

# Population First

11<sup>th</sup>  
EDITION  
2021

**LAADLI**

**MEDIA & ADVERTISING AWARDS  
FOR GENDER SENSITIVITY**

SUPPORTED BY UNFPA

**(Regional & National Awards)**



Norwegian Embassy  
New Delhi



laadli

Celebrate Her Life  
An Initiative by Population First



United Nations Population Fund

Friday, November 19, 2021  
Sunday, December 05, 2021  
Live on YouTube



This year we mark the 11th edition of the *Laadli* Media and Advertising Awards for Gender Sensitivity. We have grown, not just in the domains that we cover but even the categories within those. It has been an exhilarating, challenging, and at times tiring journey. Yet, when one sits back and contemplates, leafing through the work that has been felicitated over the years, there is a deep sense of satisfaction, albeit momentarily as there is so much more to be done, so many more heights to be scaled.

The articles, print, electronics, and digital reports, films, advertisements, books and documentaries, that have been selected in this edition of the awards, look at topics as diverse as the frontline workers and the difficulties they have faced during the pandemic, the patriarchal mindsets that still keep seemingly obsolete practices such as “Ghunghat”, manual scavenging or child marriages intact, the frank conversations on sexuality, a deeper exploration of the LGBTQ+ community and much more. Not just the topics, but even the formats have become more varied and bolder. The increased focus on gender issues in web-based radio programs, podcasts, social media content such as Instagram posts and Facebook pages or web-based documentaries, is an encouraging sign that gender sensitivity is indeed getting mainstreamed, slowly but surely across all media.

This year we have instituted a new category of special award The *Laadli* Gender Champion Award, to honor the triumvirate of India's feminist movement and whose voices continue to reverberate globally- Gail Omvedt, Kamla Bhasin and Sonal Shukla. It was presented to Flavia Agnes, the noted women right's lawyer for her commendable work. Our other special awards recognize some path breaking and monumental work whether it is Shama Zaidi who was presented the *Laadli* of the Century Award for her contribution to the film and theatre world, or Padam Shri Dr. Neelam Mansingh Chowdhry, for her dramatic compositions that blend traditional folk arts with modern works, or Tanuja Chandra, for creating a niche for herself as a script writer and director.

The strides that we have assiduously been making over the last decade or so would not have been possible without the support of our partners, funders and well-wishers. I wish to thank UNFPA and The Royal Norwegian Embassy in India for reposing their faith in us and supporting us in all our endeavours.

A team that stands together unified in their passion to see a gender-equitable future is a must for the body of work being undertaken. I am grateful for my dynamic team who pushes not just their boundaries, but collectively is constantly setting new benchmarks. Thank you Dolly for being there with us always, thank you Ritu, Malathi, Pooja, Swathi, and Sangita for your time and commitment. Last but not the least, a big thank you to Mr. Sista for keeping us inspired.

As I raise a toast to the courage, commitment and grit of our participants, I am filled with a deep sense of gratitude towards our jury. It is our collective faith that we are indeed changing the world, even though one step at a time, that is driving us, and is attracting more and more people to join in to take the baton forward.

Happy New Year 2022!!



Mr. S. V. Sista  
(Executive Trustee)



Dr. A. L. Sharada  
(Director)

# REGIONAL AWARDS

The regional edition of this year's *Laadli* Media & Advertising Awards for Gender Sensitivity (LMAAGS) once again recognized stellar contributions in the media space across the four regions of the nation. Noted independent journalist, Faye D'Souza was the Chief Guest while Sriram Haridass, Country Representative, UNFPA India was the Guest of Honor. The Jury comprised leading personalities from journalism, education, activism, films, television and advertising. Following a successful collaboration over the past several years, the initiative is once again supported by UNFPA and the Norwegian Embassy in India.

Despite a severe second COVID-19 wave, an encouraging number of 833 applications were sifted through to reward winners. A total of 71 winners and 27 Jury Appreciation Citations have been awarded. Entries were sought this year too from print electronic and web media covering 23 categories.

The groupwise breakup of entries received is as below:

1. Print - 297
2. Electronic - 66
3. Web - 470

The region wise breakup of entries received is as below:

1. North - 344
2. South - 155
3. East - 145
4. West - 189

The live-telecast event featured a tapestry of Dogri folk songs from Jammu by Vanshika Jaral, a young artist with AIR, Jammu, interwoven with the comments of jury members as well as winners.



**ELECTRONIC | ISSUE-BASED PROGRAMME | ENGLISH**

**TRT WORLD**

**'FIRST ROHINGYA REFUGEE GOES TO UNIVERSITY IN INDIA'**

TRT World has crafted a very powerful film about a refugee who in the face of challenges that she faces with regards to her citizen status, doesn't let the darkness surround her. She is hopeful about the future and works hard at equipping herself with education. The empowering story shows her grit and resolve to not cower as a female Muslim Rohingya, which would marginalise her greatly.

**ELECTRONIC | DOCUMENTARY | ENGLISH**

**BUSINESS INSIDER**

**'A CLOSER LOOK: TRANSGENDER IN KASHMIR'**

The lens through which the film by Business Insider takes a closer look at the transgender community in Kashmir is unique. What comes through brilliantly is that whether in places dealing with conflict or not, there is still a long way to go for the community, which is marginalized and greatly underserved.



**PRINT | FEATURE | ENGLISH**

**BHARTESH SINGH**

**'MEET THE AGONY AUNTS OF HARYANA' | THE TRIBUNE**

This report documents the first year of the Haryana government's women helpline number 181. Replete with data, it looks at the selection of calls, which range from absurd, funny to heinous crimes, and highlights the dexterity displayed by the women who patiently respond to every call received from innumerable hapless women.

**PRINT | FEATURE - MAGAZINE | ENGLISH**

**LACHMI DEB ROY**

**'THE RAINBOW IS AT A NEW HIGH' | OUTLOOK**

Lachmi Deb Roy's feature looks at the change in themes of the Indian films and the consequent wider space being given to the LGBTQ community. Not only are films being made with an LGBTQ protagonist, but the characters, their identities, and stories are explored in a more nuanced and detailed manner, Deb argues. She looks at the representation of the community through the years.



**PRINT | NEWS REPORT | ENGLISH**

**SOMYA LAKHANI**

**'WOMEN OUT OF WORK: WE WERE MOVING UP THE LADDER AND AB LAGTA HAI KISI NE SEEDHI CHHEEN LI' | THE INDIAN EXPRESS**

Somya Lakhani's report on how the COVID-19 lockdown has set off sweeping economic distress in cities brings together a montage of stories of women from varied backgrounds. Her effective profiling of their stories underpins the crucial but untold dimension: the silent, devastating toll on the working women in the cities, who were suddenly thrown out of work.

PRINT | ARTICLE | ENGLISH  
**PUJA AWASTHI**  
*'BURNS AND BIAS'* | THE WEEK



Puja Awasthi's article brings to the fore, rarely reported hate crime, specifically the acid attacks on men. It seeks to break the common perception that men typically perpetrate such crimes largely on account of a failed or scorned romance. It captures not just the psychological impact but also the apathy of the government and the judiciary.

WEB | ARTICLE | ENGLISH  
**SANSKRITI TALWAR**  
*'ONE NATION, NO RATION CARD'* | RURALINDIAONLINE.ORG



Sanskriti Talwar's article foregrounds the story of Rukshana Khatoon, a domestic worker, wife, and mother who is also a co-provider for her family. Her struggle to obtain a ration card so that she could avail the government grant exposes the failure of the system to deliver on the policy decision made by the government at the helm.

WEB | BLOG | ENGLISH  
**JYOTI YADAV**  
*'LOCKER ROOM BOYS TO IT CELL MEN: INDIA'S RAPE CULTURE GROWS WITHOUT SHAME OR CONSEQUENCES'* | THEPRINT.IN



Jyoti Yadav's lucid and evidence-based piece does not let her obvious angst about the 'rape culture' divert her from establishing how deeply ingrained violence against women is in the male psyche. She contends that the seeds of this attitude are sown early and condoned by society, making many men resort to violence against women as a normal response.

WEB | INVESTIGATIVE STORY | ENGLISH  
**ISMAT ARA**  
*'ALIGARH HOSPITAL MLC REPORT ON HATHRAS VICTIM SHATTERS UP POLICE'S 'NO RAPE' CLAIM'* | THEWIRE.IN



Ismat Ara's well-researched and logically presented scrutiny of the MLC report of the Hathras rape victim debunks the investigative agencies' 'No Rape' contention. She accesses the 54-page report and counters all the claims point by point.

WEB | SOCIAL MEDIA CAMPAIGN | ENGLISH  
**NISHTHA SHANTI**  
*'LET'S TALK ABOUT CHALLENGES OF PCOS'* | FEMINISM IN INDIA – YOUTUBE.COM



The video by Nishtha Shanti, greatly helps to create awareness about PCOS, a chronic health condition. It aims to de-stigmatize the condition and educate people through real-life examples. She shares the trauma that young girls go through and the stigma attached to it.



WEB | FEATURE | ENGLISH

**ADRIJA BOSE**

**'PULLED OUT OF SCHOOL, PUSHED INTO MARRIAGE: WHAT THE PANDEMIC IS DOING TO INDIA'S TEENAGED GIRLS' | NEWS18.COM**

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Adrija Bose tracks the correlations, catalysts, and barriers in terms of society, circumstances, policies, and ground realities when it comes to teenaged girls facing atrocities during the pandemic. It establishes the circumstances that push a girl into marriage and how this forced alliance robs her of her rights.

WEB | FEATURE | ENGLISH

**RITUPARNA CHATTERJEE**

**'FRONTLINE WORKERS EXPLAIN WHAT IT'S LIKE TO BLEED IN PROTECTIVE GEAR DURING COVID' | YOUTHKIAWAAZ.COM**

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Rituparna Chatterjee highlights the challenges and issues faced by female frontline workers. She looks at how menstrual hygiene in itself becomes a challenge for women who constituted 70 percent of the frontline workers during this pandemic, and who are on the field or in hospitals wearing the personal protective gear for extended hours.

ELECTRONIC | FEATURE | HINDI

**VANDANA**

**'BBC INDIAN SPORTSWOMEN OF THE YEAR: VINESH PHOGAT OLYMPICS KA KHWAAB PURA KAR PAYENGI?' | BBC HINDI**

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Vandana's film on Vinesh Phogat reinforces how physical sports are enabling young women to challenge oppressive gendered norms. In the film, Vinesh ascribes more value to the social change she may have inspired than to her wrestling medal. Her mother's support in the face of social disapproval is equally noteworthy.

PRINT | ARTICLE | HINDI

**JAHID KHAN**

**'MAHILAON KE PRATI ISS MANSIKTA KO KYA KAHENGE' | DESHBANDHU**

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Jahid Khan exposes the deep-rooted patriarchal mindsets in our society despite the progress made by the country in various sectors. He establishes the importance of changing the attitudes towards women and ensuring that they are granted their rightful place and treated as equal citizens of the nation.



PRINT | INVESTIGATIVE STORY | HINDI

**PARIKSHIT NIRBHAY**

**'DELHI MEIN AADHI FISDI PURUSH BHI NAHI KARATE NASBANDI' | AMAR UJALA**

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Parikshit Nirbhay looks at the low rates of vasectomy as opposed to tubectomy, as a contraceptive option. The report makes a case for urgently creating awareness about the benefits of the procedure, to promote equal participation of men in planning the families.



PRINT | NEWS REPORT | HINDI

**AKSHAY NEMA**

**'MAHILAON ME DHEERE SE BADH RAHA CERVICAL CANCER' | DESHBANDHU**

Akshay Nema's report on the rising incidence of cervical cancer urges women to take care of their health and take preventive measures like annual check-ups and leading a healthy lifestyle. It looks at the implications of neglect and the need to raise awareness so that appropriate action is taken before it is too late.



PRINT | SPECIAL EDITION | HINDI

**INA GOEL**

**'HIJDA SAMAJ KI BHEETAR NIRDHARIT SHRENIBADDHATA' | IN PLAINSPEAK**

Ina Goel's study presents the traditions, practices, structure, and systems of the Hijda Community, providing an insight into the lives of a section of people who have traditionally been vilified and ostracized. Forced to exist at the periphery of the society, the Hijdas are commonly denied education or any social standing.

