vikas Trivedi presents an in-depth look at what women want freedom from. Vikas Trivedi asks the pertinent question of what should be chucked in the trash bin and the answers are as varied as the women and girls he interviewed- from discrimination, catcalling, alcoholism, defecating in the field, rioting, terrorism to insistence on long hair, and cooking, domestic violence and narrow mindedness. This only goes to show the long way that we have to go to achieve true freedom.

WEB | ENGLISH | RADIO-FEATURES

KUNAL PUROHIT

'THE NIGHT SHIFT' | THESWADDLE.COM

The podcast series skillfully chronicles the lives of four women in Mumbai working at night – a cab driver, a bouncer, a bar dancer and a home guard constable. It draws attention to the way the women have been challenging the stereotypical norms and patriarchal mindsets as they go to work each night. The highlight of the series is the grit with which these women have ventured out despite the initial resistance and fear and have asserted their will to continue with their jobs against all odds.





WEB | SPECIAL EDITION | ENGLISH

RINI BARMAN

'CROSSING BORDERS AND SINGING EROTIC DESIRES IN BHAWAIYAA FOLK MUSIC' | ZUBAANPROJECTS.ORG

Rini Barman's essay on bhawaiyaa people is an exploration of the voice of bhawaiyaa women as they express their rebellion against patriarchal control over their bodies and their desire. Subversive in intent and expression, the songs range from themes of elopement, transgression of relational boundaries and an erotic sexuality. These songs are read both as control and resistance by the essayist. This is a rich ethnographic piece that makes us celebrate women's voices.

PRINT | ENGLISH | CAMPAIGN

AHMEDABAD MIRROR

'BIKER WHO MOLESTED GIRLS'

Through a series of reports, the campaign brings forth the misdeeds of a biker who groped unwary teenage girls. It emphasizes on the stigma associated with such incidents. Through the regular posts by its reporters, Ahmedabad Mirror was able to encourage other teenagers who were similarly molested by the man to come forward and lodge a complaint. It was followed up with the authorities concerned as well to bring to book the perpetrator of the crime, and justice to the aggrieved.



PRINT | EDITORIAL | ORIYA

RUDRA PRASANNA RATH

'JHIA JADI KALI' | DHARITRI

Rudra Prasanna Rath focuses on the quintessential Indian obsession with fair skin. He has emphasized the point that while this mindset is common among both men and women, a man is not viewed with the same derision for being dark. Presenting as it does, the undeserving importance given to complexion and its influence on the marriage market especially for women, Rudra Prasanna's writing is a timely reminder to introspect.

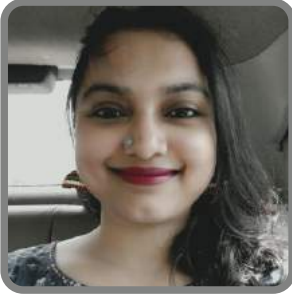
PRINT | ENGLISH | INVESTIGATIVE STORY

SUMIT BHATTACHARJEE

'ARAKU VALLEY'S DARK SECRET' | THE HINDU

Sumit Bhattacharjee in his detailed report delves deep into the human tragedy of sex trafficking of tribal girls and women in Visakhapatnam district. Through personal narratives, he reports on the modus operandi of the criminal enterprise, and factors such as financial distress and the promise of employment leading to increasing vulnerability of women into sex trade. It also highlights the steps being taken by government authorities and NGOs to address this issue, and the need to look at it holistically.





WEB | ENGLISH | E-MAGAZINE

SHRUTI SHARADA

'THE SEXUAL VIOLENCE OF FLASHING, AND THE PROBLEM WITH SAYING, "IT COULD HAVE BEEN WORSE!" | WOMENSWEB.IN

Shruti Sharada brings forth the issue of sexual violence of flashing in public places, and its deeper ramifications on the victims. It is a problem less talked about, yet it leaves a deep psychological impact on girls and women who also delay seeking help. The feature attempts to find out the rationale for such behaviour by men, which include claiming public spaces as male spaces, and considering it a sacrilege for women to exist in these spaces.

PRINT | ENGLISH | FEATURE

RAKSHA KUMAR

'THE SUPER WOMEN FROM HIMACHAL SHOW WHY EMPOWERED WOMEN MAKE FOR AN EMPOWERED COUNTRY' | THE HINDU

An exciting narrative on how women of a far-flung village in a mountainous district of Himachal Pradesh could help themselves by balancing an all women enterprise making jams along with household chores. Bhuiira Jam Factory, a powerful and an inspiring story of women empowerment along with creation of flexible family and community structures indicate social inclusion furthering gender equality. It subtly presents the nuances of the gendered roles being challenged and rewritten.



WEB | FEATURE | HINDI

JYOTI YADAV

'MOL KI BAHUEIN: HARYANVI MARDON KE EHSAN TALE DABI AURATEN JIN KI APNI PEHCHAN KHO GAYI' | THEPRINT.IN

A gut-wrenching feature on 'purchased wives' of Haryana – a state still known for its lowest sex ratio and shortages of brides. Jyoti Yadav's analytical perspective on trafficked women from Bihar, Odisha, tribal areas of neighbouring states and Nepal, for marriage in Haryana, depicts the drudgery of these women in their matrimonial homes – a place where language, cuisine, culture, customs are unlike their own. She questions the hypocrisy of Khap Panchayats' long held belief and diktat of racial and caste purity.

