



12th
EDITION
2022

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



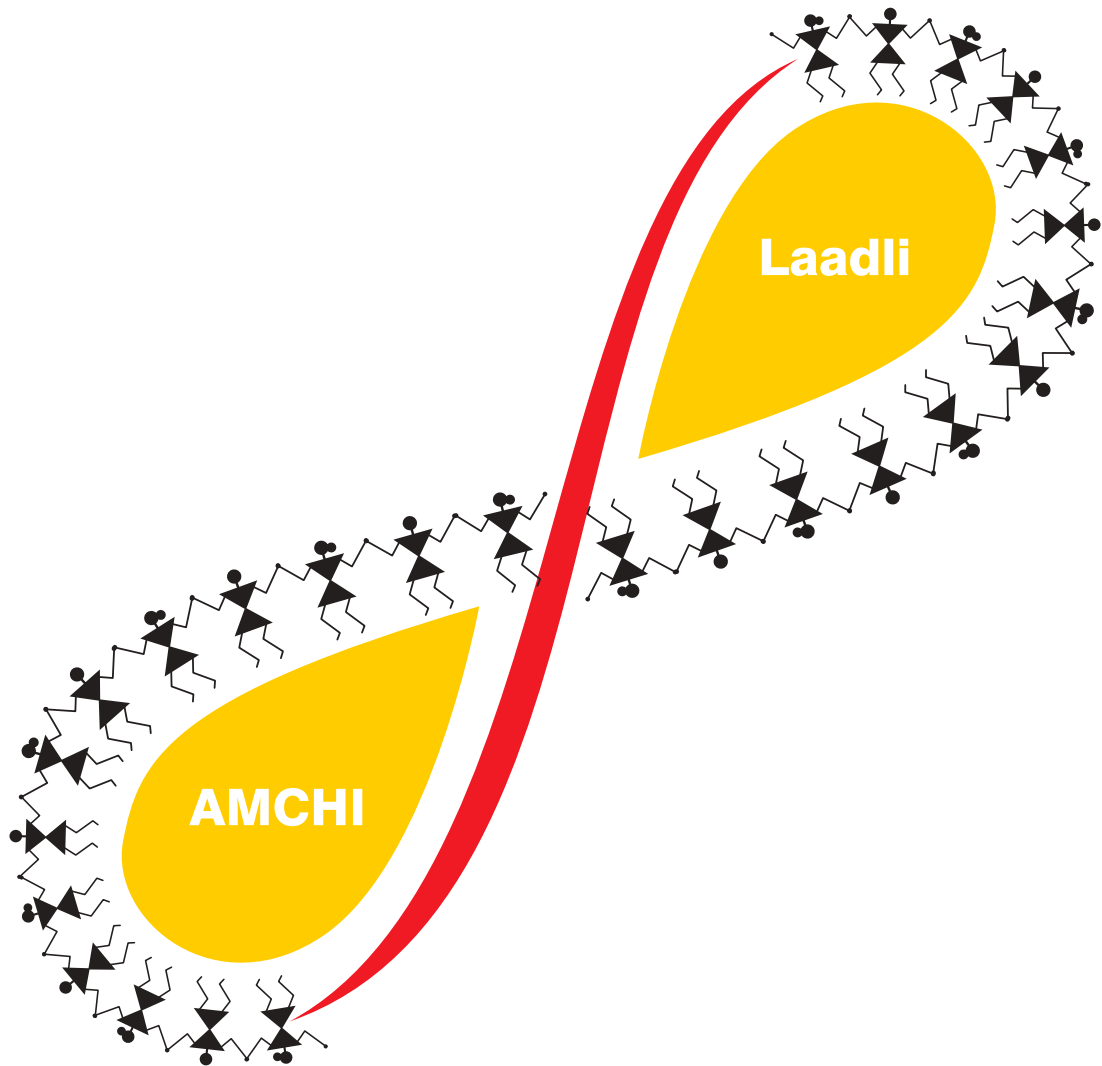
Celebrate Her Life
 An Initiative by Population First



Norwegian Embassy
 New Delhi



Tuesday, November 29, 2022
 at The Tata Theatre, NCPA, Nariman Point, Mumbai



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.



We are very happy that the *Laadli* Media Awards events are back as on-ground celebrations after more than two years of trying times. Despite all the challenges, we managed to survive the pandemic and celebrate the best in journalism.

Seventy-six journalists were awarded at the regional awards event in Hyderabad on the 2nd of November. At the national awards 12 journalistic works, 4 books, 9 advertisements, and 4 films in addition to felicitating theatre personality, Rohini Hattangadi are being felicitated for gender sensitivity.

Laadli is paying its tribute to Elaben Bhatt by conferring the *Laadli* of the Century Award to her posthumously. Indira Jaising has been working assiduously to protect the rights of women and marginalized groups for close to four decades and has many firsts to her credit in her career. We celebrate her lifelong contribution by presenting her with the *Laadli* Lifetime Achievement Award.

We instituted the Gender Champion Award in honour of Kamla Bhasin, Gael Omvedt, and Sonal Shukla last year and its first recipient was Adv. Flavia Agnes. This year the *Laadli* Gender Champion Award goes rightfully to Varsha Deshpande who has been working passionately on stopping harmful social practices of pre-birth sex selection and child marriages.

We could not have chosen anyone better than Nandita Das to give the awards. Her body of work is an exemplary collection of gender-sensitive oeuvres. Thank you Nandita Das for gracing the occasion.

The common thread running through the film awards, under various categories, this year is the grit and determination of women in fighting for justice, equality, and freedom. The advertising award winners once again pushed the envelope and initiated candid conversations on many issues.

It is heartening to see the change we aspired for taking shape. I owe a big thank you to all those who sent their entries and congratulate the winners for looking at hitherto unexplored issues and topics from a gender perspective.

The *Laadli* Media and Advertising Awards for Gender Sensitivity would not have been possible if we did not have the unstinting support of our jury members, year after year. Their dedication and commitment to the cause inspire us to continue with our work despite all the challenges.

I express my deep gratitude to Dolly Thakore, our National Coordinator inspiring fervor and enthusiasm in promoting the cause of gender justice. What would we do without you?

The effort put in by my team is commendable and the credit for the success of awards is deservedly theirs. I put on record my appreciation for Ritu Motial, Malathi Kembhavi, and Pooja Nagdev who drove the Awards initiative. And, Sangita Waje, Fazal Pathan, Sangeeta Tribhuvan, Swathi Chaganty, and Arjun Kaka supported them.

The support extended by UNFPA, not just in terms of funding but also the technical support provided, is invaluable. A big thank you to Anuja for the same. We are grateful to Norwegian Embassy for supporting us along with UNFPA.

The National event is incomplete without our performers who with their talent bring the evening alive. Thank you Arpana, Pooja, and Saniya for being with us.

Mr. S. V. Sista
Executive Trustee

Dr. A. L. Sharada
Director

On April 8th, 2022 a formal call for entries for the 12th edition of Laadli Media and Advertising Awards for Gender Sensitivity was announced. Applications were invited from journalists from across the country, from print, electronic and web media in 14 languages. A total of 76 journalists were presented with the Regional Laadli Media and Advertising Award for Gender Sensitivity, while 35 received the Jury Appreciation Citations at the regional award function held in Hyderabad on the 2nd of November, 2022.

The National edition marks the culmination of the year-long work to identify winners from other streams of media and change makers. Entries were invited from publishers for books, while multiple panels of experts collaborated to shortlist gender-nuanced work from advertisements, films, documentaries and OTT platforms.

Change-makers from various fields including films, media, social activism, academia, and more were identified for the special awards.

A total of eighteen books, 34 advertisements, 12 films from Hindi as well as the regional film industry for both theatrical and OTT release, and three documentaries were shortlisted for the final selections for the 12th National Laadli Media and Advertising Awards (NLMAAGS).

Sixteen eminent personalities from various walks of life including academics, media, journalism, social activists, change makers, business strategists, authors, and more from across the country were on the jury panels. Two films for theatrical release, one for OTT, one documentary, nine advertisements, four books, twelve media reports and one web series were selected as winners.

This year, our special awards once again salute the noteworthy work of some stellar women and recognize their tremendous contribution to their chosen fields. Late Elaben Bhatt, Indira Jaising, Rohini Hattangadi, Varsha Deshpande, and Kausar Munir are being conferred The Laadli of the Century, The Laadli Lifetime Achievement, The Laadli National Media and Advertising Award for Theater, The Laadli Gender Champion, and The Laadli Woman behind the Screen Award respectively.

Following a successful collaboration over the past several years, the initiative is once again being supported by UNFPA and the Norwegian Embassy in India.

NATIONAL AWARDEES

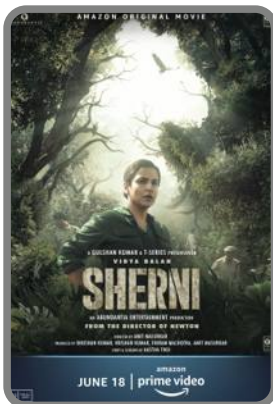


FEATURE FILM | HINDI
GANGUBAI KATHIAWADI
SANJAY LEELA BHANSALI

The film uses the elements of the popular form with a top star to delve deep into the struggles of a sex worker in the red-light district of Mumbai and exposes the hypocritical male-dominated system. What is unusual about the story is that the character pushes this seemingly moral dilemma to a political level in her fight for justice.