WEB | BLOG | HINDI

**NIDA RAHMAN**

**'AGROTHA: 107 METER PAHAD KAATNE WALI 'JAL SAHELIA' APNE GAON KI BHAGIRATH HAI' | NEWS18.COM**

Nida Rahman's story of women cutting through a mountain to access water is inspiring and reflects their grit and determination. Replete with cogent facts and data, Nida documents the work of 'Jal Sahelis' of the Agrotha village in Madhya Pradesh and showcases the positive changes in the village.



WEB | INVESTIGATIVE STORY | HINDI

**GAONCONNECTION.COM**

**'HAATHON SE MAILA UTHANE KI KUPRATHA YAHA PEEDHIYON SE CHALI AA RAHI, IS DANSH SE ABHI TAK AAZAD NAHI HUI HAI MAHILAYEIN'**

Gaonconnection.com's comprehensive report about women manual scavengers explores the factors which keep this inhuman practice still relevant in parts of India. They continued to be treated as untouchables and exist on the extreme periphery of society. It also exposes the villagers' refusal to adopt modern sanitization practices despite the Swachh Bharat Abhiyan.



WEB | NEWS REPORT | HINDI

**HEENA FATIMA**

**'MAHILA VIRODHI HAI ONLINE SIKSHA' | FEMINISMININDIA.COM**

Heena Fatima's report about the digital gender divide touches on a very important and contemporary issue, the discriminatory nature of online education. It documents the facts through a very tight and effective narrative as it looks at the gender-wise consumption of the internet and various devices that enable it.







**WEB | SOCIAL MEDIA CAMPAIGN | HINDI**  
**FEMINISMININDIA.COM**  
**'AB BOLNA HOGA'**

Feminism in India's campaign was aimed at reaching the Hindi speaking belt and bringing awareness about different facets of gender-based violence prevalent online as well as offline. It included posters, educational videos, articles, and other relevant material in simple language to disseminate information. The campaign also sought participation from its readers to make it more inclusive and participatory.

**WEB | FEATURE | HINDI**  
**SWATI MISHRA**

**'LOCKDOWN MEIN PITA KO LANE WALI CYCLE GIRL JYOTI KE GHAR KI SURAT BADAL GAYI' | LALLANTOP.COM**

Swati Mishra weaves the story of Jyoti who is an unassuming young woman and had cycled her father from Gurugram to her village in Bihar, during the lockdown. She captures the young girl's milestone journey and brings to the fore her sanguineness despite various lockdown hardships.



**WEB | FEATURE | HINDI**  
**GAONCONNECTION.COM**

**'MOTHERS OF INDIA - BACHHE BHUKHE NA SOYE ISLIYE YE MAA BANATI HAI TRACKO KE PUNCTURE'**

Gaonconnection.com portrays the grit of Tarrunum who took to repairing punctured tyres to support her children. Breaking the stereotypical expectation of becoming a domestic help, she chose to set up her venture. The narrative captures her path-breaking journey in a male-dominated society to become a well-known person in her own right.



**WEB | JURY APPRECIATION CITATION | ENGLISH**  
**UZMI ATHAR**  
**SERIES OF NEWS REPORTS | PTI**

Uzmi Athar's collection of powerful news reports examine various facets of gender-based violence that saw a sharp rise during the pandemic. She examines the official data, speaks to victims, rescue organizations as well as the authorities to bring a well-rounded series.



**WEB | JURY APPRECIATION CITATION | ENGLISH**  
**MUDASSIR KULOO**

**'CONFLICT PUSHES FOR INCREASE IN SALE OF NON-LOCAL BRIDES IN KASHMIR' | KASHMIRINDEPTH.COM**

Mudassir Kuloo's article brings to light the prevalence of the sale of non-local brides to men disabled in the conflict in Kashmir. He explores the psychological pressures as well as societal ostracization of these men, as well as explores the plight of the women who come from grave poverty-stricken areas outside the valley.



**WEB | JURY APPRECIATION CITATION | ENGLISH**  
**FEMINISMININDIA.COM & PARTNERS FOR LAW IN DEVELOPMENT**  
**'ADOLESCENT SEXUALITY CAMPAIGN' | FEMINISMININDIA.COM**



Feminism in India and Partners for Law in Development, explore a topic that needs to be discussed openly. This very well-designed campaign brings awareness about and de-mystifies adolescent sexuality, a topic hitherto relegated to hushed conversations.



**WEB | JURY APPRECIATION CITATION | ENGLISH**  
**JESSICA GOEL & SURABHI SINGH**  
**'UNVEILING THE 'GHUNGAT'' | STOREISASIA.ORG**



Jessica Goel and Surabhi Singh address the very complex issue of patriarchy through a simple capture of a series of conversations with women, men, and children about what Ghunghat or veil means to them. Without any narration, it is left to the viewers to draw their conclusions about the patriarchy in this village community in Haryana.

**WEB | JURY APPRECIATION CITATION | ENGLISH**  
**SADHIKA TIWARI**  
**'WHY CONTRACEPTION IS STILL 'WOMEN'S BUSINESS' IN INDIA' |**  
**INDIASPEND.COM**



Sadhika Tiwari looks at the irony of contraception usage in India. While men get to decide the method of contraception, the onus of using it falls on the women. They not only have to use it but deal with the consequences. She leaves us with the question- why do women still have to shoulder the responsibility of contraception?

**PRINT | JURY APPRECIATION CITATION**  
**MUDASSIR KULOO**  
**'HOW KASHMIR'S FEMALE DOCS, NURSES FIGHT VALIANTLY AGAINST**  
**COVID-19' | NATIONAL HERALD**



Mudassir Kuloo's report captures the difficulties faced by the nurses, paramedics, and female doctors as they dedicated themselves to countering the pandemic. The problems faced ranged from lack of transportation, accommodation to stigmatization by their families and society out of fear of contracting the deadly virus, should they come in touch with them.

**WEB | JURY APPRECIATION CITATION | HINDI**  
**HARSHITA RATHORE**  
**'INDIA'S UNEQUAL DOMESTIC WORKERS | DIGNITY OF LABOUR IS NOT**  
**RECOGNISED IN THIS UNORGANISED SECTOR' | STOREISASIA.ORG**



The film by Harshita Rathore lays out the lived experience of domestic workers and the unfairness that is meted to them, despite their contribution to making our lives easier. The video bares the deeply hegemonic nature of our society as it captures the mistrust and untouchability with which they are still treated.



WEB | JURY APPRECIATION CITATION | HINDI

**PRATEEKSHA PANDEY**

*'DELHI KE GB ROAD KI SEX WORKERS KO KEJRIWAL SE YE SHIKAYAT, SWATI MALIWAL SE ZARURI SAWAL'* | LALLANTOP.COM

Prateeksha Pandey captures lived realities and concerns of women sex workers. She presents their plight without losing sight of the fact that the women sharing their stories are citizens and voters with equal rights, and deserve to be treated with dignity and respect.

WEB | JURY APPRECIATION CITATION | HINDI

**JYOTI YADAV**

*'KAISE EK MAHILA ADHIKARI NE EK SAAL SE TOILET MEIN BAND 38 VARSHIYA RAMRATI KO KIYA RESCUE'* | THE PRINT – YOUTUBE

Jyoti Yadav investigates the rescue operations of 38-years old Ramrati by Rajni Gupta, a rescue officer who was tipped off about her predicament. Ramrati was locked up in a toilet for over a year. Jyoti, also looks at the increase in domestic violence, its causes and effects on mental and physical well-being, and the dismal lack of understanding of mental health issues in rural India.



WEB | JURY APPRECIATION CITATION | HINDI

**VARSHA SINGH**

*'UTTRAKHAND: BACCHE KO JANAM DENE KE KHATIR KAB TAK MARTI RAHEGI BETIYA?'* | NEWSCLICK.IN

Varsha Singh paints a vivid picture of the hardships that women in Uttarakhand have to go through, to give birth to their children. She points out that the lack of medical facilities coupled with a shortage of trained medical specialists put the lives of both the mother and the child at risk and advocates for an interdisciplinary integrated approach to address this gap.

WEB | JURY APPRECIATION CITATION | HINDI

**JYOTI YADAV**

*'GRAMIN BHARAT: GHUNGAT KE BHEETAR SE KAISI DIKHTI HAI DIGITAL DUNIYA'* | THEPRINT.IN

This report by Jyoti Yadav draws the picture of a digitally progressive rural India by juxtaposing the traditional “Ghungat” with the modern-day internet in a small village in the Alwar district of Rajasthan. The women profiled by Jyoti, while still following the age-old tradition of covering their faces, have used their husband's mobiles to not only surf the internet but also to become Tik Tok sensations.





PRINT | ARTICLE | ENGLISH

**HRISHITA RAJBANGSHI**

**'POSSESSED BY GREED- THE ENDURING HUMAN TOLL OF ASSAM'S WITCH HUNTS' | THE CARAVAN**

Harshita Rajbangshi gives us a peek into the practice of witch-hunting that exists in Assam. The accused women are not only ostracized and excommunicated but are subject to inhuman atrocities and their property acquired forcibly. The article was drawn from research conducted by Harshita under the Zubaan-SPF Grant for Young Researcher 2018-2019.

PRINT | NEWS REPORT | ENGLISH I

**ARUNIKA MOHAPATRA**

**TRIBAL WOMEN IN MALKANGIRI COME TOGETHER TO DEBUNK MENSTRUAL TABOO' | THE TIMES OF INDIA**

Arunika Mohapatra documents the work done by Bada Didi, a self-help group of young girls of Malkangiri to debunk the myths around menstruation. It addresses a very real problem that has been affecting girls and women for a long time in and around the area.



WEB | INVESTIGATIVE STORY | ENGLISH

**PURNIMA SAH**

**'WOMEN SAFETY: A DYSFUNCTIONAL TOLL-FREE WOMEN HELPLINE IN WEST BENGAL; ASSAM HELPLINE LACKS SUFFICIENT FUNDS' | GAONCONNECTION.COM**

Purnima Sah's investigation looks at the state of women helpline numbers and the supportive infrastructure in the states of West Bengal and Assam. She meticulously dissects the data, to establish the readiness of these facilities to respond, the number of calls received, the effectiveness of the supporting rescue network, the systemic glitches, and the low levels of awareness amongst the target segment.



WEB | BLOG | ENGLISH

**BIJAYA BISWAL**

**'WEDDING SEASON BRINGS MORE WOMEN TO HOSPITAL WITH INJURIES FROM RAPE' | THECITIZEN.IN**

This well-articulated and well-researched blog by Bijaya Biswal, draws attention to the prevalence of marital rape which remains severely under-reported. Biswal effectively presents a spectrum of scenarios that could constitute marital sexual violence through lived experiences of several women.



WEB | FEATURE | ENGLISH

**SANHATI BANERJEE**

**'THE TICKING BOMB CALLED ONLINE CHILD SEXUAL ABUSE' | FEMINISMININDIA.COM**

Sanhati Banerjee, brings to the fore the increasing incidence of child sexual abuse during the pandemic. She effectively uses a combination of data and the legal framework to present an analysis of various facets of the issue.



PRINT | ARTICLE | HINDI

**JUHI SMITA**

**'MAHILAON KO INTEZAR, UNKE SWASTHYA, SHIKSHA AUR AARTHIK NITIYON PAR KAUN KAREGA BAAT'** | PRABHAT KHABAR



Juhi Smita articulates the aspiration of millions of women who are waiting to be represented in political decision-making and encapsulates the importance of giving a voice to women who are a major constituent of Bihar voters.

PRINT | FEATURE | HINDI

**RAVISHANKAR UPADHYAY**

**'KACHRA CHUNE WALI BETIYON NE KIYA KAMAAL, MATRIC PARIKSHA MEIN SABHI FIRST DIVISION SE HUI PASS'** | PRABHAT KHABAR



Ravishankar Pandey's extremely hopeful and sensitive story juxtaposes the aspiration to study, with the dignity of work of a community of young school-going female manual scavengers. The narrative of the collective covers intersectional backgrounds as it establishes how important it is to invest in the cause of girls' education.