PRINT | NEWS REPORT | ORIYA

BIJAYA DWIBEDI

'BHABI SWAMYRA PHERIBA BAATAKU CHAHIN RAHIBAKU PADUCHI ABIBAHITA...' | THE SAMAJA

This story highlights the plight of girls from Dongria Kondh tribe of Niyamgiri Hills from southern Odisha who are betrothed to boys as soon as they are born as per centuries-old customs. Often, they are left in the lurch in their adulthood when the boys choose another partner. Bijaya's depiction of the lives of these young girls and the age-old discriminatory tradition is a reminder that gender issues cut across every section of the society.



SAMEERA KHAN
FOR PROMOTING GENDER SENSITIVITY IN MEDIA REPORTING

Sameera Khan has been consistent in her engagement as a teacher, trainer, researcher and a journalist in promoting gender sensitivity in media, influencing the young as well as seasoned journalists. She has been consistently making an effort to hold a mirror to the media, and its conscious and unconscious insensitivity and biases.



PRIYANKA DAHALE AWARD FOR A YOUNG PROMISING JOURNALIST

NEETU SINGH
GAONCONNECTION.COM

Neetu Singh, a reporter from gaonconnection.com, has a vast repertoire of stories, from following sexual harassment cases to finding gender bender women. She has been reporting from the field, following up on the stories till their logical conclusion, and yet not letting the 'human' element get out of it.

WOMAN BEHIND THE SCENE AWARD
RESHMA PATHAN

Reshma Pathan is a woman who is on the screen yet is behind the scene. She was the body double for many Bollywood heroines, the most memorable being the body double for Hema Malini in the iconic film Sholay. She started her career in 1968 at the tender age of 14 and has worked in more than 400 films. She had breaker many gender stereotypes on the screen and behind the scenes. She is the first woman to get membership in the Movie Stunt Artists Association of India.





LAADLI LIFETIME ACHIEVEMENT AWARD

USHA KHANNA

Usha Khanna is the first commercially successful female music director in Bollywood, having composed some of the most iconic songs like Dil Deke Dekho Ji, Chhodo Kal ki Batein, and others. In a career spanning more than four decades, beginning early sixties, she has composed more than a thousand songs for Hindi and non- Hindi films.

Her contribution to Bollywood music is immense and she had sustained herself as a music director to reckon with, in a predominantly male dominated field of music composing in Bollywood,

Performance by the students of UstadGah Foundation



Harjot Kaur - Student of Ustadma Zila Khan



Saroj - Student of Ustadma Zila Khan

UstadGah, which literally translates to 'Ustad ki JaGah', is a not-for-profit Foundation, founded in 2008 by Zila Khan. UstadGah Foundation is committed to fostering a musically rich and creatively immersive environment for the girl child and artistically talented children mostly from underprivileged backgrounds. Children require nurturing, and UstadGah hones their abilities to become artists representing India's classical music heritage, while simultaneously exploring a modern, contemporary music of their own. And along with the heritage music being taught and preserved, the students are also given the necessary confidence to earn a brilliant livelihood with training to perfectly perform and excel in 'today's' music scenario worldwide.

Harjot Kaur who performed at the event is a singer performer. She has participated in many reality shows on various TV channels. She sings different genres in different languages.

Saroj, who performed at the event has a BA in music (honours) and MA in Hindustani Music. She is a student of the UstadGah Foundation and is learning classical music. She has won many awards in singing competitions as a student.



AMBI PARMESHWARAN

Ambi is the Founder of Brand-Building.com, a brand advisory. The former CEO of FCB Ulka Advertising, one of India's top ad agencies, Ambi has worked on many popular brands like brands like Tata, LIC, Tropicana, Santoor, Sundrop, iCICI etc. He has also been a guest faculty at several business schools including SPJIMR, ISB and IIMC. He has written eight books, the latest being "Nawabs Nudes Noodles – India Through 50 Years of Advertising". Ambi has served as the President of Advertising Club Bombay and Advertising Agencies Association of India, in the past.

ANUJA GULATI

Anuja Gulati is a development professional with over three decades of experience of working on gender and rights issues. She is a part of the gender team at UNFPA, where she has worked for the last 21 years in different capacities.



DR. ARATHI PM

Arathi PM is currently an Assistant Professor at the School of Indian Legal Thought, Mahatma Gandhi University, Kottayam Kerala. She was a WZB-ISSC Global Fellow at the Berlin Social Science Centre, Germany. She did her MPhil and PhD from the Centre of Social Medicine and Community Health, Jawaharlal Nehru University (JNU), Delhi. Her postdoctoral academic work and publications cover the areas of public health laws, political economy of new reproductive technologies, and the social determinants of women's health.

AYAZ MEMON

Ayaz started his career as a sports writer and went on to edit newspapers like Mid-Day, Bombay Times and DNA apart from being editor of Sportsweek magazine and sports editor of the Times of India and the Independent at various stages. Ayaz has covered over 300 Test matches and more than 400 One-Day Internationals all over the world. He is currently working on an illustrated history of Indian cricket. Ayaz has recently written books such as Sachin Tendulkar: Master Blaster, Virat Kohli: Reliable Rebel, MS Dhoni: Captain Cool and Yuvraj Singh: Powerful Elegance.





DOLLY THAKORE

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. Dolly Thakore has been the Coordinator of the National Laadli Media Awards for Gender Sensitivity since its inception in 2007.

ENA SINGH

Ena Singh served as UNFPA Assistant Representative for more than two decades. She handled portfolios related to Reproductive Health, Reproductive Rights, and Gender. She helped establish a body of work to address India's adverse Sex Ratio at Birth. This included work with Governments across various levels, policy-relevant research, and work on media and communication. She also provided support to other countries grappling with an adverse sex ratio.