FEATURE FILM | TAMIL
GARGI
GAUTHAM RAMACHANDRAN

The film sensitively and with admirable restraint charts the journey of a doughty lower middle-class woman struggling for justice through the unfeeling corridors of police stations and courtrooms, while dealing with gender prejudice, standing up to self-serving media trials, and mob persecution.



FILM ON DIGITAL PLATFORM | – AMAZON PRIME
SHERNI
AMIT V. MASURKAR

Sherni brings to the fore subjects like human-wildlife conflict and wildlife conservation as it traces the subtle struggle of a resolute forest officer battling sexism and corruption, as well as nature. The film explores the lopsided nature of development, the rights of forest dwellers, the dangers of a depleting forest cover, and the lust of politicians for power.

DOCUMENTARY FILM
PORGAI (PRIDE): A FILM ON THE REVIVAL OF LAMBADI ART
ANAGHA UNNI

Woven together with various insights from experts from the field of craft in India Porgai (Pride): A Film on the Revival of Lambadi Art, showcases the plausibility of achieving a modest life of equity and happiness. At a time when everyone races towards radical development, Porgai, and its artisans show courage in walking the opposite way, aiming for an organic way of livelihood and spreading the message of a 'just world'.



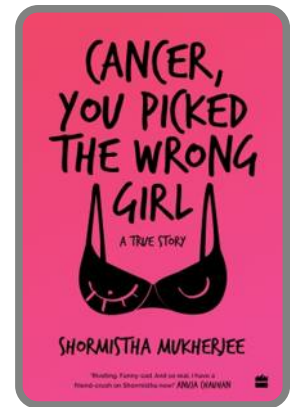


WEB SERIES
DELHI CRIME SEASON 2
TANUJ CHOPRA

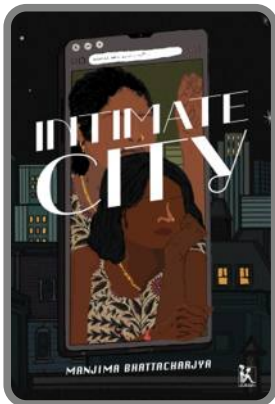
Delhi Crime Season 2 follows the Deputy Commissioner of Police Vartika Chaturvedi (Shefali Shah) and her trusted lieutenants as they solve the Kachha Baniyan rampage in Delhi's posh district. The layered narrative poses pertinent questions about the social divide and its role in the crimes, political nexus, and the lethargy of the police and its leaning to acquiesce to the political bosses.

BOOK | ENGLISH | AUTOBIOGRAPHY
SHORMISTHA MUKHERJEE
CANCER, YOU PICKED THE WRONG GIRL | HARPER COLLINS PUBLISHERS INDIA LIMITED

Shormistha Mukherjee's humor-laced account of her encounter with breast cancer diagnosis and treatment is packed with emotional sucker-punches and hard truths, her deliberating the pros and cons of breast reconstruction to finding a 'setting' in the chemo ward, it is a small piece of comfort for anyone touched by cancer.



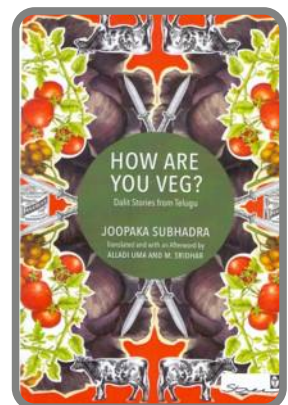
BOOK | ENGLISH | NON-FICTION
MANJIMA BHATTACHARJYA
INTIMATE CITY | ZUBAAN PUBLISHERS



Manjima Bhattacharjya studies the shifting cross sections of changing red light areas, the world of escort services, massage boys, and men in search of casual encounters on the internet. With Mumbai as the backdrop of various narratives, she explores how the digital world has changed the feminist understandings of sex work, choice, consent, and agency in this one-of-a-kind book.

BOOK | ENGLISH | FICTION AND TRANSLATION
JOOPAKA SUBHADRA
HOW ARE YOU VEG? DALIT STORIES FROM TELUGU | STREE-SAMYA BOOKS

Joopaka Subhadra's stories expose the discrimination faced by the Madiga women, the most oppressed among Dalits in Telangana. These moving and powerful tales illustrate the abject conditions, feudal hierarchies, societal apathy towards women with disabilities, and government indifference despite education and employment.





BOOK | HINDI | AUTOBIOGRAPHY

SUMITRA MEHROL

TUTE PANKHON SE PARWAJ TAK | THE MARGINALIZED PUBLICATION

Sumitra Mehrol's book offers a vivid description of her lived experience of being a woman with a disability who lives in a Dalit family mired deeply in patriarchal traditions. She evocatively pencils instances that reveal the pain and challenges that brutally trample her delicate feelings under the harsh norms, yet could not crush her indomitable spirit.

RUNNER-UP | PRODUCT

BBDO INDIA

WHEN WE #SEEEQUAL, WE #SHARETHELOAD | ARIEL

This edition of #ShareTheLoad awakens us to another facet of ingrained yet invisible inequality amongst genders in the sharing of domestic work. When men share the load with other men it is usually when they are single, but why not with their spouses after marriage? Makes you think, yet again of the deeply ingrained notions of gender roles.



RUNNER-UP | PRODUCT

SHREYANSH INNOVATIONS

MOHEY | MANYAVAR

The bridal wear brand proposes a new and thoughtful idea: #KanyaMaan. The film evocatively spells out how everything in a girl's life is looked at as a path to #KanyaDaan, through protagonist-bride Alia Bhatt. The ad emphasizes the need to value daughters and own them, not to see them as Paraya Dhan (Property of others).

WINNER | CSR

OGILVY

THE TALE OF 2 LAJJOS | KC MAHINDRA EDUCATION TRUST AND NAANDI FOUNDATION

The tale of two Lajjos is a hard-hitting film that drives home the message that there are a large number of underprivileged girl children who end up not getting an education. The noble mission of the project finds articulation through the story of two Lajjos. As the film says, "For some girls in India, education is not just a human right. It's a way for them to feel human"





WINNER | CORPORATE

BBDO INDIA

THE STORY OF SUSHILA | P&G SHIKSHA

The Story of Sushila is a moving tale of a beneficiary of the Shiksha programme, who is now teaching other children under the same programme. The campaign presents a compelling reason to choose P&G products convincingly. The protagonist is a young woman, who writes to a father cradling his infant. While Shiksha is a gender-neutral initiative for educating kids, its impact is told with gender sensitivity.

WINNER | CATEGORY BUSTER

DJANGO DIGITAL

MY STORY. PERIOD! | LEMME BE

The film helps the brand live up to its name of 'Lemme Be' wearing not just its attitude with sass but also echoing what is on the minds of young menstruators. The representation of blood in its actual color breaks years of resistance to show menstruation as it is.



WINNER | PRODUCT

COCONUT FILMS

HOME | ROYAL ENFIELD

This is a poetic ode to one's home and the inimitable place it holds in our hearts. It is a young woman who rides home from a faraway land to her roots on the motorcycle one associates only with men. Everything special about 'home' unfolds through her journey, her past and the present. The immersive film transports us into her life, and home.

WINNER | SERVICES

LOWE LINTAS DELHI

MANJHA | GOOGLE INDIA

Google beautifully aligns its voice search product with progress through multiple films in the 'Bolne Se Sab Hoga' campaign. The brand has chosen to showcase how it can empower women to find their rightful place in society with equal opportunities, armed with information.





WINNER | SOCIAL EXPERIMENT

DDB MUDRA

IT'S JUST A PERIOD | STAYFREE

The brand has sought to address the hesitance on the part of dads in having conversations on periods with their daughters. Bringing the subject out of the closet through this 'Social Experiment', Stayfree has attempted to break the taboo and normalize these important conversations.

WINNER | GRAND PRIX

DENTSU WEBCHUTNEY

MARRIAGE CONVERSATIONS | TANISHQ

'This wedding season, let's talk about marriage,' says Tanishq, in this ad campaign for its engagement rings. The 'Marriage Conversations' spotlights real-life issues that brands seldom talk about. This is a marked shift from glamourizing weddings to talking about real life issues thereafter.





PRINT | FEATURE | ENGLISH

RAKSHA KUMAR

'FROM DEBT TO DEPRESSION, THE PANDEMIC HAS HIT INDIA'S SEX WORKERS HARD' | THE HINDU

Raksha Kumar poignantly brings to the fore the struggles of all sections of sex workers including transgender sex workers, as the pandemic further pushed them to the margins of the societies they served. Uncared for, they faced a loss of income and were left stranded without any access to healthcare and other facilities.

