

Population First

3rd
South Asia
2023



Laadli
Meda
& Advertising Awards
for Gender Sensitivity



Laadli

Celebrate Her Life

An Initiative by Population First



Tuesday, December 12, 2023
at The Tata Theatre, NCPA, Nariman Point, Mumbai



FOREWORD

We are back with the South Asia *Laadli* Media and Advertising Awards for Gender Sensitivity (SALMAAGS) in collaboration with South Asia Women in Media (SAWM) and Asian Federation of Advertising Associations (AFAA) with UNFPA support. We want to thank our supporters for their continued belief in us.

This third edition will see 11 awardees from six countries receiving awards. We thank all those who sent entries, and congratulate the winners. Preceded by the regional awards when 87 journalists were awarded in Jaipur on 21st October 2023, this national event will - apart from the South Asia Awards - recognise content from literature, advertisements and cinema for being gender sensitive.

Initiatives for women-centric journalism started from the early 1970s, opening up many doors for women in media. Vimla Patil played a significant role in doing this. We celebrate her as the *Laadli* of the Century for strategically pushing gender equality advocacy and creating space for women's voices in mainstream journalism.

Films like *Rihaae* and *Aakhir Kyun* were much ahead of their times and their director Aruna Raje Patil is known for advocating gender-just and gender-equal relationships based on mutual love and respect. She has opened up spaces for women in film industry as directors, script writers and editors. It is our honour to present Ms Aruna Raje the *Laadli* Lifetime Achievement Award for Gender Sensitivity.

Renowned theatre personality Nadira Babbar is known for her contribution to creating women characters who, while owning their lived experiences - unfailingly assert and resist. We are delighted to confer the *Laadli* Theatre Award for Gender Sensitivity on Nadira Babbar.

Konkona Sen may have made fewer films in count but she more than makes up for that with both the critical and mass acclaim she has garnered. We are thrilled to bestow the *Laadli* Woman Behind the Screen Award for Gender Sensitivity on Konkona Sen for suffusing the characters she portrays and directs with a streak hard-to-miss assertion.

Solidarity, support and sorority are important for women to thrive in traditionally male-dominated spheres like media. The Network of Women in Media, India (NWMI) is recognised as this year's *Laadli* Gender Champion Awardee for empowering women journalists, supporting ethical media practices, and giving women a voice.

It is well known that sexual exploitation, misogyny, and gender discrimination are rampant in the film industry. To confront issues from within and fight for a more equitable and considerate workspace for female artists takes great deal of courage and conviction. The Women in Cinema Collective is being honoured with the *Laadli* Extraordinaire Award for its consistent contribution ever since it was founded after the #MeToo movement.

Our heartfelt gratitude to Rasika Dugal for gracing this occasion as our Chief Guest. Her rightfully celebrated work, right from *The Vagina Monologues*, *Dastangoi* and *Qissa* - has seen her play characters who bring both hope and succour to scores long before *Mirzapur* and *Manto* made her a household name.

FOREWORD



We also deeply appreciate Ms Andrea Wojnar, the Country Representative for UNFPA India and the Country Director for Bhutan, for gracing the event as our esteemed guest of honour.

Films and online series entries this year have bravely explored LGBTQIA+ themes and addressed gender-based violence, delving into topics outside the mainstream. Yet again, our winners of the Advertising Awards too have bravely pushed boundaries, igniting candid and insightful discussions on a wide range of topics.

We thank our jurors whose unwavering support to the cause motivates us to carry on in face of all the challenges.

My sincere thanks to our National Coordinator, Ms Dolly Thakore, for continuing to ignite passion and zeal in our pursuit of gender justice.

Team Population First deserves all the credit for the success of the awards. I would like to express my gratitude to: Pooja Nagdev, Yogesh Pawar, Grainia Fernandes, Hetal Vora, Ankita Keshri, Khyati Trivedi, and Sangita Waje.

We are grateful to Ms Anuja Gulati for her assistance. UNFPA's support, both financially and technically, is priceless as we march on.

NCPA, Madison Outdoor Media and Hitkari have been our consistent partners for which we express deep gratitude.