LYNN DE SOUZA

Lynn De Souza is one of India's most astute media planners in her twenties, and later on highly acclaimed as India's most powerful woman in business of advertising. She took a sabbatical to go back to school at the age of thirty eight, to study veterinary nursing in Brisbane. She came back and built her own shelter in Goa. At fifty two, she stepped down from her position as Chairman and CEO of Lintas Media Group, to turn social entrepreneur, founding Social Access Communications for not for profits. She recently directed a world record making flight around the globe by young Indian women pilots in a light sport aircraft. The expedition is called the WE! Women Empower Expedition.

LOGANAYAKI RAMACHANDRAN

A brand ambassador for 'Creating extraordinary from the Ordinary', Loganayaki is an award-winning and acclaimed writer, journalist, editor and social worker, An inspirational writer, and relationships specialist, she has penned 9 best-sellers in both categories. For the last 20 years, she was the Editor of 'Snehidhi' – a leading Tamil bi-weekly for women, published by the eminent Kumudham group of magazines. She also worked for the prestigious 'Ananda Vikatan' Group magazines for 11 years. Loganayaki empowers women by organizing workshops in handicrafts and embroidery and by providing a free promotional platform in her publication for small-scale women entrepreneurs, who cannot afford advertising.





DR. MARGUERITE THEOPHIL

Dr. Marguerite Theophil has a Ph.D in Philosophy,, specializing in Sacred Architecture. She has been co-director of ORIENTATIONS, a business consulting organization that also works in collaboration with the educational sector. She is also the founder of WEAVE: Woman Earth and Vital Encounter, a place for women to explore their 'lived spirituality', and to study the influence of Story, Symbol, Myth, Dream and Image in our lives. She authored 'Uniting Heaven and Earth: The Transformative Power of Story', and writes regularly for national dailies and journals For the past ten years she has been working in Ladakh, setting up libraries for children and facilitating workshops for educators.

MOHAMMED KHAN

A legend in Indian advertising, Khan is Known for his hot temper and strong opinions as well as his work. He started as a copywriter in London and went on to set up some of the country's best agencies, including Contract and Rediffusion, as well as Enterprise Nexus, which Bates acquired in 2005. His passion was to put a greater sense of pride into Indian advertising. And he did. By focusing on being the most creative, he took on India's largest agency, HTA (now JWT) with a shop a fraction of its size. There have been others with a similar ethic since, but he remains a giant.



PARMESH SHAHANI

Parmesh Shahani is Vice President at Godrej Industries Ltd. and the founder of the Godrej India Culture Lab. Parmesh is a passionate advocate for LGBTQ inclusion in corporate India and has guided many of the country's leading companies on their inclusion journeys. His two book Gay Bombay: Globalization, Love and (Be)Longing in Contemporary India (Sage Publications) and Queeristan: LGBTQ Inclusion in the Indian Workplace (Westland Business) explore the issues of inclusion and diversity in India. An alumni of MIT, he has been a TED Senior Fellow, a Yale World Fellow, and a World Economic Forum Young Global Leader. He is a member of the FICCI taskforce on diversity and inclusion and a board member of KHOJ International Artists' Association.

PAUL ABRAHAM

Paul Abraham is the President of the Hinduja Foundation, a not for profit organization with a presence in the areas of water stewardship, health, education and rural development. A career banker, Paul was formerly Chief Operating Officer of IndusInd Bank. Paul has a deep and abiding love for history and culture. In addition to being an aesthete and a collector of many decades, Paul is the Founder of Sarmaya Arts Foundation; a first of its kind, not for profit museum archive that seeks to serve children and underserved communities through both digital and on ground programming.





RAJAT RAY

Rajat Ray has over three decades of multi-sectoral experience in the development sector, spanning healthcare & family welfare, agronomy & agribusiness, education & training, adolescents & youth, art & culture, environment, and water & sanitation. He has also handled mass media campaigns in the corporate sector. He led the launch of Rashtriya Kishor Swasthya Karyakram and Sarva Shiksha Abhiyan campaign. He has worked internationally for UN agencies and civil society organizations across South Asia.

REEMA GEHI DESAI

Reema Gehi is an arts journalist, researcher and enthusiast residing in Mumbai, India. She has covered the arts and culture scene with the Times of India publication, Mumbai Mirror and Hindustan times. An alumna of Cardiff University UK, where she completed her Masters with a special focus on arts journalism, Reema is currently conducting research for her book on the life and work of Times of India's foremost art critic, Rudi von Leyden. She has worked with leading theatre groups in India and the UK, including Q Theatre Productions, Rage National Theatre Wales and C venues at the Edinburgh Festival Fringe.



S V SISTA

S.V. Sista is a doyen of Indian advertising industry and is 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. He is the founder and Executive Trustee of Population First.

SATHYA SARAN

Best known for her long association with Femina, which she edited for 12 years, Sathya Saran is also the author of a diverse variety of books -The Dark Side, Years with Guru Dutt- Abrar Alvi's Journey; Sun Mere Bandhu Re- The Musical World of SD Burman and Baat Niklegi toh Phir - The Life and Music of Jagjit Singh which bear testimony to her love of cinema and music. Currently Consulting Editor with Penguin Random House, Sathya also teaches fashion journalism at NIFT Mumbai, Kangra and Srinagar. She recently held the first of its kind Writers Conclave titled 'The Spaces between Words: the un-festival', in partnership with The Hindu. Sathya has written a TV serial titled Kashmakash on marital problems.