PRINT | NEWS REPORT | ENGLISH

PRIYANKA SAHOO

'ISOLATED, INVISIBLE: LGBTQ SCIENTISTS TALK ABOUT THEIR EXPERIENCE AT WORKPLACE' | THE HINDUSTAN TIMES

Priyanka Sahoo provides a peek into the prejudices coloring the workplaces for LGBTQIA+ persons working in STEM. Through a series of interviews where the scientists speak of the societal biases that compel the scientific community to sideline them, she highlights the sense of invisibility and low self-esteem felt by them as they are forced to hide their identities as LGBTQIA+.



WEB | ARTICLE | ENGLISH

NAMRATA ZAKARIA

'BIKINI BOTTOMS, CATSUIITS, HIJABS, UNITARDS—SPORTSWEAR FOR WOMEN IS A POLITICAL QUAGMIRE' | TIMES OF INDIA PLUS

A compelling read on the inherent biases in the dress codes for women sportspersons. It lucidly points to the panel of sports administrators, all male in most cases; and questions the patriarchal mindsets that push to the periphery women's perspectives, even though they are becoming an equal, if not a dominant group.



WEB | VIDEO FEATURE | ENGLISH

AMULYA B

'DEVADASI WOMAN WINS PANCHAYAT ELECTION' | DECCAN HERALDYOUTUBE.COM

Amulya's film is a powerful portrayal of women's empowerment in backward rural India and creates hope for oppressed women from marginalized communities. It demonstrates the power of the ballot paper in enabling women to become a part of governance, especially the ones on the periphery of society.





WEB | PODCAST | ENGLISH

SURYATAPA MUKHERJEE

'QUEER KASHMIRIS ARE BUILDING COMMUNITY AMIDST CONFLICT' | SUNOINDIA.IN

Suryatapa Mukherjee provides a very good perspective on the issues at the cusp of the difficult environment of Kashmir which marginalizes the queer community and impedes the creation of safe spaces for them. It documents the history of queer culture in the valley, looks at the prejudices and queerphobia of society, and its tendency of selective inclusion.

WEB | REPORT | ENGLISH

JISHA SURYA

'HOW KERALA IS A LONG WAY OFF IN GENDER AFFIRMATIVE HEALTHCARE FOR TRANS PERSONS' | BEHANBOX.COM

Jisha Surya's unique examination of problems faced by transgender people while seeking sex reassignment surgeries and other related medical assistance exposes the myriad unethical practices that abound in this area. It underpins the urgency for ensuring that safe and sensitive ethical practices are adhered to and psychological safety is provided for all.



WEB | ISSUE BASED PROGRAMME | ENGLISH

THE SWADDLE-YOUTUBE.COM

'IN PERSPECTIVE'

The feature by The Swaddle talks of how society and media justify and normalize violence against women and girls who decide to make a choice in their relationships. It provokes the viewer to contemplate how men in a patriarchal society feel entitled to control the lives and bodies of women who do not serve their interests.

PRINT | COLUMN | GUJARATI

MAITRY DAVE

'COVER STORY' | NAARI SUPPLEMENTS, SANDESH

Maitry Dave in her collection of absorbing articles explores a wide range of subjects impacting a woman's life and the choices she makes. She looks at self-acceptance, financial empowerment, career choices, and the burden of contraception as she delves into the patriarchal mindsets that continue to impact the choices that women make.



WEB | BLOG | HINDI

PREETI AGYAAT

'EK CHITTHI, IS DUNIYA KI HAR AAYESHA KE NAAM...!'

PREETIAGYAAT.BLOGSPOT.COM

Preeti Agyaat's moving letter to Ahmedabad resident Ayesha who jumped off the bridge on Sabarmati to her death points to the deep-seated sense of male entitlement, societal apathy, and a culture of impunity that allows the man and his family to torture the bride pushing her to take her own life.



ELECTRONIC | SPECIAL EDITION | MARATHI

SAAM TV

'SAVITRI GHAROGHARI, JYOTIBACHA SHODH JARI'

SAAM TV delves deep into societal norms and questions the patriarchal mindsets that thwart men from playing a supportive role in strengthening the status of women. Profiling successful couples, it makes a case for equal participation in choices, decision-making, and functioning.

WEB | INVESTIGATIVE STORY | HINDI

DAYA SAGAR & NEETU SINGH

'UNNAO CASE: KYA SACH MEIN KHULE SE SHAUCH MUKT HO CHUKA HAI BHARAT? UNNAO CASE MEIN EK MRTAKA KE GHAR MEIN NAHIN HAI SHAUCHAALAY!' | GAONCONNECTION.COM

Neetu Singh and Daya Sagar meticulously investigate the dangers that open defecation poses to the safety of women and girls in the wake of the murder of two young Dalit girls. They also present the ground realities of "open defecation free" Unnao through a wealth of data and personal interviews.



WEB | SOCIAL MEDIA CAMPAIGN | TELUGU

SUREKHA ABBURI

'AKSHARALU RAAKAPROYINA, TAMA CHETI VANTA NE JEEVINADHARANGA MARCHUKUNNA ONTARI MAHILALA KADHE LUQMA' | BBC TELUGU

Surekha Abburi captures exemplary and transformative work by Luqma, a social livelihood enterprise run as a commercial cloud kitchen, a culinary training institute imparting business skills, and a networking platform, to support women from disadvantaged and marginalized backgrounds in establishing their food businesses.



LAADLI OF THE CENTURY AWARD LATE ELA BHATT



Late Ela Ramesh Bhatt’s unparalleled contribution to making the social fabric more equitable extends beyond the geographical boundaries of her native country. An Indian cooperative organizer, activist, and Gandhian, who founded the Self-Employed Women’s Association of India (SEWA), she was a part of the international labor, cooperative, women, and micro-finance movements. She worked equally fervently to improve the lives of children in Gaza, to the victims and survivors of child marriage across the world.

A “gentle revolutionary”, Elaben described poverty as a form of violence and believed in non-violent resistance to oppression. In her quiet yet persuasive way, she brought visibility to the women and girls who were marginalized, stigmatized, or ignored by society and empowered them to open uncharted paths of economic welfare. “In my experience, margins are fertile ground. Edges are dynamic areas where there is room for growth and more fresh air to think clearly. Here, there is plenty of room for women to build, create and grow the kind of structures and institutions that are organic, sustainable, and people-friendly.”

LAADLI LIFETIME ACHIEVEMENT AWARD INDIRA JAISING



Indira Jaising is a veritable trailblazer with many firsts to her credit, the first woman to be designated a Senior Advocate by the High Court of Bombay and the first female Additional Solicitor General of India. She has steadfastly argued for equal economic rights for women, estranged wives and women facing domestic violence, the rights of pavement dwellers, the homeless, the Bhopal gas tragedy victims, and the child laborers.

In 1981 she founded Lawyers Collective, an organization dedicated to providing legal support to underprivileged sections of society. She instituted a monthly magazine called *The Lawyers*, in 1986, which focuses on social justice and women's issues in the context of Indian law.

Indira Jaising was a member of the United Nations Committee on the Elimination of Discrimination against Women. She was conferred the Padma Shree by the President of India in 2005 for her service to the cause of public affairs.



LAADLI WOMAN BEHIND THE SCREEN AWARD **KAUSAR MUNIR**



Kausar Munir has immortalized numerous powerful characters as a screenplay writer, lyricist, and dialogue writer. Whether it is the emotive dialogues of Begum Jaan or Rocket Boys, the strength of Jassi in Jassi Jaisi Koi Nahin, or the poignant ode to a mother, Meri Pyari Ammi, she has penned works that have proved to be a key ingredient of many successful films.

She is a strong advocate for putting successful women on centre stage to encourage others to find pathways to fulfill their dreams. She is a part of Spotify's AmplifiHer initiative that aims to spotlight women in the audio industry.

THEATRE **ROHINI HATTANGADI**



A career that spans nearly four decades of theatrical excellence with well-applauded performances in plays like Changuna, Aparajita, Yakshgana, Ibaragi, a Japanese Kabuki Play, Mitra Chi Gosht, Hori based on Premchand's Godaan, Kohra and more, Rohini Hattangadi has established herself as a well-respected theatre personality who is a veritable role model for many aspirants. Her contributions include Awishkar, a prolific theatre group, and "Kalashray", which has produced several stellar plays, a center for research, education in arts, and talent encouragement in Mumbai, which worked with the underprivileged and developed tools for powerful communication.

An alumna of the National School of Drama, New Delhi, Rohini Hattangadi maintains that theatre remains her first love as the medium gives an altogether different experience every time it is played.



LAADLI GENDER CHAMPION AWARD **VARSHA DESHPANDE**



It was in the year 2004, that Advocate Varsha Deshpande conducted the first sting operation to unearth the illegal sex determination tests. Since then, she has been courageously working to save and protect the girl child through judicious implementation of the Pre-Conception and Pre-natal Diagnostic Techniques (PCPNDT) Act, 2002. She is the founder of the 'Lek-Laadki Abhiyaan' that advocates the principle 'Eliminate Inequality not Women, Destroy Dowry not Daughters.

The efforts of 'Lek-Laadki Abhiyaan' forced the state government to put in place Management Information System (MIS) to track the use/abuse of ultrasound/sonography machines used for pregnant women.

She also works on preventing child marriages and with women working in sugan cane fields.