Our event would be incomplete without the scintillating performances by B Spot and the children of the Sanskrita Foundation. We thank them.

Mr. S. V. Sista
Executive Trustee

Dr. A. L. Sharada
CEO



ABOUT SALMAAGS

The South Asia *Laadli* Media & Advertising Awards for Gender Sensitivity 2023. The *Laadli* media awards were extended to South Asia in 2016 and 2017 with the support of International Advertising Association (IAA). After a lull due to Covid, the third edition is back in 2023 with the support of South Asia Women in Media (SAWM) and Asian Federation of Advertising Associations (AFAA). 11 awards will be given to awardees from six countries at the ceremony to be held on December 12th, 2023. Apart from India there will be awardees from Pakistan, Afghanistan, Sri Lanka, Bangladesh, Nepal and Maldives.

The National Awards include some of the regional winners who were selected as deserving of a National Award by a fresh panel of distinguished jury members. They also include awards for gender sensitive advertisements, books, films, theatre and innovative campaigns that have attempted to break through gender biases.

SOUTH ASIA AWARDEES



FATANA BAYAT

PERSIAN | CONSISTENT REPORTING ON GENDER ISSUES | AFGHANISTAN

Despite assault, threats, and interrogation, Fatana Bayat persists in freelance journalism and documentary filmmaking, spotlighting protests and rights violations. Her brave collective archiving of women's voices, sent to Finland for protection, captures pivotal unrest for posterity.

MEENA HABIB

PERSIAN | CONSISTENT REPORTING ON GENDER ISSUES | AFGHANISTAN

Despite detained arrests, warnings, and restrictions, Meena Habib persists in ethical reporting - even establishing the uniquely woman-led Event News outlet following the Taliban's resurgence. Her courage in covering human rights violations has made Habib the lone female journalist at press conferences, now internationally recognised for resilience.



SHARMIN SHAMS

BENGALI | CONSISTENT REPORTING ON GENDER ISSUES | BANGLADESH

Sharmin Shams incisively examines patriarchal norms, spotlights women's struggles, and catalyses feminist discourse. Since 2020, Feminist Factor, her online feminist magazine, has provided an inclusive Bengali platform for women's narratives on societal change. Shams' commitment to gender equality also extends through Shantibari, the innovative community space she co-founded, which supports women's well-being and empowerment.

ISRAT ZAHAN URMI

BENGALI | CONSISTENT REPORTING ON GENDER ISSUES | BANGLADESH

As a distinguished foreign affairs journalist at DBC News, Urmi's reporting insightfully examines the gendered impact of international events. Her steadfast commitment to inclusive storytelling and uplifting marginalised voices has enriched Bangladesh's media landscape.



AISHATH NAZUHA

DHIVEHI | CONSISTENT REPORTING ON GENDER ISSUES | MALDIVES

Aishath Nuzuha has bravely confronted gender bias, online harassment, and workplace adversity while covering pivotal societal issues. Her commitment has empowered women journalists nationally through spearheading advocacy campaigns during her meteoric rise to an executive role in the Maldives Journalists' Association.



SOUTH ASIA AWARDEES



AMINATH KHALISA

DHIVEHI | CONSISTENT REPORTING ON GENDER ISSUES | MALDIVES

Since boldly launching her reporting career in 2013, Aminath Khalisa has confronted local challenges facing women entrepreneurs and survivors of domestic violence. Her prolific writing for outlets like Addu Online and The Press, while concurrently working and raising a family, has catalysed vital dialogue -- elevating community growth through volunteer women's advocacy roles.

BHRIKUTI RAI

NEPALI | CONSISTENT REPORTING ON GENDER ISSUES | NEPAL

Bhrikuti Rai has spent over a decade of intrepid journalism exposing gender inequality and amplifying women's narratives in Nepal. As co-creator of Nepal's groundbreaking feminist podcast Boju Bajai, she has provided an authentic platform, spotlighting women's uncensored voices on taboo issues, from politics to reproductive care.