PRINT | NEWS REPORT | HINDI

**SHREYA SHARMA & PRITI SINGH**

**'MATRUTVA AVKAASH PAR GAYI AUR ASHAKT MAHILAON KI BHI LAG GAYI CHUNAV MEIN DUTY'** | DAINIK BHASKAR



Shreya Sharma and Priti Singh bring into focus the apathy with which women on election duty are treated, irrespective of their health condition. The story presents facts in an inclusive manner which maintains cultural sensibilities as well as the politics of gender.



WEB | BLOG | HINDI

**SAUMYA JYOTSNA**

**'NAVRUNA CASE: AB APNI BETI KE AVSHESH KA INTEZAR KAR RAHE HAI MATA-PITA'** | FEMINISMININDIA.COM



Saumya Jyotsna's blog is a shocking exposition that traces the arduous journey of the parents of the young abducted and subsequently murdered, Navruna as they face the indifferent and patriarchal attitudes of the numerous official agencies in Bihar. It narrates the couple's ordeal in lodging an official 'missing' complaint and in getting an investigation into their daughter's murder initiated, as they still await her mortal remains.

WEB | FEATURE | HINDI

**AISHWARYA AMRITVIJAYRAJ**

**'MAHILAON KE 'CHARAMSUKH' YAANI ORGASM PAR CHUPPI NAHI, BAAT KARNA JARURI HAI'** | FEMINISMININDIA.COM



A vastly untouched topic, Aishwarya Amritvijayraj's article looks at the patriarchal narrative around the female orgasm. It looks at various facets as well as the history of female sexual behavior while exploring the subject. It also explores societal attitudes and women's understanding of their bodily needs.

WEB | INVESTIGATIVE STORY | HINDI

**MD. ASGHAR KHAN**

*'CORONA KI EK KAHANI AISI BHI: DESH MEIN 9 LAKH SEX WORKER, JO ISI PESHE KE BOOTE BACHCHON KI PADHAI KE LOAN, BOODHI MAA KA ILAAJ KARATI THI, ABAARTHIK TANGI SE JOOJH RAHI'* | BHASKAR.COM



Md. Asghar Khan covers the effects of the pandemic on the sex workers and the problems being faced by them. He highlights the plight of the women who support their aged parents, children through sex work and in many cases are the sole breadwinners in the family. He also underlines the apathy of society and the government to underscore their dismal condition.

PRINT | ARTICLE | ODIA

**SUBHAKANTA PADHIHARY**

*'ASAHAYA PARIMANE'* | SAMBAD



Subhakanta Padhihary presents a well-researched article on girl children going missing in Odisha. Backed by data, the report covers some cases, various stakeholders' comments, and the role of the agencies. It also lists the relevant laws as well as the government agencies tasked with the prevention of the trafficking of children.

PRINT | OP-ED | ODIA

**RUDRA PRASANNA RATH**

*'BAHAGHARA BHANGIGALA PARE'* | PRAMEYA



Rudra Prasanna Rath's op-ed focuses on the plight of women whose marriages are called off just before the wedding. The sensitive piece explores the many implications such as the blow to their self-esteem as well as the effect on their social standing. The article also offers cogent advice to family members on how to bring these women out of self-loathing.

PRINT | NEWS REPORT | ODIA

**BIJAYA DWIBEDI**

*'BAHU DESIYA KAMPANI CHADI SAFALA PASUPALAKA HELE MAHILA'* | THE SAMAJA



Bijaya Dwibedi traces the inspirational story of a high-ranking banking professional who chose to return to her roots in Kalahandi, one of the poorest districts in India. She took to agriculture and created a network of the entire gamut of ancillary services to provide a fillip to local farmers in their effort to become self-reliant.

PRINT | ARTICLE | BENGALI

**JINAT REHENA ISLAM**

*'BUDGET E NARISAKTI RUPKOTHA HOYE THEKE'* | ANANDBAZAR PATRIKA



Jinat Rehena Islam's article emphasizes the marginalization of women as well as their conspicuous absence in the preparation of the Annual Budget 2021. She intersperses it with comments of women from all sectors, strata as well as regions of the state to illustrate her points. Her satirical style of writing coupled with well-articulated remarks of the women sharply emphasizes their deliberate and planned disempowerment.

WEB | FEATURE | BENGALI  
**SUDARSHANA CHAKRABORTY**

'RIYA AMADER BHENGE JAWOA AYENAR MUKH' | GROUNDZERO.IN



Sudarshana Chakraborty highlights the media's role in using a woman as a pawn to boost its viewership and sell the news. Using the context of Riya Chakraborty, the accused in Sushant Singh Rajput's case, she highlights our distorted viewpoints. Such vilification goes against fair trial as it may influence the opinion of the courts before the actual verdict is out, she emphasizes.



WEB | JURY APPRECIATION CITATION | ENGLISH  
**NAZISH HUSSAIN & MUSHEERA ASHRAF**

'MEET 10 WOMEN WHO ARE SPEARHEADING MOVEMENT AGAINST CAA-NRC IN INDIA' | TWOCIRCLES.NET



Nazish Hussain & Musheera Ashraf bring us face to face with ten courageous women from across the country who took leadership positions in the CAA-NRC movement. It elucidates their contribution to changing the way Indian woman is perceived globally as well as celebrates their grit and resilience.

WEB | JURY APPRECIATION CITATION | ENGLISH  
**POKHEE SAHARIA AND DEVIKA MAGAN**  
 'GREEN IS THE NEW RED' | MANTHAN MAGAZINE



In this article, Pokhee Saharia and Devika Magan explore the levels of awareness about sustainable menstrual hygiene products. They look at attitudes of women as well as factors influencing the adoption of such practices.



WEB | JURY APPRECIATION CITATION | ENGLISH  
**DEVRUPA RAKSHIT**

'STEALTHING: THE REPREHENSIBLE PRACTICE OF TOSSING CONSENT OUT OF THE WINDOW' | THEWIRE.IN



Devrupa Rakshit voices an aspect of consensual sex that is quite not so in reality. While the act of removing protection slyly mid-way through intercourse, is gaining recognition as problematic in the more developed societies, in the Indian context it remains unacknowledged. She explores the sneaky tactics used by what she calls stealthing enthusiasts, the legal recognition accorded as well as the conditioning of our people to let such deviousness go by unchallenged.

PRINT | JURY APPRECIATION CITATION | HINDI  
**JUHI SMITA**

'SUPER WOMAN KI CHHAVI SE NIKALE MAHILAYEN, KAMON KA KARE BANTWARA' | PRABHAT Khabar



Juhi Smita's article normalizes being average and encourages women to take a break from being unpaid workers, and care for their own mental, physical as well as emotional well-being, during the pandemic. Highlighting the undue burden on women and the increase in the incidence of domestic violence, she urges women to stand up for themselves.

# WESTERN REGION



**ELECTRONIC | TOPICAL/ISSUE-BASED PROGRAMME**

**ZEBA WARSI**

**'ANTI-CAA PROTESTS: HOW PROTEST POLITICS ACQUIRED A FEMINIST UNDERTONE' | CNN-NEWS18**

Zeba Warsi's feature explores what made Shaheen Bagh and the protests nationwide, not just women-led but intrinsically feminist. Zeba highlights how women's participation brought them out from the confines of premeditated gender roles, transformed men's roles as well, and enabled women to assert themselves on a range of issues.

**PRINT | NEWS REPORT | ENGLISH**

**SADAF MODAK**

**'MAHARASHTRA: 80 CASES OF CHILD MARRIAGE STOPPED; 16 FIRS FILED SINCE LOCKDOWN ENFORCED' | THE INDIAN EXPRESS**

Sadaf Modak examines the reasons for the increased prevalence of child marriages in Maharashtra since the lockdown was imposed. She looks at the data, traces some real-life stories, and elaborates the rescue measures available. She also assays the role of the agencies in rescuing the victims and preventing such crimes.



**PRINT | NEWS REPORT | ENGLISH**

**NITASHA NATU**

**'MAHARASHTRA: TRAFFICKED GIRLS SCRIPT SUCCESS STORIES AT DEONAR SHELTER' | THE TIMES OF INDIA**

Nitasha Natu presents a truly motivating collection of cases of minor trafficked girls who break the shackles and take to professions of their choice. She looks at the victim mindset that these girls arrive with at the Deonar Shelter; how they overcome their ordeal to take to careers as diverse as hairstylists, engineers, nurses, social workers, and more, and become role models for others in the rescue home.



**WEB | BLOG | ENGLISH**

**SAGAR GALANI**

**'AS CAPITALISM FUELS TOXIC MASCULINITY, TIME TO CALL OURSELVES OUT' | THEQUINT.COM**

Sagar Galani's blog lucidly tackles the issue of toxic masculinity in the context of capitalism. It contends that the lack of conversations around the topic and its normalizing during the formative years could provide a fillip to the gender bias and the patriarchal mindsets inherent in our culture.



**WEB | FEATURE | ENGLISH**

**JYOTI SHINOLI**

**'MY KAAT [UTERUS] KEEPS COMING OUT' | RURALINDIAONLINE.ORG**

Jyoti Shinoli etches the stark reality of Bhil women struggling with a prolapsed uterus which gets aggravated because of unrelenting daily hard labour. Lack of road or mobile connectivity and a poor network of medical facilities in Maharashtra's Nandurbar district, leave them grappling with excruciating pain.







**WEB | PODCAST | ENGLISH**  
**ELSAMARIE D'SILVA**  
*'beliEVE PODCAST'* | AAWAZ.COM

ElsaMarie D'Silva presents a compendium of contemporary Indian women role models. These narratives of struggle and achievements of successful women from diverse professions, different linguistic, social, economic, and cultural backgrounds can inspire many other women to emulate their journeys.

**WEB | SOCIAL MEDIA CAMPAIGN | ENGLISH**  
**INDU L. HARIKUMAR**  
*'#LOVESEXANDTECH'* | INSTAGRAM



Indu Harikumar uses Instagram, a very popular social media platform amongst the youth, to create awareness and engage with audiences on taboo subjects ranging from love to sexuality. She uses effective graphics as well as simple language to not just explore but highlight a women's perspective.



**PRINT | EDITORIAL | HINDI**  
**DR. MONIKA SHARMA**  
*'SOCH BADALNE SE RUKEGI HINSA'* | DAINIK HARIBHUMI

Dr. Monika Sharma's editorial on violence against women questions society's treatment of women as second-class citizens. In this emphatic piece, she urges everyone to strike at the root cause by revolutionizing our own mindsets towards women in order to effectively address this omnipresent problem.

**PRINT | NEWS REPORT | HINDI**  
**SIKANDER PAREEK**  
*'SHIKSHIT HOKAR KHUD KABIL BANI, AB FAILA RAHI ROSHNI'* | RAJASTHAN PATRIKA



Sikander Pareek takes us through the journey of Sita and Leela Garasiya from Koyalvab village in Pali district, as they fight society to become the first few girls to get educated from the village. They now work as principals and have dedicated themselves to educating more girls.



**WEB | FEATURE | HINDI**  
**TASNEEM KHAN**  
*'GHARELU HINSA PAR KAB LAGEGA LOCKDOWN? AADHI DUNIYA, PURI BAAT WITH TASNEEM KHAN'* | PATRIKA.COM

While the whole world took a pause as the lockdown was imposed to counter the COVID-19 epidemic, the incidence of domestic violence not only continued but, in some cases even increased. Tasneem very evocatively presents the trend and its implications.

WEB | BLOG | HINDI

**SAMEERA IYENGAR AND DEBASMITA DAS**

**'CHITHI AAYI HAI! EK ZARA CHOTI, EK THODI BADI LESBIAN KE BICH, EMAIL PE BAATEIN'** | AGENTSOFFISHQ.COM



Sameera Iyengar And Debasmitta Das present a delightful compendium of letters being exchanged between a 47-year-old Sameera who is lesbian, and 24 years old Sarathi, who identifies herself as a queer woman. They explore their personal journeys, growing up in different times as they discuss dating, relationships, and family as well as societal attitudes. This exchange provides an insight into just how much has the situation changed for women in same-sex relationships, if at all.