Varsha Deshpande was a member of the drafting committee on the code of conduct for the authorities implementing this Act and a consultant for UNFPA on skewed sex ratio and sensitized judiciary and the implementing authorities on effective implementation of the act leading to many convictions in the state of Maharashtra.



ARPARNA RAO

Arpana Rao is the Director of Arpana Mahuaa Nritya Academy (AMNA). She started dancing at the tender age of 6 years, after which there was no looking back. Arpana has been a student of Natraj Gopi Kishan and Pandita Uma Dogra and follows both the Jaipur and Benaras styles of Kathak. Her love and passion for Kathak prompted her to start Arpana Mahuaa Nritya Academy in 2011, to nurture youngsters into this fine art.

She has performed at several renowned events both in India and overseas including Art & Soul Foundation, Mumbai 2020, Indian Dance Festival, Colombo 2019, Mumbai Kalaghoda Festival, 2019, International Performing Arts Festival, Bhubaneshwar, 2019, Puri Beach Festival, 2016 and Italy Festival, 2015.

POOJA GAITONDE

With a blessed voice, gifted ability, dedication, and passion, Pooja Gaitonde is charting newer vistas in the music landscape. Collaborating with artists like Louis Banks, the well-known Jazz exponent, she has developed a unique concept of Sufi Jazz that fuses the sublime Sufi style with an equally esoteric Jazz genre. She has numerous stellar performances to her credit, including the Live Sufi set for Mijwan Fashion Show organized by Shabana Azmi and Manish Malhotra, Lost Stories which was played at Tomorrowland Belgium, and at Dubai Expo. She is the recipient of the Sur Jyotsna National Music Award and the Rashtriya Yuvashree Puraskar.



SANIYA MQ

16-year-old hip-hop artist Saniya MQ the 'Gully Girl' speaks truth to power through her tracks on the pandemic, patriarchy, colorism, and more. Currently a college student, she is also studying at The Dharavi Dream Project, Asia's largest school of hip-hop. "Mujhe Mere Naam se Jaana Jaaye, Mujhe Mere Kaam se Jaana Jaaye," says the Mumbai artist as she challenges the status quo, advocates for gender and social equality, and questions the patriarchal mindsets through her powerful and fearless verses.





On April 8th, 2022 a formal call for entries for the 12th edition of Laadli Media and Advertising Awards for Gender Sensitivity was announced. Applications were invited from journalists from print, digital and electronic media, and content creators for social media, blogs, and other web-based publications in English, Hindi, and all regional languages.

A series of online workshops preceded the call for entries in an effort to reach as many regional media persons as possible from Gujarat and the five Southern States. A total of 993 entries were received marking a 14% rise in the applications with North registering the highest number. The entries were sent from across the nation in 13 languages.

A total of 30 Jury meetings were conducted to identify the winners. Fifty-six eminent personalities from various walks of life including academics, media, and journalism, social activists, change makers, business strategists, authors, and more from across the country and some from overseas made up the jury panels. A total of 76 journalists are being presented the Laadli Media Advertising Award for Gender Sensitivity while 35 are receiving the Jury Appreciation Citations at the award function in Hyderabad.

Following a successful collaboration over the past several years, the initiative is once again being supported by UNFPA and the Norwegian Embassy in India.

REGIONAL AWARDEES



PRINT | ARTICLE | ENGLISH

SASHIKALA VP & MAYANK JAIN

'UNSAFE AT HOME AND OUTSIDE: A CONUNDRUM OF WOMEN'S SAFETY IN THE CAPITAL' | THE PATROIT



PRINT | FEATURE | ENGLISH

BISWAJEET BANERJEE

'HARVEST OF HOPE' | THE PIONEER



PRINT | NEWS REPORT | ENGLISH

HIRRA AZMAT

'COLD DESERT'S CANCER CRUSADER' | FREE PRESS KASHMIR

WEB | ARTICLE | ENGLISH

VAISHNAVI RATHORE

'DAMS DISPLACED AND CHANGED WOMEN'S LIVES IN GUJARAT' | BEHANBOX.COM



WEB | BLOG | ENGLISH

SHIKHA SHARMA

'MIGRANT WOMEN FIND MOVING UP IS STILL HARD' | INDIATOGETHER.ORG

WEB | DOCUMENTARY | ENGLISH

NATASHA BADHWAR

'PINS AND NEEDLES: LABOURING BODIES IN THE GURGAON GARMENT INDUSTRY' | VIMEO.COM



WEB | FEATURE | ENGLISH

RIDDHI DASTIDAR

'WHY WORKPLACE SUPPORT IS A BASIC NEED FOR WOMEN WITH SCHIZOPHRENIA' | INDIASPEND.COM

WEB | FEATURE | ENGLISH

SHEFALI RAFIQ

'A GLIMPSE INTO THE LINES OF TRANSGENDER PEOPLE IN KASHMIR' | OPENDEMOCRACY.NET



REGIONAL AWARDEES



WEB | INVESTIGATIVE STORY | ENGLISH
JYOTI YADAV
*'SHE WAS 8 MONTHS PREGNANT, WAS 'FORCED' INTO UP
POLL DUTY THAT KILLED '135 TEACHERS' | THEPRINT.IN*



WEB | PODCAST | ENGLISH
MENAKA RAO
*'A CHANGE IN THE ABORTION LAW PUTS WOMEN AT
THE MERCY OF DOCTORS AGAIN' | SUNOINDIA.IN*



WEB | REPORT | ENGLISH
NIDHI SURESH
*'HATHRAS: FOUR MONTHS ON, DALIT GIRL'S FAMILY
LIVES BETWEEN COURT HEARINGS AND WITH
OSTRACISM' | NEWSLAUNDRY.COM*



WEB | SOCIAL MEDIA CAMPAIGN | ENGLISH
NU MISRA
*'DISABLED BODIES NAVIGATING ABUSE & VIOLENCE:
#DISABLEDWOMENRIOT' | FEMINISMININDIA.COM*



PRINT | HINDI
JAHID KHAN
CONSISTENT WRITING ON GENDER ISSUES



PRINT | FEATURE | HINDI
PRASHANT PRATYUSH
*'JABARDASTI! CHOO LETA HAI KOI' |
PRABHAT KHABAR SURBHI*



PRINT | NEWS REPORT | HINDI
PARIKSHIT NIRBHAY
*'DELHI KO NAHIN BHAYI 'GPI', KHISAK KAR NICHE
AAYI' | AMAR UJALA*



PRINT | SPECIAL EDITION | HINDI
PARIKSHIT NIRBHAY
*'21 MEIN SHAADI...PADHENGI-BADHENGI AUR ASAMAN
CHOOMENGI BETIYAN' | AMAR UJALA*

REGIONAL AWARDEES



ELECTRONIC | FEATURE | HINDI

SHILPI SEN

'GAON KI ADHI ABAADI IS 'WINDOW' SE DEKH RAHI
APANA TARON BHARA BHAVISHYA' | GOOD NEWS TODAY

WEB | ARTICLE | HINDI

NARJIS HUSAIN

'CORONA MEIN MAANSIK TAUR PAR PASTT HO RAHIN
AURATEIN' | SEHATRAAG.COM



WEB | BLOG | HINDI

SWATI SHAIWAL

'AFGHANISTAN MEIN TALIBAN: YUDDH HO YA
VISTHAPAN, MAHILAEN SABSE BADI KEEMAT CHUKATI
AA RAHI HAIN..!' | AMAR UJALA

WEB | DOCUMENTARY | HINDI

SAURABH DUGGAL

'KYA PURUSH KHILADIYON KE BARABAR HAI BHARAT KI
MAHILA KHILADIYON KI SAMAJIK SURAKSHA?' |
INDIASPEND-YOUTUBE.COM



WEB | EDITORIAL | HINDI

SHRUTI DIXIT

'KATRIKA KAIF KE GAALON JAISI SADAK.. YE COMMENT
BATATA HAI KI SADAKON SE PHELE SOCH BADALNE KI
JAROORAT HAI' | HERZINDAGI.COM

WEB | FEATURE | HINDI

SHIVANGI SAXENA

'NARASINHAANAND SARASVATEE AND GANG: MAHILA AUR
MUSALAMAAN INAKA PASANDEEDA SHIKAAR HAIN' |
NEWSLAUNDRY.COM



WEB | ISSUE BASED PROGRAMME | HINDI

DW.COM

'DALIT MAHILAON KO NYAAY MEIN DERI KYON?'