BIDHYA RAI

NEPALI | CONSISTENT REPORTING ON GENDER ISSUES | NEPAL

Bidhya Rai has dug deep to uncover stories about indigenous women, climate crises, human rights, and corruption - catalysing amended legislation and impacting lives. While her work with Kantipur has gone from stringer to sub-editor, she consistently centres on women's narratives on migration and cyber security issues.

FATIMA NAZISH

URDU | CONSISTENT REPORTING ON GENDER ISSUES | PAKISTAN

Fatima Nazish's innovative and creative prowess in weaving compelling tales that resonate widely showcases her commitment to fostering inclusivity. Her flair for the digital landscape marks her as a trailblazer, as her work provides a powerful platform for driving social change. Fatima Nazish has left an indelible, inspiring imprint on media.



SUNANDA HETTIARACHCHI

SINHALA | CONSISTENT REPORTING ON GENDER ISSUES | SRI LANKA

As a senior media executive and producer, Hettiarachchi broke barriers by helping the country's first Sinhala business TV magazine Vanija Lowin. Her daring docu-series Ruwanara boldly discussed taboos around gender, earning acclaim for spotlighting women's narratives. As the director of Channel Eye since 2010, she has advanced women's representation across media and catalysed national dialogues on critical issues.



VINEETHA MATHTHAKA GAMAGE

SINHALA | CONSISTENT REPORTING ON GENDER ISSUES | SRI LANKA

As a senior print journalist renowned for her compassionate storytelling and intelligent reporting, Vineetha has fearlessly confronted taboos and championed systemic change. As the Assistant News Editor of the Maubima newspaper, Vineetha continues to expand the boundaries of media coverage and pave the way for inclusive reporting across Sri Lanka.



BOOK | ENGLISH | AUTOBIOGRAPHY

AKKAI PADMASHALI

'A SMALL STEP IN A LONG JOURNEY' | ZUBAAN BOOKS

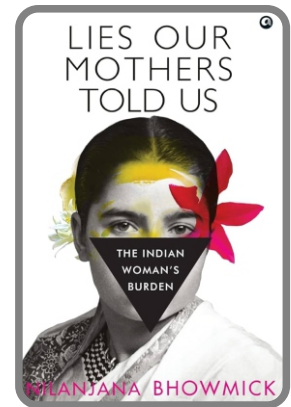
Akkai Padmashali's *A Small Step in a Long Journey* is a compelling testimony to the trials and victories of a trans rights' activist. Her narrative intertwines personal and political realms, demanding societal recognition while uncovering harsh realities. This poignant call for compassion, advocates societal change and a more inclusive future.

BOOK | ENGLISH | NON-FICTION

NILANJANA BHOWMICK

'LIES OUR MOTHERS TOLD US: THE INDIAN WOMAN'S BURDEN' | ALEPH BOOK COMPANY

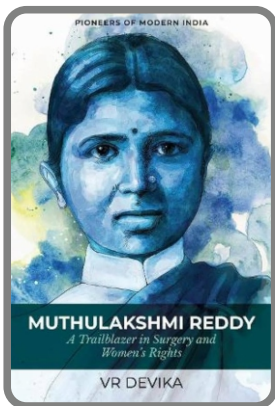
Nilanjana Bhowmick's *Lies Our Mothers Told Us: The Indian Woman's Burden* delves into societal pressures forcing women to adopt a 'superwoman' persona, often compromising mental and physical health. Backed by extensive research and 200+ interviews, Bhowmick unveils grim realities revealing the toll of pursuing an ideal of 'having it all.'



BOOK | ENGLISH | NON-FICTION

VR DEVIKA

'MUTHULAKSHMI REDDY: A TRAILBLAZER IN SURGERY AND WOMEN'S RIGHTS' | NIYOGI BOOKS PVT LTD



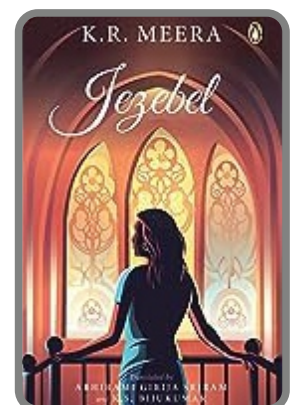
V.R. Devika's book, *Muthulakshmi Reddy: A Trailblazer in Surgery and Women's Rights*, intricately chronicles the life of India's pioneering woman surgeon and women's rights advocate, Muthulakshmi Reddy. Detailing her impactful milestones, including founding Chennai's Cancer Institute and Avvai Home for Girls, Devika's narrative eloquently blends triumphs and struggles.