SMRITI NEVATIA

Smriti Nevatia has worked as a film and theatre critic, film researcher, scriptwriter, and co-director. She has collaborated with award-winning filmmakers such as Chandita Mukherjee, Reena Mohan and Nishtha Jain, and served on the juries of national and international film festivals. Smriti has curated themed film festivals on LGBTQIA+ lives and concerns, gender-based violence, social justice movements, and masculinities, besides co-curating for IAWRT India's annual Asian Women's Film Festival. She teaches occasionally, works as text editor and translator in Hindi and English, and is co-author of 'No Outlaws in the Gender Galaxy' (Zubaan, 2015).

Laadli Media & Advertising Awards for Gender Sensitivity 2020

The 10th edition of the Laadli Media and Advertising Awards for Gender Sensitivity were held online on 20th November, 2020 in view of the Covid19 pandemic. The awards for all the four regions, Northern, Eastern, Western and Southern were held together. It was streamed on the Youtube channel of Population First.

The chief guest for the event was Ms Rekha Sharma, chairperson of the National Commission for Women. The jury, which included 60 members from media, academia and social sector, selected 93 winners from 1200+plus entries received from across 13 languages from all over the country.

The awards were supported by UNFPA and had Pluc TV as media partner.



PRINT | SERIES OF ARTICLES | HINDI
NEETU SINGH
 'ANKAHI KAHANIYA' | GAONCONNECTION.COM



PRINT | EDITORIAL | HINDI
JAHID KHAN
 'MAHILAON PAR BHARI GANNE KI KHETI' | DAILY NEWS



PRINT | FEATURE | HINDI
MEENA
 'RAP KI DUNIYA MAIN MAHILAYEIN' | JANSATTA



PRINT | NEWS REPORT | HINDI
PREMVIJAY PATIL
 'DIVYA NAHI KAREGI AB MAJDOORI, PADHAI KARNE KI CHAH HOGI POORI' | NAI DUNIA



WEB | ARTICLE | HINDI
NEETU SINGH
 'AAP NE MAHILA DOCTOR, ENGINEER KE BARE ME SUNA HOGA, EK HANDPUMP MECHANIC SE BHI MILIYE' | GAONCONNECTION.COM



WEB | BLOG | HINDI
VIKAS TRIVEDI
 'AURATEIN KIS EK CHEEZ SE AZAADI CHAHATI HAI? #DIGITALTRASHBIN' | BBC.COM



WEB | FEATURE | HINDI
JYOTI YADAV
 'MOL KI BAHUEIN: HARYANVI MARDON KE EHSAN TALE DABI AURATEN JIN KI APNI PEHCHAN KHO GAYI' | THEPRINT.IN



WEB | INVESTIGATIVE STORY | HINDI
NEETU SINGH
 'KHABAR KA ASAR: GANGRAPE KA AAROPI NAYEEM GIRAF TAR' | GAONCONNECTION.COM