WEB | INVESTIGATIVE STORY | HINDI

NEETU SINGH

'NIRBHAYA CASE KE BAAD AB TAK LAPARVAHI
BARATNE WALE KITNE POLICE ADHIKARIYON KE
KHILAF DARZ HUI FIR?' | GAONCONNECTION.COM



REGIONAL AWARDEES



WEB | INVESTIGATIVE STORY | HINDI

NEETU SINGH & DAYA SAGAR

'UNNAO CASE: KYA SACH MEIN KHULE SE SHAUCH
MUKT HO CHUKA HAI BHARAT? UNNAO CASE MEIN EK
MRTAKA KE GHAR MEIN NAHIN HAI SHAUCHAALAY!' |
GAONCONNECTION.COM



WEB | NEWS FEATURE | HINDI

SONAL PATERIA

'SHAADI KI UMR 18 SE BADA KAR 21 SAAL KARANE
KE KYA FAAYDE AUR NUKSAN HAIN?' | ODD NAARI-
YOUTUBE.COM



WEB | NEWS REPORT | HINDI

SADHIKA TIWARI

'PASHCHIM BENGAL KE CHAI BAGANON MEIN APNE
BACHCHON KO KHOTI MAAYEIN' | INDIASPEND.COM

WEB | PODCAST | HINDI

TINKA TINKA PRISON REFORMS-YOUTUBE.COM

'HOLI AND KARNAL JAIL RADIO'



WEB | VIDEO FEATURE | HINDI

PLUC.TV

'GIRLS ON A MISSION'

WEB | FEATURE | PUNJABI

ISHRAT SINGH BANWAIT

'JAMMAN 'TE JEEN DA FARAK' | PUNJAB TODAY-
YOUTUBE.COM



PRINT | FEATURE | URDU

SHAZIA CHOUDHARY

'GUJJAR BAKARWAL KHAWATEEN ME HIFZAAN-E-
SEHAT KE MASAYEL' | KASHMIR-E-UZMA

PRINT | JURY APPRECIATION CITATION | ENGLISH

JAGPREET SINGH

'HC REJECTS RAPE ACCUSED'S BAIL PLEA:
'CONSENSUAL SEX IN PAST DOESN'T MEAN CONSENT
FOR FUTURE" | THE INDIAN EXPRESS



REGIONAL AWARDEES



PRINT | JURY APPRECIATION CITATION | ENGLISH
KETAKI DESAI
'WHY THESE WOMEN HAVE STOPPED PLAYING HOLI'
| THE TIMES OF INDIA

PRINT | JURY APPRECIATION CITATION | ENGLISH
MAYANK JAIN AND NIKITA JAIN
'LOCKDOWN WORSENS MENSTRUAL HYGIENE FOR GIRLS
IN DELHI SLUMS' | THE PATRIOT



PRINT | JURY APPRECIATION CITATION | ENGLISH
MAJID MAQBOOL
'ON THE ROAD WITH JAMMU AND KASHMIR'S FIRST
WOMAN BUS DRIVER' | LIVEMINT.COM

PRINT | JURY APPRECIATION CITATION | ENGLISH
UZMI ATHAR
'NATIONAL COMMISSION FOR WOMEN RECEIVED 23,722
COMPLAINTS IN 2020, HIGHEST IN SIX YEARS' |
PRESS TRUST OF INDIA



WEB | JURY APPRECIATION CITATION | ENGLISH
MEENAKSHI KAPOOR
'REPORTS ON FARMERS' | BEHANBOX.COM

WEB | JURY APPRECIATION CITATION | ENGLISH
NISHTHA SHANTI
'LET'S TALK ABOUT ONLINE HARASSMENT OF WOMEN
JOURNALISTS' | FEMINISMININDIA - YOUTUBE.COM



WEB | JURY APPRECIATION CITATION | ENGLISH
NISHTHA SHANTI
'QUEER AND TRANS REPRESENTATION IN OUR FILMS' |
FEMINISMININDIA - YOUTUBE.COM

WEB | JURY APPRECIATION CITATION | ENGLISH
MYTHREYEE RAMESH
'REVISITING CHHOTI NIRBHAYA: HOW A 10-YEAR-OLD
RAPE SURVIVOR IS HEALING' | THEQUINT.COM



REGIONAL AWARDEES



WEB | JURY APPRECIATION CITATION | ENGLISH

SHALINI MULLICK

'INDIAN WOMEN'S MENTAL HEALTH SCENARIO IS FULL OF UNSEEN BATTLES, UNHEARD WAR CRIES...AND A TON OF STIGMA' | WOMENSWEB.IN

WEB | JURY APPRECIATION CITATION | ENGLISH

SAFINA NABI

'THIS BAND THOUGHT THEIR BIGGEST HURDLE WAS THE PATRIARCHY. IT'S ACTUALLY THE INTERNET' | VICE.COM



WEB | JURY APPRECIATION CITATION | ENGLISH

SURABHI SINGH

'THE UNEQUAL HALF: HOW INDIA SETS ITS WOMEN IN THE LABOUR FORCE' | YOUTHKIAWAAZ.COM

WEB | JURY APPRECIATION CITATION | ENGLISH

SHREYA BANSAL

INDIAN ATHLETES FEEL SEXUALISED AT EVERY POINT FROM TRAINING TO THE OLYMPICS' | THECITIZEN.IN



WEB | JURY APPRECIATION CITATION | ENGLISH

UNNATI SHARMA

'WAS WAITING FOR HER, SAYS 'STALKER' WHO STRANGLERED NATIONAL KHO KHO PLAYER IN BIJNOR WITH HER DUPATTA' | THEPRINT.IN

RADIO | JURY APPRECIATION CITATION | HINDI

RADHA SHUKLA

'HINSA KO NO' | WAQT KI AWAAZ



WEB | JURY APPRECIATION CITATION | HINDI

JOSH TALKS AASHA

PERIODS KE BAARE MEIN SAB KUCH AASAAN BHASHA MEIN

WEB | JURY APPRECIATION CITATION | HINDI

MEENA KOTWAL

'HATHRAS PEEDITA KO GAYE AAJ EK SAAL HO GAYE, DARR KE SAYE MEIN JEE RAHA HAI PARIVAR, KAHA-KABHI BHI, KUCH BHI HO SAKTA HAI!' | THE MOOKNAYAK-YOUTUBE.COM



REGIONAL AWARDEES



WEB | JURY APPRECIATION CITATION | HINDI
MEENA KOTWAL

'DELTA MEGHAVAAL MAMALE MEIN DOSHIYON KO SAZA,
MUKANAYAK SE PITA NE JO KAHA VO ROOH KAMPANE
WALA HAI!' | THE MOOKNAYAK-YOUTUBE.COM

WEB | JURY APPRECIATION CITATION | HINDI
RAYEES RAMZAN

'LACK OF MENSTRUAL EDUCATION HYGIENE IN FEMALES
BELONGING TO RURAL AREAS OF KASHMIR' |
YOUTHKIAWAAZ-YOUTUBE.COM



WEB | JURY APPRECIATION CITATION | HINDI
SWATI SINGH

'MAA BAAP KA SAATH DETI AAJ KI SHAVAN KUMARI
BETIYAAN' | FEMINISMININDIA.COM

WEB | JURY APPRECIATION CITATION | HINDI
SWATI SINGH

'SEX EDUCATION KA MATLAB SIRF SAMBHOJ SHIKSHA
NAHI | NAARIVAADI CHASHMA' | FEMINISMININDIA.COM



WEB | JURY APPRECIATION CITATION | HINDI
VARSHA SINGH

'PAHAAD KI LIFELINE 108 AMBULANCE KE SAMAY PAR
PAHUCHNE KA AB BHI INTEZAAR' | HINDI.NEWSCLICK.IN

PRINT | JURY APPRECIATION CITATION | PUNJABI
KULDIP CHAND

'BHARAT VICH KANYA PATHSHALA KHOLAN WALI PEHLI
MAHILA ADHAYAPIKA, SAMAJ SUDHARIKA, MARATHI
KAVITRI SAVITRI BAI PHULE' | DESH DOABA--PUNJABI



WEB | JURY APPRECIATION CITATION | PUNJABI
VANDNA AND SHUBHAM KOUL

'SHARIRIK KAMIAN NU SHAKTI VICH BADLAN WALI PARA
KHIDARAN NU MILO' | BBC NEWS PUNJABI



PRINT | FEATURE SERIES | ENGLISH
SRIMATI ROY

'SERIES ON PARENTING' | THE TELEGRAPH



REGIONAL AWARDEES



WEB | BLOG | ENGLISH

PRIYAM NAYAK

'HOW WOMEN IN RURAL INDIA ARE LEARNING TO FIGHT MISINFORMATION' | LOGICALLY.IN

WEB | COLUMN | ENGLISH

ELISA PATNAIK

'FOR A SERIES OF COLUMNS EXPLORING VARIOUS ASPECTS OF GENDER NUANCED REPORTING' | ODISHABYTES.COM



WEB | FEATURE | ENGLISH

AATREYEE DHAR

'CLIMATE SHOCKED WOMEN IN INDIA TARGETED UNDER A NEW TWO CHILD POLICY' | CLIMATETRACKER.ORG

WEB | PODCAST | ENGLISH

SURYATAPA MUKHERJEE

'QUEER KASHMIRIS ARE BUILDING COMMUNITY AMIDST CONFLICT' | SUNOINDIA.IN



WEB | FEATURE | BENGALI

PURNIMA SAH

'GRAMIN BHARATER LGBTQIA+ SHAMPRADAYE' | INOLDNEWS-YOUTUBE.COM

PRINT | ARTICLE | HINDI

RACHNA PRIYADARSHINI

'ARTHAVYAVASTHA MEIN GRIHINIYON KO BHI MILE SAMMAAN' | PRABHAT KHABAR



PRINT | FEATURE | HINDI

GURU SWRAUP MISHRA

'DAAYAN KA DANK: JHARKHAND SE AISE JAD SE KHATAM HOGI DAAYAN KUPRATHA, GARIMA SE DHEERE-DHEERE DHUL RAHA YE SAMAAJIK KALANK' | PRABHAT KHABAR