BOOK | ENGLISH | TRANSLATION | NOVEL

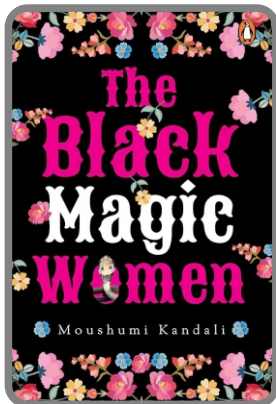
KR MEERA

'JEZEBEL' | PENGUIN RANDOM HOUSE INDIA

K.R. Meera's *Jezebel* artfully delves into the life of a Kerala-based doctor, navigating societal norms. It provokes essential dialogues on gender, identity and autonomy, weaving a poignant narrative on the complexities of a woman's existence.



BOOK & AD AWARDEES



BOOK | ENGLISH | TRANSLATION | SHORT STORIES

MOUSHUMI KANDALI

'THE BLACK MAGIC WOMEN (STORIES FROM NORTH-EAST INDIA)' | PENGUIN RANDOM HOUSE INDIA

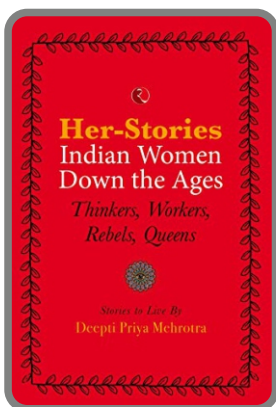
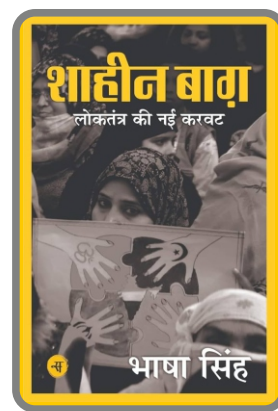
Moushumi Kandali's *The Black Magic Women* examines Assamese women's struggles within India's broader cultural milieu. Through evocative storytelling, Kandali exposes societal challenges such as racial biases, the entertainment industry's politics, and sexual harassment. Interweaving fables and metaphors, her narratives provoke readers, urging reflection on societal norms and beliefs.

BOOK | HINDI | NON-FICTION

BHASHA SINGH

'SHAHEEN BAGH : LOKTANTRA KI NAI KARVAT' | RAJKAMAL PRAKASHAN PVT. LTD.

Bhasha Singh's *Shaheen Bagh: Loktantra ki Nai Karvat* authentically depicts the Indian Muslim women's transformative leadership in the Shaheen Bagh movement. Singh's meticulous reporting captures their resolute spirit, challenging norms, echoing Dr. Babasaheb Ambedkar's ideals, revitalising democratic values, and presenting a significant post-independence mass movement.



BOOK | ENGLISH | JURY APPRECIATION CITATION

DR. DEEPTI PRIYA MEHROTRA

'HER STORIES INDIAN WOMEN DOWN THE AGES: THINKERS, WORKERS, REBELS QUEENS' | RUPA PUBLICATION INDIA PVT. LTD.

Dr. Deepti Priya Mehrotra's *Her Stories: Indian Women Down the Ages: Thinkers, Workers, Rebels, Queens* unveils unsung heroines' resilience, diverging from conventional history to spotlight ordinary women's extraordinary journeys and ignite modern gender discussions.

RUNNER UP | PRODUCT

OGILVY MUMBAI

'DOVE | THE BEAUTY REPORT CARD #STOPTHEBEAUTYTEST'

Dove's ad *Beauty Report Card* sheds light on the unfortunate societal pressures young Indian school girls face, diverting their attention from education to unnecessary beauty tests. Through a heartfelt poem based on real experiences, the commercial skillfully conveys the emotional toll of subjecting girls to beauty tests, grooming them for marriage preparedness. It urges parents and others not to judge young girls by looks and let them be.