WEB | NEWS REPORT | HINDI

RITIKA ROY

'CHILDREN OF WAR' KI YAAD DILATI HIBA NISAR' | NEWSLAUNDRY.COM

PRINT | FEATURE | ENGLISH

SAURABH DUGGAL

'RUGBY GIVES WINGS TO TRIBAL GIRLS FROM IMPOVERISHED BENGAL VILLAGE' | HINDUSTAN TIMES



PRINT | INVESTIGATIVE STORY | ENGLISH

DIVYA GOYAL

'PUNJAB: THE INVISIBLE DRUG ADDICTS' | THE INDIAN EXPRESS

PRINT | NEWS REPORT | ENGLISH

NEHA SHARMA

'OSTRACIZED KASHMIRI SURVIVOR GETS JUSTICE AFTER 15 YEARS' | TIMES OF INDIA



ELECTRONIC | NEWS REPORT | ENGLISH

RUNJHUN SHARMA

'BOY CHILD ABUSE IN GOVT. RUN SCHOOLS' | CNN NEWS 18

WEB | E-MAGAZINE | ENGLISH

LACHMI DEB ROY

'FAKING VIRGINITY: DO WOMEN NEED TO BLEED TO SHOW THEY ARE 'PURE'? | OUTLOOK MAGAZINE



WEB | FEATURE | ENGLISH

NIDHI JAMWAL

'WHO MOVED MY VILLAGE?' | GAONCONNECTION.COM

WEB | INVESTIGATIVE REPORT | ENGLISH

NEETU SINGH

'FIRST INFORMATION REPORT DOES NOT MENTION RAPE: LUCKNOW HORROR' | GAONCONNECTION.COM





WEB | NEWS REPORT | ENGLISH

FATIMA KHAN

'THEY SAID NO ONE SHOULD CRY, BUT THEN BROKE DOWN — HOW UNNAO VILLAGE MOURNED 'RAPE' VICTIM' | THEPRINT.IN

WEB | OP-ED | ENGLISH

ANKITA ANAND

'TRAVEL & THE FEMALE BODY: WHY THAILAND IS A SAFE SPACE FOR MY SKIN' | THEQUINT.COM



PRINT | JURY APPRECIATION CITATION | HINDI

AMITABH PANDEY

'MADAT MAANGTI MAHILA HELPLINE' | LOKSAMADHAN

WEB | JURY APPRECIATION CITATION | HINDI

DAYA SAGAR

'YEH GAON HAI MISAAL, WI-FI, CCTV CAMERA AUR SHIKAYAT KE LIYE WHATSAPP GROUP' | GAONCONNECTION.COM



WEB | JURY APPRECIATION CITATION | HINDI

SWATI SINGH

'LADKIYON KE LIYE AAJ BHI BURA SAMJHA JATA HAI NURSE BANANA' | FEMINISMININDIA.COM

PRINT | JURY APPRECIATION CITATION | ENGLISH

ANKITA ANAND

'MEN, BE ALLIES, NOT APOSTLES OF EQUALITY' | DECCAN HERALD



PRINT | JURY APPRECIATION CITATION | ENGLISH

LACHMI DEB ROY

FEATURES | OUTLOOK MAGAZINE

PRINT | JURY APPRECIATION CITATION | ENGLISH

MAJID MAQBOOL

'KASHMIR THROUGH THE FEMALE GAZE' | THE HINDU MAGAZINE





PRINT | JURY APPRECIATION CITATION | ENGLISH
SAFIENNA NABI
 'KASHMIR TRANSGENDERS: TRAPPED IN WOMEN BODY'
 | TEHELKA MAGAZINE

PRINT | JURY APPRECIATION CITATION | ENGLISH
TARA CHETTUR
 'SEMI NOMADIC ANTI - CHILD MARRIAGE CRUSADER
 CHALLENGING STEREOTYPES' | THE HITAVADA



WEB | JURY APPRECIATION CITATION | ENGLISH
ADRIJA BOSE
 'BETWEEN MASAAN AND MOKSHA' | NEWS18.COM

WEB | JURY APPRECIATION CITATION | ENGLISH
DITI BAJPAI
 'NO. YOU CAN'T ABUSE IN THIS VILLAGE. YOU WILL BE
 THRASHED OR CANNED' | GAONCONNECTION.COM



WEB | JURY APPRECIATION CITATION | ENGLISH
KANCHAN SRIVASTAVA
 'JAL SAHELIS QUENCH THE THIRST OF PARCHED
 BUNDELKHAND' | INDIA.MONGABAY.COM

PRINT | FEATURE | HINDI
RAVISHANKAR UPADHYAY
 'BIHAR KE TRANSGENDERON NE APNI KABILIYAT SE
 BANAYI PEHCHAN' | PRABHAT KHABAR



PRINT | INVESTIGATIVE STORY | HINDI
GURU SWARUP MISHRA
 'AISE KHATM HO SAKTA HAI MANAV TASKARI KE KALE
 DHANDHE KA KHEL' | PRABHAT KHABAR