ELECTRONIC | NEWS FEATURE | GUJARATI

**VANDANA**

**'PERIODS PAR MAUN ANE SPORTSWOMEN PAR TENI ASAR'** | BBC GUJARATI



Vandana's six-minute report elaborates the difficulties being faced by sportswomen during their menstruation cycle. Through a series of online and on-field interviews, it identifies a host of impediments encountered, such as lack of good toilets, insensitive coaches, inhibition to inform about periods, and religious beliefs.

PRINT | ARTICLE | GUJARATI

**AMITA MEHTA**

**'VAKEELAT NE KSHETRA MA PADKARO JYA TAK BANSHE'** | SANDESH



Amita Mehta's article gives an in-depth insight into the struggles of and challenges faced by women lawyers like the reluctance of people to engage a female lawyer, the family responsibilities, extended working hours and overall discrimination because of their gender. Through examining many successful lawyers over the years, this article also outlines the opportunities to succeed in the field.

ONLINE RADIO | CAMPAIGN | MARATHI

**BIPINCHANDRA CHAUGULE & DR. VEDAVATI RAVINDRA JOGI**

**'GIRL-FRIEND'** | BHANNATSHALA.IN



Bipinchandra Chaugule & Dr. Vedavati Jogi of BhannatShala educate the new generation about the importance of giving equal respect to all women in life. The theme and the use of online radio to reach out to youth is innovative and helps engage in conversation in a non-threatening manner.

ONLINE RADIO | COMMUNITY | MARATHI  
**AMCHI URMILA: ENDING CHILD MARRIAGE**



This program 'Ending Child Marriage' broadcast across 22 community radio stations, effectively addresses the perils of child marriage which continues to thrive despite serious attempts by various groups and the government. Using the medium of radio, it reaches out to its target audience with effective messaging on the issue.



**WEB | BLOG | MARATHI**  
**DR. SHANTANU ABHYANKAR**  
*'TI BAI AANI TI SABHA'* | [SHANTANUABHYANKAR.BLOGSPOT.COM](http://SHANTANUABHYANKAR.BLOGSPOT.COM)

Dr. Shantanu Abhyankar's blog exposes the inadequate healthcare network in remote areas of Maharashtra. He traces the inability of a nine-month pregnant woman to access timely help as she battles eclampsia and elevated blood pressure. Her tragic demise lays open the apathy of the doctors, systemic red-tapism, absent healthcare workers, and the attitude of family, in particular the menfolk.

**WEB | FEATURE | MARATHI**  
**ANAGHA PATHAK**  
*'HAKKACHYA JAMINISATHI EKTINE LADHA DENARI SCOOTYWALI'* |  
**BBC MARATHI**



Anagha Pathak's story of Sunanda Mandale, Scooty wali Bai, showcases the latter's fight for justice through legal means in a society where women rarely go to court on their own.



**WEB | MARATHI**  
**AGENTSOFISHQ.COM**  
*'AIKA TO THE BAIKA: POLICE COMPLAINT LAVANI'*

This witty musical number explores just how biased our police is, as it weaves an entertaining story of the apathy and patriarchal mindsets of Bilkul Pandey and Kunti G, the two cops and the three lavani artists Shakku, Megha and Akanksha who come to lodge complaints.

**PRINT | JURY APPRECIATION CITATION | ENGLISH I**  
**SUMEDHA RAIKAR - MHATRE**  
*'CONQUERING THE ENEMY IN THE KITCHEN'* | **MIDDAY**



In a thought-provoking piece, Sumedha Raikar Mhatre sheds light on how the pandemic has quite suddenly transformed the lives of many women in India who had outsourced the daily chore. Her own experimenting in the kitchen with the daily meals resonates with many for whom the kitchen has now become a compulsory laboratory.



**PRINT | JURY APPRECIATION CITATION | ENGLISH**  
**SHALINI NAIR**  
*'WHEN HELPING HURTS'* | **THE INDIAN EXPRESS**

Shalini Nair in this data rich opinion piece argues that increasing the age of marriage will be an 'exercise of carceral power by state' and will have a disproportionate impact on Dalit and Adivasi women. She presents a cogent view, that any effort to address child marriage in India has to be preceded by investment in education, welfare, and opportunities for women.

WEB | JURY APPRECIATION CITATION | ENGLISH

**VARSHA TORGALKAR**

**'LGBTQ FACE DISCRIMINATION AND STIGMA WHILE ACCESSING HEALTHCARE' | HERNEWS.IN**



Varsha Torgalkar through a series on lived experiences of the LGBTQ+ community explores the bias that exists in the healthcare sector. She highlights the lopsided attitude of the doctors, lack of acceptance of the community's needs, and the incompetent medico-legal understanding on the subject that compromises their right to equality, privacy, life, and dignity.

WEB | JURY APPRECIATION CITATION | ENGLISH

**JAGRUTI KATKAR**

**'FROM DOOR-TO-DOOR SELLERS TO JOURNALISTS, HOW ARE WORKING WOMEN COPING WITH THE LOCKDOWNS?' | INDIEJOURNAL.IN**



Prajakta Joshi's article looks at a diverse montage of working women and highlights the hardships faced by them. From the lack of public toilets to the snapping of outdoor movement, she notes the struggles of the working women and their families during the lockdown.

WEB | JURY APPRECIATION CITATION | ENGLISH

**PARTH M.N**

**'BIHAR'S WOMEN WIN AGAINST ALCOHOL BUT LOSE TO ILLICIT LIQUOR, DRUGS' | INDIASPEND.COM**



Parth M.N explores in-depth the effect of the alcohol ban in Bihar. He follows the story of several rural women who now have to battle the illicit liquor outlets mushrooming robustly across the state.

PRINT | JURY APPRECIATION CITATION | MARATHI

**HEENA KHAN**

**'VIDNYANANE TERUJNA CONCRETE KELA' | WEEKLY SADHANA**



Heena Khan's autobiographical article is an interesting exploration of how an education in science stream equips her for a pragmatic future. She cites how her training helped her develop a scientific temper that enabled her to question superstitions, dogma, and myths that are routinely touted as norms by religion, families, and societies.

PRINT | JURY APPRECIATION CITATION | MARATHI

**DR. PRAVEEN GHODESHWAR**

**'FIRATYA CHAKAVARATI' | DIVYA MARATHI**



Dr. Praveen Ghodeshwar's column captures very interesting stories of women behind the wheel. The stories inspire the readers and make them aware of new career options for women like driving and associated skills in that field.



**PRINT | ARTICLE | ENGLISH**

**SOMA BASU**

**'A PARALLEL PANDEMIC AS DOMESTIC ABUSE VICTIMS TRAPPED WITH THEIR ABUSERS' | THE HINDU - METROPLUS**

Soma Basu's article illustrates the irony of #StayHomeStaySafe as it traces the lives of married women during the COVID-19 lockdown and the multiple ways in which they were abused, whether physical, financial, or emotional. It also looks at the systemic loopholes that thwart a robust attempt to address this problematic situation.

**PRINT | FEATURE | ENGLISH**

**NAVAMY SUDHISH**

**'DON'T SET US STRAIGHT' | THE HINDU**



Navamy Sudhish presents an empowering narrative of the reprehensible attempts made by the families, unethical health professionals, and pseudo therapists to undermine the physical, emotional, or legal well-being of LGBTQ+ individuals. She also exposes their vulnerability while highlighting their lonely and ostracized reality.

**PRINT | FEATURE | ENGLISH**

**SHARANYA MANIVANNAN**

**'DESIRE AND GENDER IN TWO NOVELS ABOUT HEREDITARY DANCERS' | THE CARAVAN**



Sharanya Manivannan looks at how hereditary dancers have been invisibilised and relegated to the periphery of society. She dissects two novels to explore various themes like the male gaze, prejudice, double standards, complexity, sensuality, bigotry, and narcissism. This exposition makes her deep study of the two novels extremely relevant in interpreting current realities.

**PRINT | INVESTIGATIVE STORY | ENGLISH**

**SIDDHARTH DUBE**

**'MINDING THEIR BUSINESS' | THE CARAVAN**



The story provides a detailed and inspiring description of the emancipatory grassroots movement that unfolded in the nineties by those who sold sex as a profession and how it made a mark on the national policy and debate. This documentation illustrates how collectives can and should work for the interests of their members and for bringing in social change.

**WEB | BLOG | ENGLISH**

**SUBHIKSHA MANOJ AND BHARTI KANNAN**

**'COPING WITH PANDEMIC STRESS, MENTAL HEALTH AND MENSTRUAL DISORDERS IN 2020' | LIVEWIRE.THEWIRE.IN**



Subhiksha and Bharti have brought the readers face to face with two very relevant yet stigmatized issues, those of mental health and menstruation, being confronted by present-day women during the pandemic. They have highlighted how these two are not only considered taboo but are also interlinked and need to be addressed urgently.

WEB | CAMPAIGN | ENGLISH

**BOONDH.CO**

**'#PERIODSANDPATRAKAARS - MEDIA SENSITIVITY AND ADVOCACY TOOLKIT ON DISCUSSIONS AND REPORTAGE ON MENSTRUATION'**

This detailed manual produced by Boondh.Co is a must-read for aspiring and current media professionals. It provides a complete set of guidelines for sensitive reportage, which is crucial in a culture where menstruation is weaponized to discriminate against women.

BOONDH



WEB | FEATURE | ENGLISH

**MAHIMA JAIN**

**'AS INDIA'S CREDIT SECTOR FALTERS, SO DO WOMEN'S LIVELIHOODS' | FULLERPROJECT.ORG**

Mahima Jain trails the suffering of women on account of delayed re-payments of micro-financed loans, in the wake of the ongoing pandemic. Unearthing some alarming truths, she looks at the nature of borrowing as well as lenders' apathetic attitude during these times.

WEB | BLOG | HINDI

**PRASHANT PRATYUSH**

**'KAISE IN PERIODS NE MUJHE, EK LADKE KO, PITRUSATTATMAK BANA DIA' | WOMENSWEB.IN**

The powerful and innovative first-person description by Prashant Pratyush, effectively sketches how a lack of understanding of periods made the author patriarchal. A much-needed perspective, the narrative shows how a lack of pragmatic conversation on periods contributes to the gender divide and stereotyping.



WEB | DOCUMENTARY | MALAYALAM

**ANNA KEERTHY GEORGE**

**'ASHA WORKERKOPPAM ORU DHIVASAM' | YOUTUBE.COM/DOOLNEWS**

The documentary by Anna Keerthy George unravels the volume of work being done by the ASHA workers. It sketches the difficult working conditions and poor wages and effectively brings to public notice, the selfless care by this unalienable part of the state health workforce. It makes a case for state action as well as social attention for ASHAs who are not even accorded the status of a worker and are considered as volunteers.

WEB | FEATURE | TAMIL

**SHALIN AROKIA MARY MARIA LAWRENCE**

**'PENGAL KUZHAAYADI SANDAI PODA VENDUM' | VANAKKAMFRANCE.FR**

"When women fight on the street for water, they become an object of ridicule. But it is their family they are fighting for, much like the tigress taking care of her cubs", captures the essence of Shalin's feature as she wades through current perspectives on women and examines why they need to change. An evocative essay, it emphasizes the need to look at women through a different lens and empower them to realize their real potential in all spheres.





**WEB | FEATURE | TAMIL**

**NANDHINI V**

**'NEIDHAL MAANAGARIN 'MEENKARIGAL': KASIMEDU PENGALIN KADHAI' | HINDUTAMIL.IN**

Nandhini's poignant story celebrates the grit, hard work, and business acumen of the fisherwomen of Chennai. She highlights how they are not relegated to merely packing food for their husbands who are setting out to sea and looking after the families but take an active part in ensuring that the catch reaches the market and brings home the money.

**ELECTRONIC | ISSUE BASED PROGRAMME | TELUGU**

**TV9 TELUGU**

**'KANIKARAM LENI BROKERLU. VAALLANU AMMESARU'**

Tv9 Telugu's report from the Ananthapuram district exposes the vicious system of trafficking women from the area. Severe famine and drought conditions have pushed women, especially from the marginalized communities into the sex trade in larger cities. It also highlights the views of the social activists, police personnel, and officials who rescued some of the women.