WEB | BLOG | HINDI

SAUMYA JYOTSNA

'KYUN PANDITAIN HONE KI PEHCHAAN KEVAL EK PURUSH PUROHIT KI PATNI HONE TAK SEEMIT HAI?' | YOUTHKIAWAAZ.COM



REGIONAL AWARDEES



WEB | FEATURE | HINDI

MALABIKA DHAR

'MEDICAL DUNIYA MEIN VYAAPT LAINGIK ASAMAANATA
AUR POORVAAGRAH MAHILAON KA KITNA NUKSAAN KAR
RAHI HAI' | FEMINISMININDIA.COM

PRINT | ARTICLE | ODIA

PRATIVA GHOSH

'BONDA GHATIRE MANGUALA SAJICHANI ANGANWADI
DIDI JYOTI' | THE SAKALA



PRINT | OP-ED | ODIA

RUDRA PRASANNA RATH

'RUTUSHRABA ABHISAP NUHAN' | NITIDINA

ELECTRONIC | ISSUE BASED PROGRAMME | ODIA

SUPRIYA DASH

'BHASHA PITRUTANTRA RA' | NAXATRA NEWS (24/7)



ELECTRONIC | SPECIAL EDITION | ODIA

SHATARUPA SAMANTARAYA

'COMMANDO SHAKTI' | ARGUS NEWS

WEB | JURY APPRECIATION CITATION | ENGLISH

SANSKRITA BHARADWAJ

'TWO YOUNG WOMEN IN NAGALAND ARE LEADING A
CRUSADE AGAINST E-WASTE' | MONGABAY.COM



WEB | JURY APPRECIATION CITATION | ENGLISH

SAUMYA JYOTSNA

'RURAL WOMEN ARE UNAWARE OF THE RISK OF BREAST
CANCER' | VILLAGESQUARE.IN

PRINT | JURY APPRECIATION CITATION | ENGLISH

URMI BHATTACHERYIA

'ON THE MAKE' | PIT MAGAZINE



REGIONAL AWARDEES



WEB | JURY APPRECIATION CITATION | HINDI
MALABIKA DHAR
'ARTIFICIAL INTELLIGENCE KI DUNIYA BHI MAHILAON KO USEE PITR SATTATMAK NAZARIYE SE DEKHATI HAI' | FEMINISMININDIA.COM



PRINT | ARTICLE | ENGLISH
NITASHA NATU & MOHUA DAS
'NO SHELTER FOR HOMELESS WOMEN FOR WHICH EACH DAY IS FRAUGHT WITH RISKS' | THE TIMES OF INDIA



PRINT | FEATURE | ENGLISH
RAKSHA KUMAR
'FROM DEBT TO DEPRESSION, THE PANDEMIC HAS HIT INDIA'S SEX WORKERS HARD' | THE HINDU



PRINT | NEWS REPORT | ENGLISH
PRIYANKA SAHOO
'ISOLATED, INVISIBLE: LGBTQ SCIENTISTS TALK ABOUT THEIR EXPERIENCE AT WORKPLACE' | THE HINDUSTAN TIMES



PRINT | OP-ED | ENGLISH
SHALINI NAIR
'THE INJUSTICE SYSTEM- CALL IT WHAT IT IS: RAPE' | THE INDIAN EXPRESS



WEB | ARTICLE | ENGLISH
NAMRATA ZAKARIA
'BIKINI BOTTOMS, CATSUIITS, HIJABS, UNITARDS—SPORTSWEAR FOR WOMEN IS A POLITICAL QUAGMIRE' | TIMES OF INDIA PLUS



WEB | BLOG | ENGLISH
HRUSHIKESH PATIL
'EN ROUTE DELHI, KASTURABAI RESOLVES TO CONTINUE FIGHTING FOR HER LAND' | INDIEJOURNAL.IN



WEB | FEATURE | ENGLISH
SHREYA RAMAN & GEETA DEVI
'WOMEN FARMERS ARE LOSING JOBS, EARNINGS, SAVINGS EVEN AS AGRICULTURE 'BOOMS' | INDIASPEND.COM



REGIONAL AWARDEES



WEB | ISSUE BASED PROGRAMME | ENGLISH
THE SWADDLE-YOUTUBE.COM
'IN PERSPECTIVE'

WEB | PODCAST | ENGLISH

AASTHA ATRAY AND ANKIT VENGURLEKAR
'HOW TO BE A MAN WOMEN LIKE' | SPOTIFY.COM



PRINT | COLUMN | GUJARATI

MAISTRY DAVE

'COVER STORY' | NAARI SUPPLEMENTS, SANDESH

PRINT | FEATURE | GUJARATI

SHAILESH NAYAK

*'MASAANNU KAAM SAMBHALI LENAR AA MAHILAONE
HIMMATNE DAAD DEVI PADI'* | MIDDAY



RADIO | COMMUNITY | GUJARATI

RADIO NAZARIYA 107.8 FM

*'GUJARAT NA STHANIK SHASAN MA MAHILA ANE SATTA
NU PRATINIDHITAV'*

WEB | FEATURE | GUJARATI

SAGAR PATEL

*'AMBULANCE CHALAVTA E MAHILA, JEMNE KHUDNE
CANCER CHE PARNTU ADADHI RATRE DARDIONI SEVA
MATE NIKDI PADE CHE'* | BBC NEWS GUJARATI



PRINT | NEWS REPORT | HINDI

VARUN BHATT

'KHET BECH KAR PITA NE KIYE INTEZAAM' |
BANSWARA PATRIKA

WEB | BLOG | HINDI

PREETI AGYAAT

'EK CHITTHI, IS DUNIYA KI HAR AAYESHA KE NAAM!'
PREETIAGYAAT.BLOGSPOT.COM



REGIONAL AWARDEES



WEB | DOCUMENTARY | HINDI
SHUBHAM KARNICK
'15-YEAR-OLD RAPPER 'GULLY GIRL' SANIYA' | INDIE
JOURNAL-YOUTUBE.COM

WEB | FEATURE | HINDI
AGENTSOFISHQ.COM
'SORRY THANK YOU TATA BYE-BYE!
#EMPOWERMENTNOTAGE'



PRINT | ARTICLE | MARATHI
DR. SHANTANU ABHYANKAR
'EK DURLAKSHIT STREE SVATANTRYA' |
MAHARASHTRA TIMES

PRINT | COLUMN | MARATHI
DR. PRAVEEN GHODESWAR
'ARDHYA DUNIYECHYA SHILEDAAAR' | DAILY
PUNYANAGARI



ELECTRONIC | SPECIAL EDITION | MARATHI
SAAM TV
'SAVITRI GHAROGHARI, JYOTIBACHA SHODH JARI'

WEB | SOCIAL MEDIA CAMPAIGN | MARATHI
NAMRATA BHINGARDE
'SERIES ON MENSTRUAL CUP' | FACEBOOK.COM



WEB | FEATURE | MARATHI
DIPALI RAMESH JAGTAP
'MUMBAI LOCKDOWN: ONLINE EDUCATIONMULE
FOOTPATHVAR RAHANARYA ASMAACHE SHIKSHAN ANI
SWAPNA ADHURE RAHILE?' | BBC NEWS MARATHI-
YOUTUBE.COM

WEB | JURY APPRECIATION CITATION | ENGLISH
JAYALI WAVHAL
'20KM ON FEET FOR BASIC HEALTHCARE: STORY OF
BHAMRAGARH'S PREGNANT WOMEN' |
INDIEJOURNAL.IN



REGIONAL AWARDEES



WEB | JURY APPRECIATION CITATION | ENGLISH
AAWAZ.COM
'BELIEVE - SEASON 2'

WEB | JURY APPRECIATION CITATION | ENGLISH
VIJAYTA LALWANI

*'WE ARE NOT CHILDREN': A KASHMIRI COUPLE RECALL
THEIR MARRIAGE ORDEAL AMID CONVERSION
CONTROVERSIES'* | SCROLL.IN



WEB | CAMPAIGN | ENGLISH
101REPORTERS.COM
RUKHMABAI.101REPORTERS.COM

WEB | FEATURE | ENGLISH
NIVEDITA RAMESH

*'DEAR MOM, IT'S ME. WRITING THIS COZ I DO NOT WANT
TO BECOME YOU'* | WOMENSWEB.IN



WEB | FEATURE | ENGLISH
SUKANYA SHAJI
*'YOUTH STALKS AND MURDERS FEMALE CLASSMATE IN
KERALA: DO WOMEN OWE US THEIR LIFE CHOICES?'* |
FEMINISMININDIA.COM

WEB | PODCAST | ENGLISH
NIRUPAMA V. AND SADHANA CHATHURVEDULA
'HELLO HALLYU' | THESWADDLE.COM



WEB | REPORT | ENGLISH
JISHA SURYA
*'HOW KERALA IS A LONG WAY OFF IN GENDER
AFFIRMATIVE HEALTHCARE FOR TRANS PERSONS'* |
BEHANBOX.COM