PRINT | NEWS REPORT | HINDI
PUJA SINGH
 'YE DAAG JARURI HAI' | PRABHAT KHABAR-RANCHI





WEB | BLOG | HINDI

SAUMYA JYOTSNA

'GANDE AUR BIN PANI KE SHAUCHALAYON KI WAJAH SE MERIDOST KO UTI HO GAYA' | YOUTHKIAWAAZ.COM

WEB | FEATURE | HINDI

MD. ASGHAR KHAN

'BATTERY WALI GAADI KE JARIYE JEEVIKA TALASHTI TEEN MAHILAYEIN' | BBC.COM



WEB | INVESTIGATIVE STORY | HINDI

MD. ASGHAR KHAN

'BALATKAR KE BAAD JANMI BACHCHI KI KEEMAT 15 HAZAAR?' | NEWSLAUNDRY.COM

PRINT | EDITORIAL | ENGLISH

CHITRALEKHA BARUAH

'UNSCRIPTED MONOLOGUE' | THE ASSAM TRIBUNE



PRINT | FEATURE | ENGLISH

ANURADHA SHARMA

'SILENT SHADES OF THE TEA LEAF' | FOUNTAIN INK MAGAZINE

PRINT | NEWS REPORT | ENGLISH

FARHANA AHMED

'ESCAPING SEX-SLAVERY IN ARUNACHAL PRADESH, WOMAN AWAITS JUSTICE!' | THE ASSAM TRIBUNE



WEB | FEATURE | ENGLISH

RINI BARMAN

'WRAPPED IN THE POPULARITY OF ASSAM'S MEKHELA SADOR ARE STORIES OF LOST DIVERSITY' | SCROLL.IN

WEB | INVESTIGATIVE SERIES | ENGLISH

URMI BHATTACHERYIA

'CHILD SEXUAL ABUSE' | THEQUINT.COM





WEB | NEWS REPORT | ENGLISH

CHERRY AGARWAL

'AN ANATOMY OF OP-ED AND EDITORIAL PAGES' |
NEWSLAUNDRY.COM

WEB | SPECIAL EDITION | ENGLISH

RINI BARMAN

'CROSSING BORDERS AND SINGING EROTIC DESIRES IN
BHAWAIYAA FOLK MUSIC' | ZUBAANPROJECTS.ORG



PRINT | FEATURE | ASSAMESE

ALAKANANDA SREEKUMARI KOKATI

'MUKALI AKASHOR TOLOT' | AMAR ASOM

PRINT | NEWS REPORT | ASSAMESE

DIGANTA SARMA

'SAMAJIK BADHA ATORAI LINGA SAMATAR BHETI
NIRMAN' | SADIN



RADIO | COMMUNITY RADIO | ASSAMESE

REETU GOGOI

'ANGANA' | RADIO JNAN TARANGA 90.4 FM

PRINT | FEATURE | BENGALI

ANWESHA BANERJEE

'SHARIR BECHBE STREE, TAKA PABE SWAMI' | EI SAMAY



PRINT | OP-ED | BENGALI

SUKANTA SARKAR

'AALORPOTHE JATRA BA RANGIYE TOLAR GALPO' |
EI SAMAY

PRINT | BENGALI

JINAT REHENA ISLAM

'CONSISTENT WRITING ON GENDER ISSUES' |
ANANDABAZAR PATRIKA





PRINT | EDITORIAL | ODIA
RUDRA PRASANNA RATH
 'JHIA JADI KALI' | DHARITRI



PRINT | FEATURE | ODIA
RUDRA RANJAN SEJPADA
 'KAHA PADE GHUNGURA, KAHA HATE TABLA' | SAMBAD



PRINT | NEWS REPORT | ODIA
BIJAYA DWIBEDI
 'BHABI SWAMYRA PHERIBA BAATAKU CHAHIN
 RAHIBAKU PADUCHI ABIBAHITA...' | THE SAMAJA



ELECTRONIC | TOPICAL ISSUE BASED PROGRAMME |
 ODIA
SUPRIYA DASH
 "RAHA" KALA JHIA NUHEN KI SUNDARI' | NAXATRA NEWS



WEB | BLOG | ODIA
AKHAND
 'AJANA SABA DAHA KAHANI, UDAHARAN RUTURANI' |
 INDIAMEDIACENTER.WORDPRESS.COM



PRINT | JURY APPRECIATION CITATION | HINDI
SAUMYA JYOTSNA
 'IZZAT AUR MARDANGI KE SAHI MAAYNE' |
 PRABHAT KHABAR



ELECTRONIC | JURY APPRECIATION CITATION | ODIA
SHATARUPA SAMANTARAYA
 'MALISAH NA MAULA FALA' | ETV BHARAT.COM



PRINT | HINDI | FEATURE
AMIT BAIJNATH GARG
 'AAZAAD BHARAT MEIN SABSE JYADA 'GULAM' |
 KHUSHBOO DAILY NEWS



PRINT | HINDI | NEWS REPORT

VARUN BHATT

'PAHAADO KE BEECH PAHAD SI ZINDAGI, MAHI KE LAHRO SE BEHTI HAMARI MALALA' | RAJASTHAN PATRIKA

WEB | HINDI | E-MAGAZINE

PREETI AGYAAT

'BHAAGTI HUI LADKIYAN' | HASTAKSHER.COM



WEB | HINDI | FEATURE

SHIRISH KHARE

'SUBAH HONE MEIN ABHI DER HAI' | PAHAL.COM

PRINT | ENGLISH | CAMPAIGN

AHMEDABAD MIRROR

'BIKER WHO MOLESTED GIRLS'

AhmedabadMirror



PRINT | ENGLISH | FEATURE

RAKSHA KUMAR

'THE SUPER WOMEN FROM HIMACHAL SHOW WHY EMPOWERED WOMEN MAKE FOR AN EMPOWERED COUNTRY' | THE HINDU

PRINT | ENGLISH | NEWS REPORT

JYOTI SHELAR

'A HARVEST OF CRUSHED HOPES: WHY NUMBER OF HYSTERECTOMIES ARE HIGH IN MAHARASHTRA'S BEED DISTRICT' | THE HINDU



WEB | ENGLISH | BLOG

SAGAR GALANI

'I AM A MAN AND THIS IS HOW 'KABIR SINGH' IS DAMAGING TO ME' | FEMINISMININDIA.COM

WEB | ENGLISH | FEATURE

JYOTI SHINOLI

'NO CRIME, UNENDING PUNISHMENT' | RURALINDIAONLINE.ORG





WEB | ENGLISH | INVESTIGATIVE STORY
ROLI SRIVASTAVA
 'MISSING WOMBS: THE HEALTH SCANDAL ENSLAVING
 FAMILIES IN RURAL INDIA' | NEWSTRUST.ORG



WEB | ENGLISH | RADIO-FEATURES
KUNAL PUROHIT
 'THE NIGHT SHIFT' | THESWADDLE.COM



WEB | ENGLISH | SOCIAL MEDIA CAMPAIGN
#GROWNUPGIRLS
 AGENTSOFFISHQ.COM



PRINT | GUJARATI | COLUMN
HARSH MESVANIA
 'SIGN-IN' | GUJARAT SAMACHAR



PRINT | GUJARATI | FEATURE - MAGAZINE
DR. MAHESH SHAH
 'KINNARONI KARUN KATHNI' | CHITRALEKHA



PRINT | GUJARATI | FEATURE - NEWSPAPER
AMITA A. MEHTA
 'MAHILA SARPANCHO HAVE DORVATI NATHI DORE CHHE'
 | SANDESH



PRINT | GUJARATI | INVESTIGATIVE STORY
VAISHALI DAVE
 'AHMDAVAD NI MAHILA POLICE KARMIOMA NUTRITION
 NI MATRA OCHHI' | GUJARAT SAMACHAR PLUS



ELECTRONIC | GUJARATI | SPECIAL EDITION
DR. MAULIK C. SHAH
 'U-TURN' | YOUTUBE



WEB | JURY APPRECIATION CITATION | ENGLISH
RAKSHA KUMAR
'INDIAN WOMEN ARE ABANDONED BECAUSE OF MENTAL ILLNESS' | BBC.COM



PRINT | ENGLISH
LAXMI PRASANNA AJAI
'CONSISTENT REPORTING ON GENDER ISSUES' | TIMES OF INDIA



PRINT | ENGLISH | FEATURE - MAGAZINE
CHATURA RAO
'SCHOOL OF HARD KNOCKS' | CARAVAN



PRINT | ENGLISH | FEATURE - NEWS PAPER
URMILA CHANAM
'A COMMUNITY AWAITS ELECTRICITY AND HEALTHCARE FOR 39 YEARS' | THE PEOPLE'S CHRONICLE