**PRINT | ARTICLE | TELUGU**

**C VANAJA**

**'NIRBHAYA NUNCHI DISHA DAAKA' | VEEKSHNANAM MONTHLY MAGAZINE**

Vanaja examines the roots of the rape culture that is gaining strength in our society. She takes two sensational incidents, the 2012 Nirbhaya case from New Delhi and the 2019 case of Disha in Hyderabad, as examples and makes a strong case for putting in place systematic institutional mechanisms to reduce the violence against women.

**PRINT | JURY APPRECIATION CITATION | ENGLISH**

**DHARANI THANGAVELU**

**'COMMERCIAL SURROGACY AND WOMEN EGG DONORS' | THE NEWS MINUTE**

Dharani Thangavelu demystifies a topic that is barely understood. She elaborates how assisted reproductive healthcare has revealed new ways to discriminate based on caste, skin color, and religion. This series has the potential to form the basis for a deeper exploration of each individual aspect brought to the surface.



**WEB | JURY APPRECIATION CITATION | ENGLISH**

**ANNAM SURESH**

**'WHY BENGALURU SEX WORKERS COULDN'T GET RATION KITS DURING LOCKDOWN' | CITIZENMATTERS.IN**



Annam Suresh draws a stark picture of the struggles of Bengaluru sex workers for sustenance during the pandemic and the overall apathy of the society including those who had used their services regularly in pre-pandemic times. It examines the inadequacies of government as well as societal support and brings to the fore their fears and insecurities.

# SOUTHERN REGION



**WEB | JURY APPRECIATION CITATION | ENGLISH**

**ASEFA HAFEEZ**

***'WHY BEING A WORKING WIFE AND DIL IS NOT AS EMPOWERING AS I THOUGHT IT WOULD BE!'*** | WOMENSWEB.IN

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Asefa Hafeez explores people's attitudes towards working women who are married and talks of the double whammy of delivering professionally whilst keeping everyone at home happy. Asefa effectively sketches society's patriarchal mindset as she recounts the experiences of numerous 'empowered' high achievers who grapple with guilt of what they see as not being able to fulfill their duties towards their families.

**WEB | JURY APPRECIATION CITATION | TAMIL**

**NIVEDITA LOUIS**

***'HER STORIES'*** | FACEBOOK

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Nivedita Louis's web campaign provides ordinary women a platform to be heard and seen. Her in-depth conversations with remarkable women from ordinary backgrounds, capture the stories of their fortitude in fighting against patriarchy, poverty, disability, or even relocation and becoming refugees in their own state, and eventually etch their own unique identities.



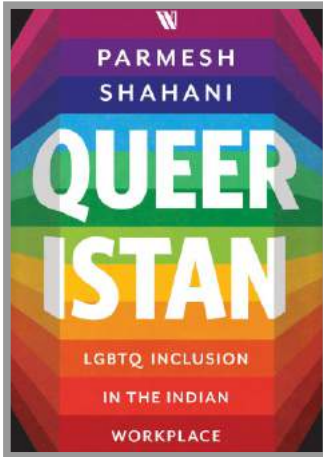


The National edition of the *Laadli* Media & Advertising Awards for Gender Sensitivity (LMAAGS) acknowledged 39 noteworthy works in the fields of journalism, advertising, films, television, theatre and books for their sensitive gender portrayal. Noted journalist, writer and television personality, Mrinal Pande was the chief guest while Honorable Norwegian Ambassador, Hans Jacob Frydenlund and Sriram Haridass, Country Representative, UNFPA India, were the guests of honour. The initiative is supported by UNFPA and the Norwegian Embassy in India.

This year the *Laadli* of the Century was given to the multifaceted Shama Zaidi, screenplay writer, costume designer, art director, theatre person, art critic, and documentary filmmaker while *Laadli* Lifetime Achievement Award was conferred upon Padma Shri Neelam Mansingh Chowdhry and Tanuja Chandra, director and writer was awarded the '*Laadli* Woman Behind the Screen'.

To honour the work of the late Gail Omvedt, Kamla Bhasin, and Sonal Shukla, stalwarts of the Indian feminist movement and social activists, who passed away recently, the *Laadli* Gender Champion Award was instituted and it was given to Flavia Agnes, the well-known women's rights lawyer.

To mark the occasion, a colourful mélange of performances by Ekjute Theatre Group and Aarabhi- The Center For Performing Arts with its ensemble of young violinists has been put together.



**BOOK | ENGLISH | AUTOBIOGRAPHY**  
**QUEERISTAN**  
**PARMESH SHAHANI | AMAZON**

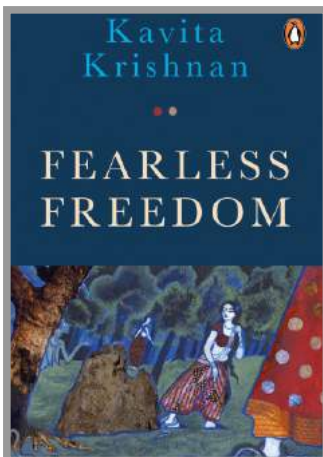
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Queeristan, is an in-depth study of the LGBTQAI community as it explores the societal prejudice against it and its marginalization. It also foresees the effect of the group's integration into the corporate world through the institution of sensitive and inclusive policies. It also urges corporate strategists to create greater representation for the community in their communications and marketing. The book also lays down pointers for people to overcome homophobia, trans, and biphobia as it looks at the intersectionality of caste, religion, and sexual orientation with the societal construct.

**BOOK | ENGLISH | MEMOIR**  
**THE WATER PHOENIX**  
**RITUPARNA CHATTERJEE | BLOOMSBURY**

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The Water Phoenix is an extraordinary exposition of the journey of a child who was sexually abused several times through her childhood, and her sense of abandonment following the loss of her mother and her father's constant transfers. It portrays the trauma the young girl goes through, her subsequent questioning of self as she grows up in an echo chamber of self-doubt, and her catharsis as she rejects the accepted norms to rise through the morass and emerge a healed person.



**BOOK | ENGLISH | NON- FICTION**  
**FEARLESS FREEDOM**  
**KAVITA KRISHNAN | PENGUIN RANDOM HOUSE, INDIA**

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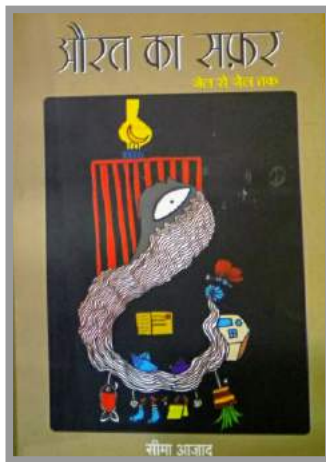
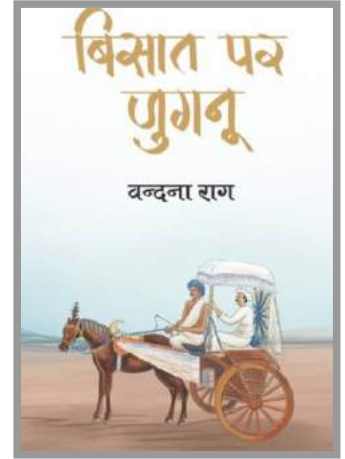
'If you want to be safe, why do you want freedom', as the opening remark, sets the stage of this seminal work by Kavita Krishnan. Fearless Freedom looks at a range of issues as it juxtaposes the commonly held norms of safety with what true personal freedom means for a woman. In India, safekeeping for women is often equated with their autonomy being curtailed as they are placed under constant surveillance of a watchful eye. The book challenges the patriarchal standards that clutch society and highlights the personal and political repercussions of erasing women from public spaces and keeping them confined to what is traditionally deemed a safe space.

**BOOK | HINDI | FICTION**

**BISAAT PAR JUGNU**

**VANDANA RAG | RAJKAMAL PRAKASHAN**

Published by Rajkamal Prakashan, *Bisaat Per Jugnu*, portrays the stories of women from two distinct countries with a similar background of coming out of war and fighting the tyranny of the colonist powers, India in the backdrop of 1857 and China in the aftermath of the two Opium Wars. The story captures the travails of common women from Patna to Delhi and the Canton region of China, and who have chosen to jump into the conflict. They dot the narrative like fireflies in the darkness, providing a tiny but nonetheless, a shiny ray of hope.



**BOOK | HINDI | NON- FICTION**

**AURAT KA SAFAR - JAIL SE JAIL TAK**

**SEEMA AZAD | AGORA PRAKASHAN**

Seema Azad's book "Aurat Ka Safar - Jail se Jail Tak" looks at the lives of 27 incarcerated women who have been victims of barbaric patriarchy and casteism. She noted their stories during her own term in the Naini Central Jail. She looks at their living conditions, the status of justice being accorded to them, and their personal circumstances that led to their present state. A human rights activist, she studied their social background and looks at what lies ahead for them, as they step from a smaller jail to what could be a larger jail for these women.

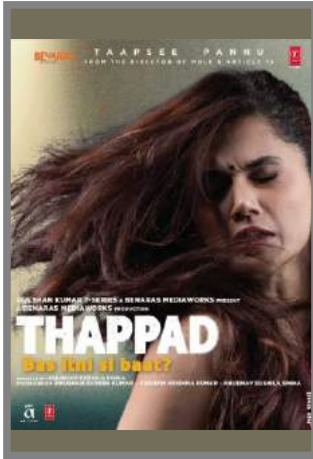
**THEATRE**

**Ji JAISI AAPKI MARZI**

**NADIRA BABBAR**

Nadira Babbar, through her over three-decade-long career in theatre has produced some remarkable work that highlights the social issues facing society. Through her theatre group, Ekjute, she has experimented with style, themes, and techniques liberally to create powerful works that have left a lasting impression. *Ji Jaisi Aapki Marzi*, written by Nadira Babbar looks at the lives of four different female protagonists and examines various roles assigned to women in our societies as well as the overt and covert bias that exists against them. The blood-curdling violence that gets socially sanctioned leaves the viewers shocked and disturbed for long.





**FEATURE FILM**  
**THAPPAD**  
**ANUBHAV SINHA**

The film raises the issues of domestic violence and its psychological impact on the woman. It also lays bare the societal patriarchal mindset where it is “Ok” for the husband to abuse the wife but the onus of making the marriage work still rests on the woman. Whether it is her sacrificing her dreams at the altar of her husband's ambitions or kowtowing to the parental and societal demands, the woman has to be the one to mend, maintain and make the relationships work.

Through Amrita's journey, the film explores the common practice of relegating a woman to secondary status while the man is naturally given the privilege to forge ahead with his dreams expecting the woman to support him unflinchingly. It also looks at the family narratives that run around divorce and women's freedom through essaying the story of two older women, the mother, and the mother-in-law.

**OTT RELEASE – AMAZON PRIME**  
**THE GREAT INDIAN KITCHEN**  
**JEO BABY**

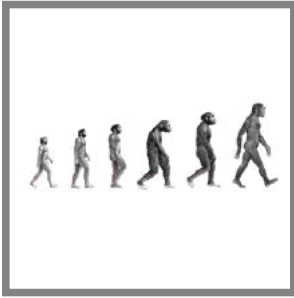
The Great Indian Kitchen traces the story of a Malayalee girl raised in Bahrain and a trained dancer. She gets married into a traditional and orthodox family in Kerala. The narrative takes the viewer through her married life as she grapples with the patriarchal and regressive mindset of her in-laws and husband. She eventually moves out of this conjugation to craft a life as a successful dancer. The film exposes the everyday lived-in reality of women, stuck in the rut of everyday drudgery and care work with no recognition, no choice, and no freedom.



**DOCUMENTARY**  
**W.O.M.B- WOMEN OF MY BILLION**  
**SRISHTI BAKSHI**



W.O.M.B- Women Of My Billion, captures the 3800-kilometer-long arduous journey of Srishti Bakshi as she walked from Kanyakumari to Kashmir in an effort to raise awareness about all forms of violence against women. The 90-minute film is a compelling documentation of stories from across the country of women who are subjected to violence regularly. These real-life stories cutting across all strata of society, range from domestic abuse, acid attacks, sexual violence to child sexual abuse and are interspersed with several workshops and awareness programs that Srishti undertook as a way to bring up the issue in the collective mind space.