WEB | VIDEO FEATURE | ENGLISH
AMULYA B

'DEVADASI WOMAN WINS PANCHAYAT ELECTION' |
DECCAN HERALD-YOUTUBE.COM



REGIONAL AWARDEES



PRINT | COLUMN | KANNADA

MARY JOSEPH

'KARIYA HENNU MAGALU PREETHI VISHAYADALLI
EKAANGIYE?' | VIJAY KARNATAKA

PRINT | FEATURE SERIES | TELUGU

VENKATESH KARUSALA

'LOCKDOWN MARIYU CORONA' | ANDHRA JYOTHI



WEB | SOCIAL MEDIA CAMPAIGN | TELUGU

SUREKHA ABBURI

'AKSHARALU RAAKAPOYINA, TAMA CHETI VANTA NE
JEEVINADHARANGA MARCHUKUNNA ONTARI MAHILALA
KADHE LUQMA' | BBC TELUGU

PRINT | JURY APPRECIATION CITATION | ENGLISH

KRITHIKA SRINIVASAN

'IRULAR VICTIMS OF TN'S DECADE-OLD RAPE,
TORTURE CASE STILL WAIT FOR TRIAL TO BEGIN' |
THE NEW INDIAN EXPRESS



WEB | JURY APPRECIATION CITATION | ENGLISH

ANNE MARY SHAJU

'HEADSCARVES WERE OUTLAWED IN 1983, BUT THE
CHURCH STILL INSISTS WOMEN WEAR THEM. WHY?' |
FEMINISMININDIA.COM



WEB | JURY APPRECIATION CITATION | HINDI

MAITREYEE BORUAH

'KARNATAK: SHAUCHALAY SE ZYADA SHARAB KI DUKANEN
PAR MAHILAON KE ANDOLAN SE BEKHABAR SARKAAR' |
BBC.COM



ELECTRONIC | JURY APPRECIATION CITATION | TAMIL

K.S.SUGITHA SARANGARAJ

'PENN KUZHANDHAIGAL PAATHUKAAPIL PIN
THANGUVATHU YEN?' | NEWS 7 TAMIL



WEB | JURY APPRECIATION CITATION | TELUGU

SANDHYA RANI THALLA

'KONNI UDYOGAALU MAGAVAALLU MAATHRAME
CHEYAGALARA...KAADHU MEMU SAITHAM ANI
NIRUPINCHINA MAHILA KATHE DHEERA. (SPL STORY
ON FIRST LINEWOMAN)' | TV9 TELUGU



- **AMITA DHANU** - Deputy Director General (Programmes), Family Planning Association of India
- **ANAND MADHAB** - Former CEO of Jagran Pehle, former Principal Consultant, Gender Resource Centre, Department of Social Welfare, Government of Bihar
- **ANJUM RAJABALI** - veteran Indian screenwriter, actor, teacher, and activist for screenwriters' rights
- **DR. A. L. SHARADA** - Director, Population First, gender expert, teacher, researcher, and gender trainer
- **ANUJA GULATI** - Program Management Specialist, UNFPA
- **ANURADHA BHASIN** - Internationally published journalist, author, Executive Editor, Kashmir Time, Commonwealth Fellow 2016, and peace activist
- **DR. ARATHI PM** - Assistant Professor at the School of Indian Legal Thought, Mahatma Gandhi University, Kottayam, Kerala
- **ASIYA SHERWANI** - Diversity, Equity, Inclusion & Organizational Ethics Advisor & Consultant
- **BOBBY SISTA** - Doyen of Indian Advertising, Executive Trustee at Population First
- **C. VANAJA** - Award-winning journalist, TV presenter, and filmmaker
- **PROF CHANDRASHEKAR BHAT** - An independent researcher on Diaspora Studies, Founder of the Centre for the Study of Indian Diaspora, Hyderabad, and author
- **DIVYA JAIN** - Multilingual independent journalist, feminist, and former editor of Antarang Sangini
- **DIVYA GUPTA (AYESHA)** - A development practitioner, communications specialist, and journalist
- **DOLLY THAKORE** - Television Newscaster, veteran commentator, columnist, communication and public relations consultant, author, associate publisher, editor, casting director, and actor
- **GEETA SESHU** - An independent journalist
- **DR. GITA CHADHA** - Professor of Sociology at Mumbai University, author, specialist ' Feminism and Science'
- **GITALI VINAYAK** - Chief Editor, Miloon Saryajani, a Marathi magazine and a social activist
- **GOKUL KRISHNAMOORTHY** - Founder and Curator, www.cluttercutter.in, Founding Editor, EVENTFAQS Media, columnist, consulting editor
- **GOVIND CHATURVEDI** - A veteran journalist was associated with Dainik Navjyoti, UNI, Rajasthan Patrika, and more
- **INDIRA CHANDRASEKHAR** - Scientist, fiction writer, and the founder-editor of Out of Print, an online short story magazine
- **INDU CAPOOR** - Founder Director of Centre for Health, Education, Training and Nutrition Awareness (CHETNA)
- **JYOTSNA KAUR HABIBULLAH** - Social entrepreneur, and philanthropist. Associated with FICCI FLO Kanpur Chapter as Member, National Governing Body on Women Empowerment
- **JEROO MULLA** - Faculty member at Social Communications at Sophia Polytechnic and Symbiosis, Pune. Researcher, film critic
- **KIRAN MANRAL** - An author, TEDx speaker, columnist and mentor, journalist, researcher, festival curator, and entrepreneur
- **KONDAVEETI SATYAVATI** - Women's rights activist and founder Editor of the first feminist magazine in Andhra Pradesh - 'Streevada Patrika' - Bhumika in 1993



- **DR. KUSUM TRIPATHI** - Professor at Dr. B.R. University of Social Science Mhow, author
- **PROF. KULDEEP KAUR** - Retired vice principal of G.N. Khalsa College of arts, science, and commerce, Mumbai, a visiting faculty at Tata Institute of Social Sciences, dialect coach
- **LOGANAYAKI RAMACHANDRAN** - Writer, journalist, editor, social worker, and Relationship counselor. Former Editor of 'Snehidhi' – a leading Tamil bi-weekly for women
- **MALATHI BHAT** - Columnist, editorial adviser to 'Profit Plus' Magazine, former news editor, Prajavani, and author
- **MAHASHWETA JANI** - State co-ordinator Gujarat in Lokniti CSDS Delhi, special interest in Caste, gender, and politics in Gujarat, consultant for SEWA: Ansooya
- **MALTI MEHTA** - Teaches Mass Communication, Communication Skills, Development Communication, and Film production, Documentary & Short Film Maker
- **MEENA KARNIK** - Senior independent journalist, film critic, author, translator, Co-editor Akshar, author of 'Gautam, jury at international film festivals
- **MEGHNA GHAI PURI** – Educationist, mentor, changes catalyst. President, Whistling Woods
- **MOHAMMED KHAN** - A legend in Indian advertising, he set up some of the country's best agencies, including Contract and Rediffusion, as well as Enterprise Nexus
- **NANDINI DIAS** - Former CEO of Lodestar UM, Hon Secretary International Advertising Association, Governing Board Member Mumbai First, a sports enthusiast, and a national-level badminton player
- **PARMESH SAHANI** - an author, public speaker, culture curator, inclusion advocate, vice president at Godrej Industries Ltd., and the founder of the award-winning Godrej India Culture Lab in Mumbai
- **PERVIN SAKET** - Vancouver Manuscript Intensive Fellow, Poet, Novelist, and Editor
- **PIYUSH JHA** - Film director, screenwriter, OTT show creator, and the author of crime–fiction novels
- **PRATIMA JOSHI** - Senior journalist, writer, and social activist.
- **PREETA MATHUR** - Head of Ank Theatre Group, a podcaster and media contributor on theatre
- **R. HARIHARAN** - Indian film director
- **RAJAN MAHAN** - Professor of Journalism at the University of Rajasthan and a veteran Journalist with NDTV
- **RAJAT RAY** - Social innovations consultant. Was the Senior Advocacy Officer at UNFPA
- **RAJESH MAHAPATRA** - Editor, PTI, columnist and commentator on public policy, and founder of the Forum for Odisha Dialogues
- **RANJONA BANERJI** - Independent journalist, currently a Consulting Editor with MxMIndia.com
- **RENUKA SHAHANE** - Full-time mom, actor, writer, director
- **PROF. RITU DEWAN** - Vice President of the Indian Society of Labour Economics and formerly Director of the Department of Economics, University of Mumbai
- **RIZWAN AHAMD** - Director, Instructional Media Centre, MANUU, Hyderabad, an educationist, a media professional, and former Deputy Director, Deputy Director at the Directorate of Film Festivals.
- **RUPA MEHTA** - Producer at Doordarshan (Prasar Bharati) and retired Assistant Director, Doordarshan Kendra, Ahmedabad
- **SAJAYA KAKARLA**- Independent journalist, columnist, social analyst, translator, documentary filmmaker, and feminist activist Publisher of Likhita Press