PRINT | ENGLISH | INVESTIGATIVE STORY
SUMIT BHATTACHARJEE
'ARAKU VALLEY'S DARK SECRET' | THE HINDU



PRINT | ENGLISH | NEWS REPORT
KRITHIKA SRINIVASAN
'CHILD MARRIAGE: WAKE UP TO CERVICAL CANCER RISK, SAY TAMIL NADU DOCTORS' | THE NEW INDIAN EXPRESS



WEB | ENGLISH | BLOG
TANVI SINHA
'UNHAPPILY EVER AFTER: THE COST INDIAN WOMEN PAY FOR OUR 'LOWEST DIVORCE RATE'' | WOMENSWEB.IN



WEB | ENGLISH | E-MAGAZINE
SHRUTI SHARADA
'THE SEXUAL VIOLENCE OF FLASHING, AND THE PROBLEM WITH SAYING, "IT COULD HAVE BEEN WORSE!"' | WOMENSWEB.IN



WEB | ENGLISH | FEATURE
GEETIKA MANTRI & SHIBA KURIAN
 'HOW PATRIARCHY FORCES BOYS WHO SURVIVE
 SEXUAL ABUSE INTO YEARS OF TRAUMA, SILENCE' |
 THENEWSMINUTE.COM



ELECTRONIC | MULTILINGUAL | TOPICAL/ISSUE BASED
 PROGRAMMES
VASANTHI HARIPRAKASH
 'KARNATAKA POLL EXPRESS: WOMEN DEMAND FREEDOM,
 WATER AND TOILETS' | YOUTUBE-THE WIRE



PRINT | MALAYALAM | FEATURE
NILEENA ATHOLI
 'SAAKSHARA KERALATHILE BHARTHURUBALSANGANGAL'
 | MATHRUBHUMI DAILY

PRINT | MALAYALAM | INVESTIGATIVE STORY
NIZAR PUTHVANA
 'AYITHA KUDILUKAL' | MADHYAMAM DAILY



PRINT | TAMIL | FEATURE
BRINDHA SRINIVASAN
 'INNUM ENNA MICHAM VAITHIRUKKIROM
 KUZHANTHAIGALUKKU' | THE HINDU TAMIL

WEB | TAMIL | FEATURE
NANDHINI VELLAISAMY
 'THANNEER NOIMAIYAL ADHIKARITHU VARUM PAALINA
 ASAMATHUVAM' | HINDUTAMIL.IN



ELECTRONIC | TELUGU | FEATURE
TV9 TELUGU
 'BASIVINI DURACHARAM: ANAGANAGA OKA OORU'

ELECTRONIC | TELUGU | INVESTIGATIVE STORY
TV9 TELUGU
 'PRADHAMIKA AROGYA KENDRAMA? PAATA SAMAANULA
 DUKANAMA? Khabardar'





ELECTRONIC | TELUGU | TOPICAL/ISSUE BASED
PROGRAMME
PRASANNA RAO KADAMANDLA
'ADDHE GARBHAM MARINTHA RAKSHANA' |
ETV TELANGANA



PRINT | JURY APPRECIATION CITATION| ENGLISH
DONITA JOSE
NEWS REPORTS | THE NEW INDIAN EXPRESS



PRINT | JURY APPRECIATION CITATION| ENGLISH
PINTO DEEPAK
NEWS REPORTS | THE NEW INDIAN EXPRESS



PRINT | JURY APPRECIATION CITATION | TELUGU
NELLUTLA NIKITHA
FEATURES | VELUGU LIFE EDITION



ELECTRONIC | JURY APPRECIATION CITATION | TAMIL
K G SUGITHA SARANGARAJ & TEAM
'THADAM PATHIKKUM 33% - 100-AVATHU SIRAPPU
NIGAZHCHCHI' | NEWS 7 TAMIL CHANNEL

**ANUJA GULATI****DR. ARATHI PM****ARVIND SINGHAL****C. G. MANJULA****C. VANAJA****DR. D K MANGAL****DIVYA GUPTA****DR. GAURANG JANI****GEETA SESHU****DR. GITA CHADHA****GOKUL
KRISHNAMOORTHY****GOWHAR GEELANI****J. M. DIVAKAR****JYOTSNA KAUR
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SATYAVATI****KULDEEP KAUR****KUMAR KETKAR****LALITHA IYER****LOGANAYAKI
RAMACHANDRAN****MADHAVI KUCKREJA****MADHURI HALWASIYA****MALTI MEHTA****MANJIRA MAJUMDAR****MEENA KARNIK****MINAXI SHUKLA****NARAYAN BARETH****P. SATHYAVATHI****PRATIMA JOSHI**

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Chitralkh Baruah



Laxmi Prasanna Ajai



Tv9 Telugu



Chatura Rao



Saumya Jyotsna



Bijiya Dwibedi



Roli Srivastava



UNFPA recognizes the critical role of the media in shaping perceptions around the value of women and girls. Policies and services impact women and men differently whether in health, education, the workplace, disasters, pandemics or other areas. I am glad our award winners have written a range of stories and analysed them using a gender lens. I hope they keep revisiting conversations around gender and raise the bar on reporting from a gender perspective.