**GRAND PRIX | PRODUCT**  
**ANIMAL**  
**PURE AS LOVE | BHIMA JEWELLERY**

The film traces the journey of a trans-woman and her family. Her transformation from a shy young adult to a confident young bride is liberally strewn with subtle yet powerful demonstrations of the family's warmth and understanding about her choice to be who she chooses to be. A gift of a pair of anklets, a warm look of encouragement, or a simple bonhomie when she is being escorted on her wedding day, make for an evocative statement of empowerment and not judgment or discrimination based on gender.

**WINNER | CORPORATE SOCIAL RESPONSIBILITY**  
**LEO BURNETT**  
**KEEP GIRLS IN SCHOOL | WHISPER INDIA**

The film highlights the predicament of over two crore girls who stay away from school and the efforts of Whisper, a feminine care brand to address the issue. The ad raises awareness about how girls in India tend to drop out of school after menarche. Lack of knowledge about period hygiene and appropriate practices, and also little understanding about the normal bodily processes forces them to stay at home rather than face the shame at school.



**WINNER | PRODUCT**  
**FCB INDIA**  
**TUM ITNEY BADE KAB HO GAYE | HORLICKS**

The film truly challenges the gendered norms about girls being helpless. Stuck in the middle of a road with a flat tyre, the young female protagonist steps up to change the wheel and deftly takes the spare tyre out and fixes it, much to her mother's surprise. The neat and brisk narrative, shows the stressed mother coming out of her discomposure, and acknowledging her young daughter's prowess.

**WINNER | PUBLIC SERVICE ANNOUNCEMENT**  
**OGILVY INDIA**  
**#NOHANDUNWASHED #GLOBALHANDWASHINGDAY | SAVLON**

Released on the Global Handwash Day 2020, the film features Swapna Augustine, a foot artist from the Mouth and Foot Painters (MFPA) Association. The camera follows her as she goes through her day, fixing a cup of tea for herself, switching on the lights, talking on the phone, or her effortless painting, all using her foot. The film eventually shows her washing her feet diligently before eating her food. In a society where women are considered a burden, this film about a specially-abled female artist and her unassuming and cheerful demeanour is a welcome change, and an eye-opener.





**RUNNER UP | BRAND**  
**OGILVY INDIA**  
**#STOPTHEBEAUTYTEST | DOVE**

#StopTheBeautyTest features four young women sharing their real-life stories of the test of beauty they were subjected to, in an arranged marriage setting. It looks at five key beauty prejudices i.e., height, weight, complexion, hair type, and even birthmarks, and captures their emotions as they are rejected for not conforming to typical beauty norms. The film challenges the beauty standards and questions the stigma against those who do not conform to those standards.

**RUNNER UP | PRODUCT**  
**LOWE LINTAS**  
**#IAMMYTYPE | SKINKRAFT**

The film talks about bespoke skincare and haircare solutions for women as opposed to mass-produced one size fits all. In doing so, it questions the stereotypical boxes that women have typically been put into and celebrates their distinct personalities, sets of religious beliefs, habits, lifestyles, philosophies, political instincts, and professions.

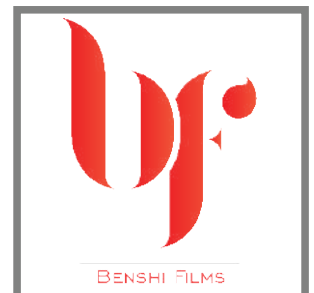


**RUNNER UP | PSA ON SEXUAL HARASSMENT**  
**TAPROOT DENTSU**  
**NIP IN THE BUD | iDIVA**

The ad marks the third anniversary of the #MeToo movement by urging women to break their silence and speak about sexual harassment. It follows a young female architect as she goes to meet a middle-aged architect in his office. As the meeting progresses, he begins to intrude into her personal space. She eventually catches up to his antics and leaves. Her social media post about the man catches her mother's attention who recalls him abusing her years ago. The film urges women to not keep abuse under wraps but talk openly to thwart such predatory instincts of abusers who may otherwise continue unabated.

**RUNNER UP | PSA BY GOVERNMENT AGENCY**  
**BENSHI FILMS**  
**#ANTIDOWRY | KERALA STATE FILM DEVELOPMENT CORPORATION**

The film shows a young woman effectively putting a presumptuous suitor in place as he questions her archaic choices and pushes her to get more modern and expensive jewelry. Meanwhile, her parents counter the demand for a lavish wedding from his parents by asking them to share the expenses equally. The film explores the concept of modernity as it questions the transactional nature of marriage and urges parents to not let anyone treat their daughters unjustly and raise their voices for equality.



## **dentsu** DENTSU IMPACT

### **SPECIAL MENTION | SOCIAL EXPERIMENT**

#### **DENTSU IMPACT**

#### **THE DIVIDE | PAYTM**

The film captures a social experiment conducted amongst a cross-section of men and women in an effort to gauge financial decision-making among men and women. Through a series of questions, the experiment shows the wide gap between the two genders when it comes to financial literacy. It also reveals that while women may be in positions of power in their workplace when it comes to making financial decisions, they still hold on to the traditional dependence on their men.

### **MOST INSPIRING WOMAN PROTAGONIST | KAATELAL AND SONS**

#### **GARIMA - ESSAYED BY MEGHA CHAKRABORTY**

#### **SUSHEELA - ESSAYED BY JIYA SHANKAR**

#### **SONY SAB**

A feisty pair of twins, Garima Ruhail and Susheela Ruhail fight against patriarchal traditions to run the family's ancestral salon called Kaatelal & Sons in Rohtak, Haryana. They successfully change society's perception about what girls can do and eventually the salon was renamed Kaatelal & Daughters.

Kaatelal & Sons, the serial that premiered on Sony SAB is set in a misogynistic Haryanvi backdrop. The sisters Garima is portrayed by Megha Chakraborty while Jiya Shankar essays Susheela's part.



# MEDIA AWARDS

At the regional event of the Laadli Media and Advertising Awards for Gender Sensitivity 2021, 71 journalists across India were felicitated for writing in newspapers, news portals, websites, blogs, etc. The national journalism awardees are chosen from these 71 regional winners.

PRINT | INVESTIGATIVE STORY - NEWSPAPER | HINDI  
**PARIKSHIT NIRBHAY**  
*'DELHI MEIN AADHI FISDI PURUSH BHI NAHI KARATE  
NASBANDI | AMAR UJALA*



PRINT | ARTICLE - NEWSPAPER | HINDI  
**JUHI SMITA**  
*'MAHILAON KO INTEZAR, UNKE SWASTHYA, SHIKSHA  
AUR AARTHIK NITIYON PAR KAUN KAREGA BAAT' |  
PRABHAT Khabar*



WEB | FEATURE | HINDI  
**AISHWARYA AMRITVIJAYRAJ**  
*'MAHILAON KE 'CHARAMSUKH' YAANI ORGASM PAR  
CHUPPI NAHI BAAT KARNA JARURI HAI' |  
FEMINISMININDIA.COM*



WEB | INVESTIGATIVE STORY | HINDI  
**MD. ASGHAR KHAN**  
*CORONA KI EK KAHANI AISI BHI: DESH MEIN 9 LAKH SEX  
WORKER, JO ISI PESHE KE BOOTE BACHCHON KI PADHAI  
KE LOAN, BOODHI MAA KA ILAAJ KARATI THI, AB  
AARTHIK TANGI SE JOOJH RAHI | BHASKAR.COM*



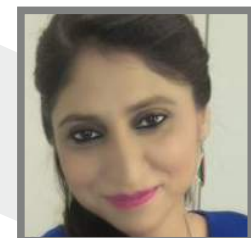
PRINT | NEWS REPORT | ENGLISH  
**SADAF MODAK**  
*MAHARASHTRA: 80 CASES OF CHILD MARRIAGE  
STOPPED, 16 FIRS FILED SINCE LOCKDOWN ENFORCED' |  
THE INDIAN EXPRESS*



PRINT | NEWS REPORT | ENGLISH  
**NITASHA NATU**  
*'MAHARASHTRA: TRAFFICKED GIRLS SCRIPT SUCCESS  
STORIES AT DEONAR SHELTER' | THE TIMES OF INDIA*



ELECTRONIC | NEWS FEATURE | GUJARATI  
**VANDANA**  
*'PERIODS PAR MAUN ANE SPORTSWOMEN PAR TENI  
ASAR' | BBC GUJARATI*







WEB | BLOG | MARATHI  
**DR. SHANTANU ABHYANKAR**  
'TI BAI AANI TI SABHA' |  
SHANTANUABHYANKAR.BLOGSPOT.COM

PRINT | FEATURE - NEWSPAPER | ENGLISH  
**NAVAMY SUDHISH**  
'DON'T SET US STRAIGHT' | THE HINDU



PRINT | FEATURE - MAGAZINE | ENGLISH  
**SHARANYA MANIVANNAN**  
'DESIRE AND GENDER IN TWO NOVELS ABOUT  
HEREDITARY DANCERS' | THE CARAVAN

PRINT | INVESTIGATIVE STORY -MAGAZINE | ENGLISH  
**SIDDHARTH DUBE**  
'MINDING THEIR BUSINESS' | THE CARAVAN



WEB | CAMPAIGN | ENGLISH  
**BOONDH.CO**  
#PERIODSANDPATRAKAARS - MEDIA SENSITIVITY AND  
ADVOCACY TOOLKIT ON DISCUSSIONS AND REPORTAGE  
ON MENSTRUATION

WEB | DOCUMENTARY | MALAYALAM  
**ANNA KEERTHY GEORGE**  
'ASHA WORKERKOPPAM ORU DHIVASAM' |  
YOUTUBE.COM/DOOLNEWS



ELECTRONIC | ISSUE BASED PROGRAMME | TELUGU  
**TV9 TELUGU**  
'KANIKARAM LENI BROKERLU. VAALLANU AMMESARU'

PRINT | ARTICLE - MAGAZINE | TELUGU  
**C VANAJA**  
'NIRBHAYA NUNCHI DISHA DAAKA' | VEKSHANAM  
MONTHLY MAGAZINE



## LAADLI WOMAN BEHIND THE SCREEN TANUJA CHANDRA

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**Women are visible on the screen and their contribution to the film industry is well recognized. Unfortunately, their participation and visibility in other fields of filmmaking, production, direction, cinematography, music direction, etc, has been feeble. Today we have many women entering the film industry in various departments and are making a name for themselves. The Laadli Woman Behind the Screen Award acknowledges such women. This year's award goes to Tanuja Chandra**

Tanuja Chandra is a well-known film director and writer known for her women-centric films. She started her directorial debut with *Dushman* which looks at the psychological trauma of a young girl who lost her twin to a brutal murder following her rape. Her next film *Sangharsh* also was centered around a female protagonist who tracks down a deadly criminal. Her other films include *Sur - The Melody of Life*, *Film Star*, *Zakhm*, *Zindaggi Rocks*, *Qarib Qarib Single* and *Hope and a Little Sugar*; *Silvat*, a short film and a documentary *Aunty Sudha Aunty Radha*, that talks about sisterhood in a rural setting. She has directed television serials like *Zameen Aasman* and *Mumkin*. She co-wrote the screenplay of Yash Chopra's hugely successful film *Dil Toh Pagal hai* and Mahesh Bhatt's *Tamanna*.

Multi-faceted, she has extended her footprint into journalism as she contributes articles and columns to several leading publications such as the *Indian Express*. She has recently authored a book that is replete with quirky, strange, funny and intriguing tales from small-towns in Uttar Pradesh.

## LAADLI GENDER CHAMPION AWARD

This year, three stalwarts of the Indian feminist movement Gail Omvedt, Kamala Bhasin and Sonal Shukla passed away. They had made an impact not just in India but globally. *Laadli* has instituted The *Laadli* Gender Champion Award as a tribute to the triumvirate of India's feminist movement.

### Gail Omvedt

**2nd August 1941-25th August 2021**

Gail Omvedt was a globally acclaimed and respected sociologist and human rights activist. She firmly believed that the feminist movement is for the abolition of gender exploitation of all kinds and abolition of gender as a socio-economic, cultural reality which is the basis of the exploitation. She had dedicated her life to Dalit and anti-caste movements, environmental, farmers' and rural women's movements. She had co-founded Shramik Mukti Dal, and was also actively involved with Stri Mukti Sangarsh Chalval which works on issues of abandoned women in Sangli and Satara districts of southern Maharashtra, and the Shetkari Mahila Aghadi, which works for women's land rights and political power. She was a firm supporter of allyship and chose to bring forth leaders from the communities she worked with and portray their work freely.