RUNNER-UP | PRODUCT

P SE PICTURE

'SABHYATA DIWALI '22 | #REDEFININGCELEBRATION'

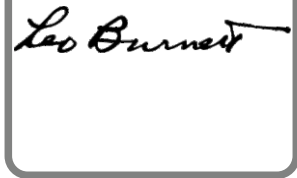
The ad, *Sabhyata #RedefiningCelebration* apart from highlighting the biases pregnant women face while seeking employment, also brings to fore the importance of having inclusive organisations with women in senior positions - to bring in greater gender sensitivity.

WINNER | DIGITAL INNOVATION

LEO BURNETT

'JOSH | SAFE SWIPE'

#SafeSwipe campaign of the Josh app empowers women during night commutes. By seamlessly integrating short, semi-interactive videos into users' social media routines, Josh tactfully addresses the safety concerns of women travelling alone at night. The campaign's focus on over 50 real-life scenarios ensures a comprehensive understanding of potential risks, making it both relatable and impactful. Josh also uses its tech stack to map out unsafe areas and proactively notify users.




WINNER | SPECIAL DAY AD

TALENTED

'TANISHQ | THE SUPERWOMAN'

Tanishq's *The Superwoman* campaign, while portraying a protagonist juggling various roles seamlessly, takes a bold turn by acknowledging the internal struggles, weariness, and vulnerability beneath the facade of perfection. This narrative skilfully addresses unrealistic expectations from women and underlines the importance of acknowledging their humanity.

WINNER | GRAND PRIX

BBDO

'ARIEL | SEE THE SIGNS & #SHARETHELOAD'

Ariel's *#ShareTheLoad* campaign depicts the toll unequal household chores take. This insightful film goes beyond advertising, addressing a hidden social truth. By highlighting the emotional toll of unequal responsibilities and advocating sharing them, the ad initiates much-needed conversations on gender equality. Backed by research and a poignant narrative, it urges societal change, resonating with audiences.





FEATURE FILM - OTT RELEASE | ZEE5

SIRF EK BANDAA KAAFI HAI

HINDI | BHANUSHALI STUDIOS LIMITED

Sirf Ek Bandaa Kaafi Hai - based on the story of a self-proclaimed Godman, convicted in a case involving the rape of a minor girl - is a powerful reminder of how pervasive sexual offences against children are in society and the role of law in bringing the perpetrators to account.

FEATURE FILM

BLUE SUNSHINE

TAMIL | SAMYUKTHA VIJAYAN

Many years ago as a young collegian, Samyuktha Vijayan made a tryst with herself to excel at whatever she did to shut up people who judged her and said mean things. With her film *Blue Sunshine* - which sits on the cusp of gender, sexuality, and class intersectionality - she does exactly that. While following the trajectory of the travails of Aravind, a high school teacher in a South Indian small town, transitioning from male to female, the film holds a mirror to society's bigotry. Despite being blessed with supportive parents, as a transwoman, Samyuktha was no stranger to mockery and humiliation at school and from her extended family. As a respected techie and dancer, her struggle for a dignified life meant staying steadfastly unfazed and courageous. But not everyone has what it takes to get there. In writing, directing, producing, and acting in *Blue Sunshine* which talks about the daily struggles of a transwoman pitted against a conservative ecosystem, she has been able to create a healthy debate about societal and infrastructural changes needed to help members of the trans community lead a mainstream, dignified life.



WEB SERIES | AMAZON PRIME

SWEET KAARAM COFFEE

TAMIL | RESHMA GHATALA

Sweet Kaaram Coffee centres on the journey of three generations of women who decide to take an unexpected road trip to break up the monotony of their daily lives. This touching, cross-generational investigation of friendships, relationships, and personal development highlights the challenges women encounter daily. The value of self-discovery, second chances, and forgiveness is emphasised throughout the series, which addresses social taboos and promotes candid discussions about subjects deemed delicate.