Argentina Matavel Piccin
UNFPA India Representative



ABOUT UNFPA :

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

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

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

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 mindsets related to girls and women's rights and gender equality.

ABOUT LAADLI MEDIA INITIATIVES

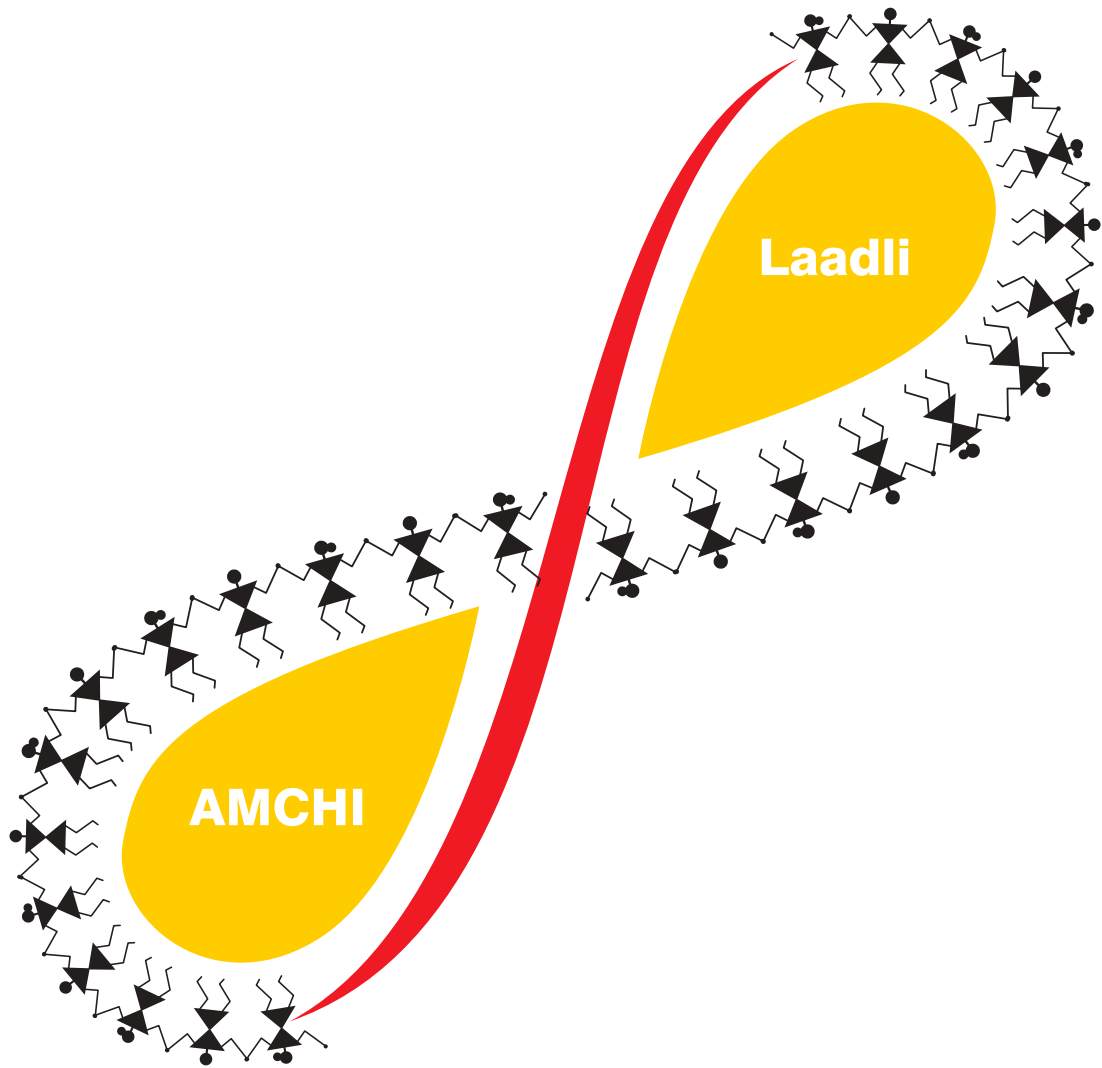
The *Laadli* Media Advocacy initiatives focus on promoting gender sensitivity in media and advertising to build a gender just society. Population First is committed to building such a society by engaging the media and advertising professionals in discussions on how they can shape and change such mindsets. This year, considering the Covid19 pandemic, 17 journalists were given fellowships to report on the pandemic and the subsequent lockdown from a gender perspective. The events had to be organised online because of the pandemic. These included a five day workshop for media students, a roundtable on 'Reporting the pandemic with a gender lens', a webinar on 'Gender sensitivity in communication curriculum', a webinar with IAA on 'Gender Equations - Communication In The Covid Era', the National Creative Excellence Awards and the *Laadli* Media and Advertising Awards for Gender Sensitivity 2020 (Regional and National), among others.

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.



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: Bungalow no. 3, Paramhans CHS, Near new RTO, Next to Hotel VITS Sharanam, Eastern Express Highway, Thane (W) Mumbai - 400604. India.

Population First



Laadli

Celebrate Her Life
An Initiative by Population First

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Ramkrishna Nagar, Next VITS Sharanam hotel,
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[Laadli_PF](https://twitter.com/Laadli_PF)



www.youtube.com/user/LaadliWest



[Population First](https://www.instagram.com/Population First)