### Kamla Bhasin

**24th April, 1946 - 25th September, 2021**

"Feminism, for me, has never been anti-men. It has been anti-patriarchy."

Kamla Bhasin was an Indian developmental feminist, poet, author and social scientist whose work focused mainly on gender, education, human development, bridge-building between communities and countries, and the media. She co-founded Sangat, a Feminist Network, currently a part of Jagori. She was also the South Asia coordinator of One Billion Rising.

Kamla ji's was a strong believer in the power of community mobilization and the importance of sloganeering, street plays, posters and other forms of visual media to connect with and usher in any significant change. Azadi, the poem penned by her, reverberates at any movement for change. Her books and booklets on patriarchy and gender have been translated into nearly 30 languages are now used as teaching aids.



### Sonal Shukla

**1941-9th September, 2021**

Sonal Shukla was an educator, a Gandhian, and a feminist who has contributed immensely to the Indian feminist movement through her writing, workshops, songs, street plays, and more. She firmly believed that education was the only way to stem gender-based violence and urged women to claim their unique identity, question norms, and carve a path of their own. She founded Vacha in 1987, initially a library replete with feminist readings and books, and a meeting place for women scholars, it evolved to be a charitable trust pushing for the cause of girls' education.



On March 8, 2021, Friedrich Ebert Stiftung (FES), India, awarded Sonal Ben Gender Icon Award and noted that she was 'An icon of the Women's movement in India and across.

## LAADLI GENDER CHAMPION AWARD FLAVIA AGNES

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Flavia Agnes is an Indian women's rights lawyer with expertise in marital, divorce and property law who champions the cause of women seeking legal recourse. She has helped more than 50,000 women by providing them legal representation on issues of matrimonial rights, child custody and counselling through MAJLIS, a legal and cultural resource center that campaigns for the legal rights of women.

A practicing lawyer in Mumbai High Court, she also advises various government agencies and has influenced the policies, programmes and legislation as an activist, a writer and an opinion leader. A prolific writer and author, her articles have appeared in leading journals. She has authored many books on women's rights.

## LAADLI LIFETIME ACHIEVEMENT AWARD PADMA SHRI DR NEELAM MANSINGH CHOWDHRY

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Padma Shri Dr. Neelam Mansingh Chowdhry is a globally acclaimed theatre personality and is a Professor Emeritus at Punjab University. She was bestowed with the Sangeet Natak Akademi Award in Theatre Direction in 2003. Her well-known plays include Kitchen Katha, The Suit, Yerma, Nagamandala, The Mad Woman of Chaillot, Little Eyolf, Bitter Fruit, Naked Voices, Stree Patra and Gumm Hai.

Through a journey of nearly 30 years, Neelam ji has experimented with formats, structure, space, narration as well as characters, freely, to interpret each production differently. A student of Ebrahim Alkazi at the National School of Drama, Neelam ji has worked with famous theatre personalities like BV Karanth, Naseeruddin Shah, and Om Puri before she moved to Chandigarh. She started experimenting with her roots in Punjab as she explored various forms of Punjabi folk art such as gatka, the martial arts of the Nihangs, or Dadhis or Sufi balladeers. She has used the natural setting of the famous Rock Gardens to host her plays.

“Vision is not static and it constantly evolves” and “The more you see, the bigger is the world of the self you enter” is what she believes in and it reflects in the way she deconstructs and interprets each of her oeuvres.

In appreciation of her long engagement with theatre and her contribution to the art form through her innovations and creativity, we are honored to present the Laadli Lifetime Achievement Award to Dr. Neelam Mansingh Chowdhry

## LAADLI OF THE CENTURY SHAMA ZAIDI

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In an industry that has largely been dominated by men, Shama Zaidi has been a path breaker. Multifaceted with wide-ranging contributions across theatre, cinema and journalism, she has an illustrious career spanning nearly five decades.

Shama ji has been a trailblazer and has set an example for the younger generation of filmmakers through her vast body of work with stalwarts such as Satyajit Ray, Shyam Benegal, and M.S. Sathyu, a rare accomplishment indeed. She has developed screenplay, designed costumes, or been an art director for highly acclaimed films like Garam Hawa, Charandas Chor, Zubeida, Mandi, Hari Bhari, Mammo, Nishant, Manthan, Shatranj Ke Khiladi, and many more.

Shamaji's journey with theatre started with Hindustani Theatre as a costume designer and artist with some noteworthy productions like Shakuntala, Mitti ki Gaadi, Khalid Ki Khala, Mudrarakshas, Sufaid Kundali, Mera Naam Trufaldeen.

Each of her projects will be remembered for showcasing the social reality of the times, and speaks of her undeniable contribution as well as underpins her talent for detail-oriented research.

She continues to be associated with IPTA as a jury member for its Intercollegiate Drama Competition. She is also credited with translating and adapting over a dozen plays from various languages into Hindustani.

In appreciation of her immense contribution to opening many doors for women in the film industry, we are honored to present the Laadli of the Century Award to Shama Zaidi.



## VANSHIKA JARAL

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Young Vanshika Jaral is an A grade artist of All India Radio, Recipient of the scholarship to young artists, instituted by the Ministry of Culture, and winner of national-level contests. A native of the Jammu region of the newly formed Union Territory of Jammu and Kashmir.

Vanshika presented folk music from her native land, the Dogri Bakh, which typically is sung in the foothills of the region. It uses flute, harmonium and dholak as accompaniments as it weaves a beautiful tapestry of high notes.

## AARABHI - THE CENTER FOR PERFORMING ARTS

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Young students of Hyderabad-based Aarabhi- the Center for Performing Arts, and their Guru Kalaratna Ashok Gurjale, presented an ensemble of violin renditions of Vatapi Ganapati, Godavari and Tamsoma Jyotirgamaya.

Vatapi Ganapati, a hymn composed in Sanskrit by Muthuswami Dikshitar and is a sacred invocation of Lord Ganesh, who is believed to open the doors to possibilities. Tamsoma Jyotirgamaya is a fervent prayer for all the darkness to leave, and the light to fill our hearts and minds; while Godavari traces the unabashed journey of the great river, south of Vindhya.

Aarabhi is a unique initiative that trains and nurtures young talent exclusively in violin. It was founded by Ashoke Gurjale, a Violin Maestro in the Carnatic tradition of music, and who has trained thousands of students over the years. He is a recipient of several awards including the Kalaratna Award from the Government of Andhra Pradesh.



## JI, JAISI APKI MARZI...



### **Nadira Babbar and Ekjute Theatre Group**

Ji, Jaisi Aap ki Marzi was presented the Best Play for its gender sensitive portrayal. This iconic play is written, directed, and produced by Nadira Babbar, acquaints us with the lives of four different female protagonists and examines various roles assigned to women in our societies as well as the overt and covert biases that exist against them. The blood-curdling violence that gets socially sanctioned leaves the viewers shocked and disturbed for long.

It was performed by Neha Shaikh.



1. **AMMU JOSEPH** - Independent journalist and author, a key contributor to several global research and monitoring projects
2. **ANAND MADHAB** - Former CEO of Jagran Pehle, former Principal Consultant, Gender Resource Centre, Department of Social Welfare, Government of Bihar.
3. **ANUJA GULATI** - Program Management Specialist, UNFPA
4. **ANURADHA BHASIN** - Internationally published journalist, author, Executive Editor, Kashmir Time Commonwealth Fellow 2016, peace activist.
5. **ANURADHA RAJAN** - Executive Director of South Asia Women Foundation India (SAWF IN), feminist, monitoring and evaluation professional.
6. **ANURADHA SENGUPTA** - Author, media professional, Consulting Editor at Outlook Publishing (India) Pvt. Ltd.
7. **DR. ARATHI PM** - Assistant Professor at the School of Indian Legal Thought, Mahatma Gandhi University, Kottayam, Kerala
8. **ASIYA SHERWANI** - Diversity, Equity, Inclusion & Organizational Ethics Advisor & Consultant
9. **DIVYA JAIN** - Multilingual independent journalist, feminist, and former editor of Antarang Sangini
10. **DR. DAYA KRISHNA MANGAL** - Professor of Public Health and Dean Research at IIHMR University, Jaipur.
11. **DOLLY THAKORE** - Television newscaster, columnist, author, editor, casting director, and theatre actor.
12. **DR. GAURANG JANI** - Ex faculty at the Sociology Department of Gujarat University.
13. **DR. GITA CHADHA** - Teaches Sociology at Mumbai University has developed frameworks for feminist archiving at Research Centre for Women's Studies, SNDT University, Mumbai.
14. **GITALI VINAYAK** - Chief Editor, Miloon Saryajani, a Marathi magazine and a social activist.
15. **GOKUL KRISHNAMOORTHY** - Founder and Curator, www.cluttercutter.in, Founding Editor, EVENTFAQS Media, columnist.
16. **GOVIND CHATURVEDI** - A veteran journalist was associated with Dainik Navjyoti, UNI, and Rajasthan Patrika and more.
17. **INDU CAPOOR** - Founder-Director of Centre for Health, Education, Training and Nutrition Awareness (CHETNA).
18. **JEROO MULLA** - Faculty member at Social Communications at Sophia Polytechnic and Symbiosis, Pune. Researcher, film critic.
19. **JYOTSNA KAUR HABIBULLAH** - Social entrepreneur, philanthropist. Associated with FICCI FLO Kanpur Chapter as Member, National Governing Body on Women Empowerment.
20. **PROF. K. G. SURESH** - Vice-Chancellor, Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal.
21. **DR KALPANA APTE** - CEO of the Family Planning Association of India (FPA India)
22. **KANKSSHI AGARWAL** - Founder of NETRI Foundation, India's first incubator for women in politics.
23. **KIRAN MANRAL** - An author, TEDx speaker, columnist and mentor, journalist, researcher, festival curator and entrepreneur.
24. **KONDAVEETI SATYAVATI** - Women's rights activist and founder Editor of the first feminist magazine in Andhra Pradesh – 'Streevada Patrika' – Bhumika in 1993.
25. **KUMAR KETKAR** - Former Editor of Loksatta, and a political analyst, currently a Rajya Sabha MP, Padma Shri Awardee.

26. **LOGANAYAKI RAMACHANDRAN** - Writer, journalist, editor, social worker and relationship counsellor. Former Editor of 'Snehidhi' – a leading Tamil bi-weekly for women.
27. **MADHAVI KUCKREJA** - Women's rights activist, founder of Vanangana and Sanatkada.
28. **MALTI MEHTA** - Teaches Mass Communication, Communication Skills, Development Communication, and Film production.
29. **MANDIRA SEN** - Partner, Bhatkal and Sen, which publishes two imprints SAGE-STREE and SAGE SAMYA.
30. **MANJIRA MAJUMDAR** - Journalist, author, currently engaged in media advocacy.
31. **MEENA KARNIK** - Senior journalist, film critic, author, translator. Co-editor Akshar, author of 'Gautam'.
32. **MEGHA TATA** - President, International Advertising Association (IAA), Managing Director, Discovery Communications India.
33. **MEGHNA GHAI PURI** – Educationist, mentor, change catalyst. President, Whistling Woods International.
34. **MOHAMMED KHAN** - Doyen of Indian advertising who set up Contract and Rediffusion, as well as Enterprise Nexus.
35. **NILAKSHI SENGUPTA** - Director, producer, a writer with experience in advertising and corporate content creation.
36. **OM KATARE** - Actor, director and playwright. President, Yatri Theatre Association, Mumbai
37. **PIYUSH JHA** - Film director, screenwriter, OTT show creator and the author of crime-fiction novels
38. **PREETA MATHUR** - Head, of Ank Theatre Group, a podcaster and media contributor on theatre.
39. **PRASHANT DIXIT** - Group Editor, Lokmat.
40. **QUASAR THAKORE PADAMSEE** - Artistic Director of theatre & arts management company, QTP.
41. **RAJAN MAHAN** - Professor of Journalism at the University of Rajasthan and a veteran journalist with NDTV.
42. **RAJAT RAY** - Social innovations consultant. Was the Senior Advocacy Officer at UNFPA.
43. **RAJENDRA TIWARI** - Writer & commentator. Has worked with Prabhat Khabar, Dainik Jagran, Dainik Bhaskar, Hindustan and Amar Ujala.
44. **RANJANA DAS** - Lead Specialist-Private Sector Engagement in Oxfam India.
45. **RANJONA BANERJEE** - Independent journalist, currently a Consulting Editor with MxMIndia.com.
46. **REEMA GEHI DESAI** - Arts Journalist, researcher and theatre enthusiast who has worked with leading theatre groups in India and the UK
47. **RUPA MEHTA** - Producer at Doordarshan (Prasar Bharati) and retired Assistant Director Doordarshan Kendra, Ahmedabad.
48. **SAJAYA KAKARLA** - Independent journalist, columnist, social analyst, translator, documentary filmmaker and feminist activist.
49. **SAMPAD MAHAPATRA** - Former Editor of 'The Sambad' and Founder Editor of 'The Nitidin', former Odisha Bureau Chief of NDTV.
50. **SANDEEP SAHU** - Multilingual journalist associated with the BBC World Service from Odisha, OTV, the 'Outlook' magazine, thequint.com, news18.com and others.