PRINT | NEWSPAPER-ARTICLE | HINDI

RAJIV KUMAR PANDEY

'GHARELU KAAMGAARON KI STITHI KHARAB, NA CHUTTI AUR NA UCHIT MEHNATTANA' | PRABHAT KHABAR

The article by Rajiv Kumar Pandey exposes the challenges faced by domestic workers and initiates a critical dialogue on their rights and working conditions. It involves extensive engagement with domestic workers, collecting valuable information about their struggles and aspirations. It examines how female domestic workers face many challenges in accessing basic compensation and dignity.

PRINT | MAGAZINE-ARTICLE | ENGLISH

PUJA SEN

'BIRTH RIGHT' | THE CARAVAN

Puja Sen's article explores the historical roots of Indian abortion laws in population control, not feminism. It uncovers hurdles women encounter under the MTP Act 1971, revealing gender biases in healthcare. The piece also discusses societal concerns like female infanticide, sex-selective abortions, and son preference, considering factors such as gender, class, caste, and region in reproductive decisions.



PRINT | COLUMN | ODIA

DWITI CHANDRA SAHU

'JHIA KEBAL JHIA NUHE' | DHARITRI

Dwiti Chandra Sahu's column highlights instances of married women surpassing men in caring for their parents, challenging stereotypes with real-life examples. It spotlights a significant Orissa High Court judgment, affirming that marriage shouldn't be a 'disqualification' in compassionate employment decisions. This ruling fosters hope for a more equitable future.

PRINT | FEATURE | MARATHI

SHAILAJA TIWALE

'KUNI GHAR DETA KA GHAR?' | LOKSATTA

Shailaja Tiwale's article effectively conveys the tragic reality of abandoned women in mental hospitals, using simple and compelling language that deeply resonates with readers. The gender-sensitive perspective reflected in the article is commendable, and it sheds light on an issue of utmost importance that demands immediate attention and action.



PRINT | MAGAZINE-FEATURE | ENGLISH

RAKHI BOSE

'INHERITANCE OF INEQUALITY: TRIBAL WOMEN, FARMERS STRUGGLE TO ACCESS INDIA'S SUCCESSION LAWS' | OUTLOOK INDIA

Rakhi Bose's article examines gender disparities in property rights, emphasising legal and technical gaps in Indian inheritance laws. It stresses the importance of women's legal and digital literacy, discusses complex succession processes, societal stigma against widows and unmarried women, and challenges marginalised Dalit women face, revealing the intersection of gender and caste issues.



PRINT | NEWS REPORT | HINDI

KANARAM MUNDIYAR

'PHOOLIYA KALAN KI BETIYON KA KAMAAL, HAR SAAL HOCKEY MEIN CHHOO RAHI AASMAAN' | RAJASTHAN PATRIKA

Kanaram Mundiyyar's news report skillfully narrates how girls from Phooliya Kalan are breaking barriers and making their mark in the world of hockey, becoming inspirational figures for hundreds of others. By showcasing girls' success from rural areas and encouraging their aspirations, this news report sends a powerful message emphasising that daughters are second to none in any competition.

TELEVISION | DOCUMENTARY | ENGLISH

AKANKSHA SAXENA

'IS THIS A TICKET TO MY MOTHERHOOD?' | DEUTSCHE WELLE

Akanksha Saxena's documentary illuminates the intricate, deeply personal journeys of women balancing societal expectations, career ambitions, and the longing for motherhood. Anchal Chaudhary's story is a compelling example, eloquently exploring women's multifaceted challenges at the crossroads of demanding careers and the biological clock's ticking.



TELEVISION | NEWS FEATURE | MALAYALAM

SHABNA ZIYAD

'AVALE KONNATHALLE' | MEDIAONE TV

Shabna Ziyad courageously uncovers the tragedy of a Dalit woman's unnatural death near the Kerala High Court, emphasising the disparity between the rule of law and the delivery of justice. The story sheds light on the pressing issue of domestic violence and juxtaposes the incident's geographic proximity to the highest levels of the judicial system.

WEB | ARTICLE | ENGLISH

NOLINA MINJ

'THE HORRORS OF QUEER CONVERSION THERAPY IN INDIA' | SCROLL.IN

Nolina Minj's article compassionately explores the profound challenges and traumas faced by LGBTQIA+ individuals, exposing the harm caused by conversion therapy and the need for greater awareness and action to protect vulnerable community members.