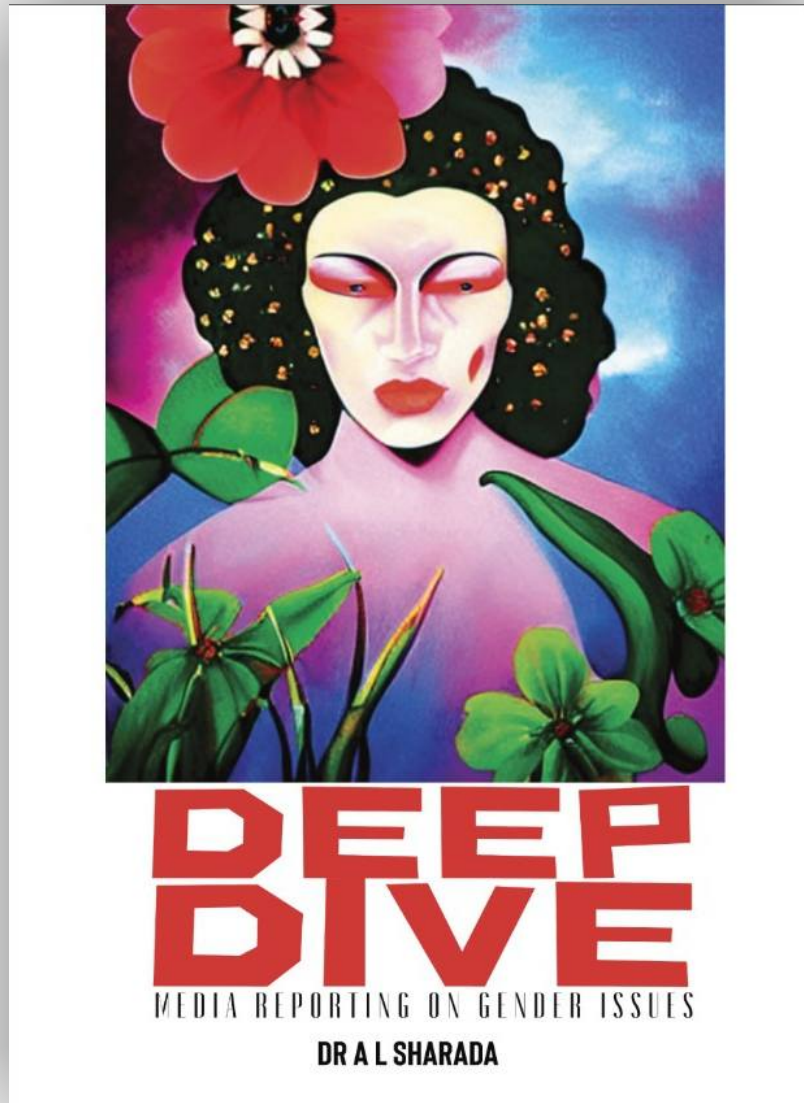
- **SAMPAD MAHAPATRA** - Former Editor of 'The Sambad' and Founder Editor of 'The Nitidin', former Odisha Bureau Chief of NDTV
- **SANDEEP SAHU** - Multilingual journalist associated with the BBC World Service from Odisha, OTV, Outlook magazine, thequint.com, news18.com, and others
- **SATYAVATI MAURYA** - Veteran Hindi journalist associated with Meri Saheli, Arogya Sanjivani, Roop Nihar, Sahitya Abha and more
- **SATHYA SARAN** - Consulting Editor with Penguin Random House India, former Editor of Femina, author. Teaches fashion journalism at NIFT, a stage actor, and curator 'The Spaces between Words'
- **SAUMYA BAIJAL** - Feminist, bilingual writer, ad woman, storyteller, poet, guest lecturer, radio presenter, theatre person, activist
- **SAYED RAZA HUSSAIN ZAIDI** - A gender trainer, queer feminist, and Co-founder of Aazaadi International
- **SHAHINA K. K.** - Associate Editor of the news portal 'The Federal'
- **DR. SHAHIDA MURTAZA** - Director, Centre for Women's Studies at Maulana Azad National Urdu University, Hyderabad, Dr. Shahida is a sitting member of national and international academic bodies
- **SHAJAHAN MADAMPAT** - Writer, critic, and social commentator based in the Middle East who writes on issues related to culture, media, and Middle East affairs
- **SHARAD PRADHAN** - Veteran independent journalist, political analyst, columnist, and author. Editor, TheFreePress - digital news channel
- **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
- **SMRITI NEVATIA** - curator, selector, and jury for film festivals, documentary script writer and teacher, writer-researcher on gender and sexuality, and writer, director, and executive producer for shows on TV
- **SOMA DUTTA** - former Cultural Ambassador to South Korea, Kathak dancer, certified career counselor, Vice-President of the WICCI Rural Tourism Council of West Bengal
- **SUREKHA SHENOY** - COO and Chief of Staff for TIAA G6BS India, Corporate leader, Philanthropist, and mentor
- **SUDHA ARORA** - A leading feminist writer in Hindi, editor of books, playwright, scriptwriter, and author
- **SUDHIR MISHRA** - Senior journalist, currently Resident Editor in Navbharat Times, Delhi
- **TERESA REHMAN** - An award-winning journalist, author, and media educator based in northeast India
- **USHA THORAT** - Former Deputy Governor of the Reserve Bank of India and a champion of financial inclusion
- **VASANTHA LAKSHMI** - Noted journalist, former assistant editor at Andhrajyothi, editor, of various Human Rights publications and books
- **DR. VIBHUTI PATEL** - gender economist, and women's rights activist, former Professor, at TISS and SNTD Women's University, Mumbai
- **YASMIN SAIT** - Author, Counsellor, and Life Purpose Coach on a mission to empower women at different stages of their life.



- Curtain Raiser
- Welcome address by SV Sista
- Address by AL Sharada
- Invocation dance by Arpana Rao and Students
- Presentation of Journalism Awards
- Presentation of Book Awards
- Address by Country Representative, UNFPA, Andrea Wojnar
- Presentation of Special Awards
- Presentation of Advertising Awards
- Presentation of Theatre Award
- Address by Dolly Thakore
- A short performance by Sanya MQ, the Rapper
- Presentation of OTT Awards
- Address by Consul General of Norway, Mumbai, Arne Jan Flølo
- Performance by Pooja Gaitonde
- Presentation of Film Awards
- Address by Chief Guest Nandita Das, Actor and Director

GLIMPSES OF THE AWARDS





A compendium culled from amongst the 76 award-winning journalistic entries feted at the regional event of the 12th Laadli Media and Advertising Awards 2022, it offers an insight into various concerns plaguing our society. Whether it is gender- insensitivity, injustice, misogyny, or the constant marginalization of LGBTQIA persons, this collection presents an eye-opening account of people, situations, incidents, and more.

Is it all dark and mired with hopelessness? Dotted with stories of people who stood up for their convictions with grit and passion like Phula Devi who ushered the share-cropping revolution in her village in Bundelkhand, the group of women who are fighting rampant mis-information, or, the women of a remote Uttar Pradesh Village who are accessing computer literacy to usher a new dawn for not just them but their families, and more, it paints an evocative picture of a transient society that is grappling with long-held patriarchal traditions, yet is forging ahead breaking barriers and chartering new territories. We indeed are not comfortably numb; there are ripples of change promising to take over in the coming years.

To access your digital copies please visit our website or write to info@populationfirst.org

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.

We work towards achieving three transformative results that promise to change the world for every individual by 2030:

- Zero Unmet Need for Family Planning
- Zero Preventable Maternal Deaths
- Zero Gender-Based Violence and Harmful Practices

UNFPA in India

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.

Website- <https://india.unfpa.org>

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.



ABOUT POPULATION FIRST

Population First is a social impact organization working on health and population issues from a gender and social development perspective. Population First was registered in March 2002, by Bobby Sista, doyen of the Indian advertising Industry, under the Bombay Public Trusts Act (1950) to leverage communication and media influence to address the social and demographic issues in the country.

Population First believes that unequal social development and gendered mindsets are responsible for the poor social demographic indices - be it maternal and child mortality, child marriages, or the falling sex ratios. Population First focuses on the gendered mindsets which undermine the value of girls and women, promote discrimination against them, and justify gender-based violence. The challenge is to change those mindsets.

Programs and interventions

- Population First's field-based intervention "Action for Mobilization of Community Health Initiatives" (AMCHI) works to bridge the gap between the right holders and duty bearers to promote more gender-sensitive and people-oriented social development initiatives
- Population First, through its flagship program, Laadli, leverages its goodwill in the media and advertising to influence the influencers to change the way India treats its women by changing the way media reports on gender issues and advertisements and films portray girls and women in their communication.

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.

Website – www.populationfirst.org

Population First



Laadli

Celebrate Her Life
An Initiative by Population First



Norwegian Embassy
New Delhi

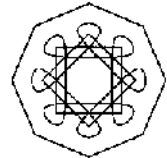


Hitkari Group of Companies
(KKH Group)

MOMS
OUTDOOR MEDIA SOLUTIONS



NCPA



KASU

Population First

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



www.facebook.com/population.first



[Laadli_PF](https://twitter.com/Laadli_PF)



www.youtube.com/@Laadli_PF



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