51. **SANTOSH DESAI** - MD & CEO, Futurebrands, columnist, media critic, and author.
52. **SATHYA SARAN** - Author, teacher, Consulting Editor with Penguin Random House India, former Editor of Femina.
53. **SATYAVATI MAURYA** - Veteran Hindi journalist associated with Meri Saheli, Arogya Sanjivani, Roop Nihar, Sahitya Abha and more.
54. **SAUMYA BAIJAL** - Feminist, bilingual writer, ad woman, storyteller, poet, guest lecturer, radio presenter, theatre person & activist.
55. **SAYED RAZA HUSSAIN ZAIDI** - A gender trainer, queer feminist, and Co-founder of Aazaadi International.
56. **SHAHINA K. K.** - Associate Editor of the news portal 'The Federal'.
57. **SHARAD PRADHAN** - Veteran independent journalist, political analyst, author. Editor, TheFreePress - digital news channel, and a contributor to several leading print, electronic and digital media.
58. **SHEFALI CHATURVEDI** - Broadcaster, documentary filmmaker. Consultant Executive Producer BBC Media Action, India.
59. **DR. SHOMA A. CHATTERJI** - Independent journalist, author, film scholar, and veteran film critic. She has authored 26 books of which eight are on gender issues.
60. **SMRITI NEVATIA** - Curator, selector and jury member for national and international film festivals, documentary scripting and teaching, writer-researcher on gender and sexuality.
61. **SUDHA ARORA** - A feminist writer in Hindi, Lecturer, editor, playwright, and scriptwriter.
62. **SUDHIR MISHRA** - Senior journalist, currently Senior Editor in Navbharat Times handling Lucknow & NCR units.
63. **SUJATA MADHOK** - A development journalist and social activist, General Secretary of the Delhi Union of Journalists and the Chair of its Gender Council.
64. **SUNIL JHA** - Multilingual senior journalist associated with ABP News, UNI, TV Today and many more.
65. **SUNEETA RAO** - Indipop artist, performer, theatre artist.
66. **SUREKHA SHENOY** - CAO and Chief of Staff for TIAA G6BS India. Corporate leader, philanthropist and mentor.
67. **SWATI SONI** - Editorial Head-Tellychakkar (TC). TC is one of the premium portals known for covering television news, celebrities and interviews.
68. **TULSIDAS BHOITE** - Founding Editor, Muktpeth. He was associated with MI Marathi, TV9 Marathi and other channels.
69. **URVASHI BUTALIA** - Indian feminist, journalist, publisher, teacher, and consultant for Oxfam India.
70. **DR. VASANTHI RAO** - Director General of Centre for Media Studies, member of ASCI and committees on media, gender, children and conservation.
71. **VIJAY SAHI** - Media professional associated with the Times of India. He is Chief Advisor at Sarthak Foundation, Lucknow.
72. **VINTA NANDA** - Filmmaker and writer. Editor of The Daily Eye, Creative Director at ACEE.
73. **VINAYAK PATRUDKAR** - Veteran journalist, Executive Editor of Pudhari.
74. **VISHWANATH SACHDEV** - Author, a senior columnist and former Editor of Navbharat Times.
75. **DR. YAMINI DAND SHAH** - Curator of Kala Ghoda Arts Festival, editor and poet, author, literary catalyst.

## MESSAGE BY

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**MR. SRIRAM HARIDASS**

Representative India and Country Director Bhutan a.i  
United Nations Population Fund  
New Delhi

It gives me immense pleasure to convey my warm congratulations and best wishes to Population First on marking 11 successful years of important contribution in engaging with the media to mainstream gender and challenge deeply ingrained stereotypes.

UNFPA partnered with Population First to mainstream gender in media through their *Laadli* campaign. Mainstreaming gender in media is not just about devoting space for issues concerning women and girls but about making sure that all gender identities are equally represented. It is also about viewing every story from the standpoint of its impact on men, women and persons with alternate gender identities, whether these are routine stories around health, education, safety, the world of business, representation in politics or stories specific to issues like climate change, disasters and pandemics.

The *Laadli* campaign has been working for over a decade to bring about transformative change in the way media and communications portray diverse gender identities. I am very happy that the award-winning entries of the eleventh edition are being compiled into a book. The stories that won awards this year, are not just fascinating but raise critical questions around discrimination and violence faced by vulnerable individuals like the transgender community and sex workers during the pandemic; there are stories that talk of the need for more eco-friendly and sustainable solutions to menstrual hygiene; stories bringing out newer forms of violence like online sexual harassment and cyber-bullying; stories about the resurgence of harmful practices during the pandemic. These stories have helped bring to the forefront the hardships of the marginalized and vulnerable.

I hope the compilation would provoke thought and inspire young journalists to include gender conversations and discussions around social inclusion in their communication, thus changing narratives and debates around gender.

I would like to conclude my remarks by thanking the Royal Norwegian Embassy in India for their consistent support for working with the media for enhancing the value of women and girls.

Thank You.

## **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.

Our work is guided by the principles of a human-rights based approach set in place by the 1994 International Conference on Population and Development (ICPD), gender empowerment and equality, and the imperative that no one is left behind.

UNFPA has been operating in India since 1974. The India Country Office collaborates extensively with a range of stakeholders such as the government (centre and state), civil society, private sector, academia, the medical community, media, judiciary, and most importantly, communities. The India Country Programme 9 focuses on empowering young people with critical life skills and invests in adolescent health and well-being; ensuring universal access to high quality sexual and reproductive health and rights; addressing gender discrimination and harmful practices such as gender-biased sex selection and child marriage, and using population data to maximise the demographic dividend.

UNFPA works closely with the Government of India in order to respond to India's national priorities articulated by the National Institution for Transforming India. Key priorities include achieving the Sustainable Development Goals (SDGs) and the unfinished agenda of the International Conference on Population and Development (ICPD). The main focus of the programme is to support national efforts in achieving universal access to sexual and reproductive health and rights, and to promote gender equality.

# ABOUT US

## 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 communication to build a more gender equitable society by challenging the deep-seated misogyny and patriarchal mindsets in society. Recognising the importance of this section of our socio-economic tapestry, The *Laadli* Media and Advertising Advocacy initiatives focus on:

1. Capacity building of communicators
2. Creating a supportive ecosystem of industry stalwarts, thought leaders, policy makers and influencers promoting change
3. Institute awards and other reward mechanisms to reinforce positive change

The interventions to achieve these stated goals are:

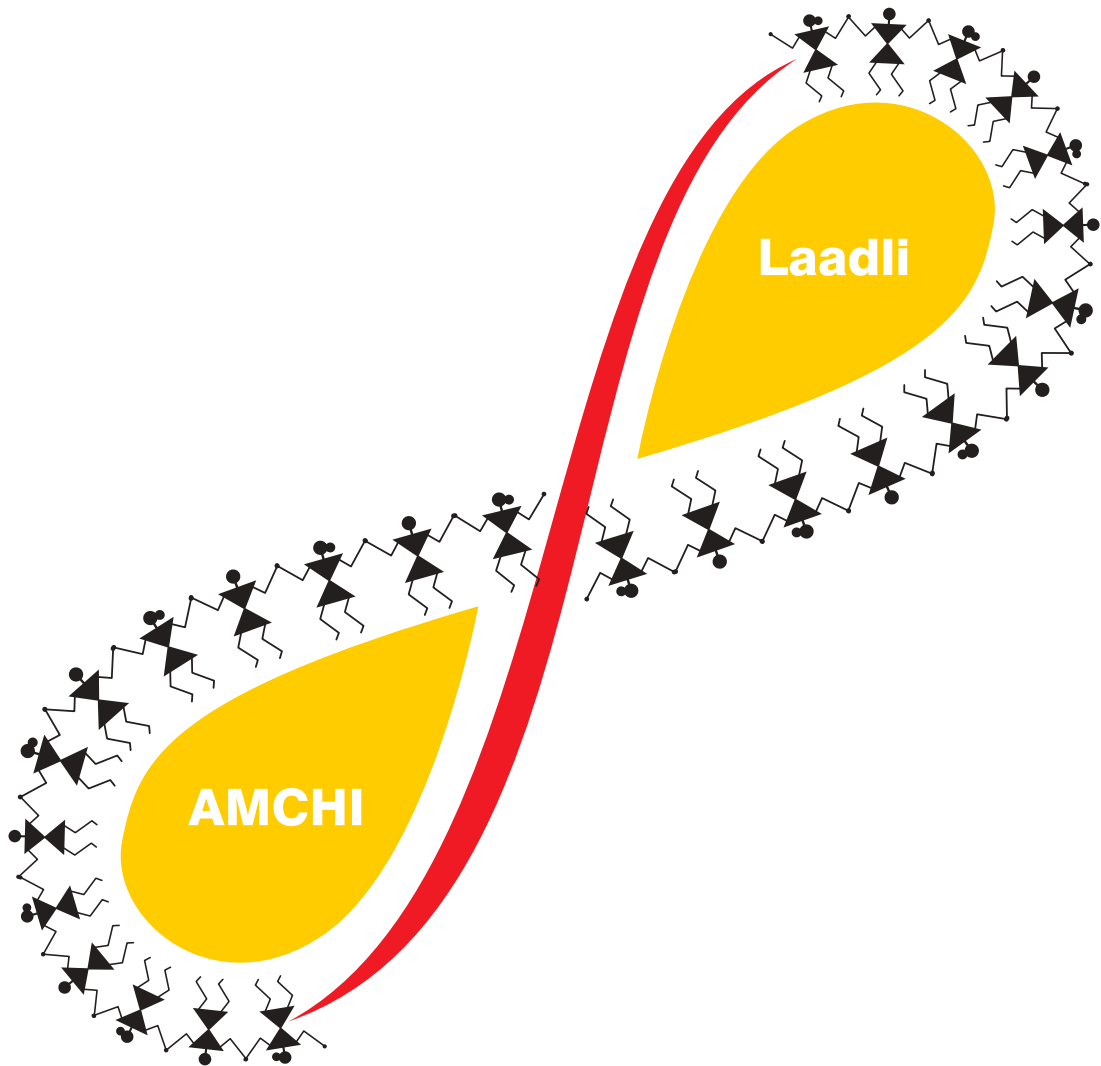
- Workshops for various stakeholder such as media and film professionals, advertising agencies, industry groups, professional bodies and students of media, film and journalism
- Fellowships and networking platforms for journalists
- Awards for excellence in gender sensitive portrayal across the fields of journalism, films, advertising, theatre, television, books and content creation.
- Campaigns and events to raise awareness on various nuances of gender sensitivity
- Reports, research studies publications, films, and innovative and creative content.

## 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

Supported by



Norwegian Embassy  
New Delhi

## Population First

Bungalow No 3, Paramhans CHS,  
Ramkrishna Nagar, Next VITS Sharnam hotel,  
Eastern Express Highway, Thane - 400604



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