WEB | BLOG | ENGLISH

SHIKHA SHARMA

'THE PUSH FOR DIGITALIZATION INDIAN WOMEN GET LEFT BEHIND' | YOUTHKIAWAAZ.COM

Shikha Sharma's article adeptly exposes how India's digital revolution widened disparities between men and women. Sharma meticulously outlines the threefold facets of digital inequality—skills, economic, and democratic divides—illuminating the challenges Indian women face. She uncovers root causes, from rural-urban gaps to regressive social norms hindering women's digital access.

WEB | DOCUMENTARY | ENGLISH
SUSAN JOE PHILIP & ATHIRA MADHAV

'PENNTHOLPAAVAKOOTHU - CHALLENGING PATRIARCHAL SHADOWS' |
ONMANORAMA.COM

Susan Joe Philip and Athira Madhav's documentary focuses on Rajitha Pulavar, Kerala's pioneering female Tholpaavakoothu artiste. It highlights her indomitable spirit and her troupe's dedication, providing a glimpse into their aspirations and challenges. Their efforts in bringing Tholpaavakoothu to the public stage have transformed the perception of this traditional art form and empowered women to break free from age-old restrictions.



WEB | FEATURE-VIDEO | ENGLISH

THETHIRDEYEPORTAL.IN

'SEX [WORK] AND THE CITY'

The Third Eye Portal's video masterfully delves into Kolkata's history, interweaving it with the often marginalised narrative of sex work. By contrasting historical events, societal shifts, and sex workers' experiences, it educates and challenges prevailing narratives, sparking essential discussions about urban development, gender dynamics, and class structures.



WEB | FEATURE | ENGLISH

SONAL MATHARU

'DELHI UNIVERSITY IS THE NEW BATTLEGROUND FOR QUEER STUDENTS—STIGMA, SUPPRESSION AND SUICIDE' | THEPRINT.IN

Sonal Matharu's feature delves deep into the lives of queer students who confront stigma, suppression, and even the tragic consequences of the lack of recognition and support. Through diligent reporting and insightful storytelling, the article illuminates the resilience and strength of these young individuals fighting for recognition, acceptance, and the right to express their true selves.



WEB | INVESTIGATIVE STORY | ENGLISH

SHIVANI GUPTA & ABHISHEK VERMA

'ACCUSED OUT ON BAIL FOR 8 YEARS; TAREEKH-PE-TAREEKH FOR THE MINOR VICTIMS' FAMILY IN BUDAUN GANGRAPE-MURDER CASE' |

Shivani Gupta and Abhishek Verma's in-depth reporting exposes the challenges and flaws within the criminal justice system, particularly in crimes against children. Through meticulous research and powerful storytelling, this article raises crucial questions about the effectiveness of the POCSO Act, the hurdles faced by victims and their families and the urgent need for systemic reforms.



WEB | NEWSREPORT | HINDI

SHADAB NAZMI

'BHARAT MEIN KAM MAHILAEN KHOJ RAHI HAIN NAUKARIYAN, KYA HAI VAJAH?' | BBC.COM/HINDI

Shadab Nazmi's extensive analysis covers a wide range of topics, from declining workforce participation to unpaid domestic labour, revealing the complex interplay of societal norms, cultural expectations, and economic disparities that hinder women's careers. The article highlights women's daily challenges, including the tough choices between pursuing careers and fulfilling traditional roles.





LAADLI OF THE CENTURY AWARD **VIMLA PATIL**



Vimla Patil, the trailblazing editor of Femina, pioneered the Femina Miss India pageant, using it to advocate for women's rights and challenge societal norms. Patil has fearlessly fought against gender discrimination, reshaping mindsets and policies. Her visionary leadership and unwavering dedication have left an indelible mark, inspiring a more equitable society. Her relentless efforts in advancing women's empowerment, especially when concepts like 'women's liberation' faced resistance, reshaped mindsets and policies, catalysing a profound societal shift.

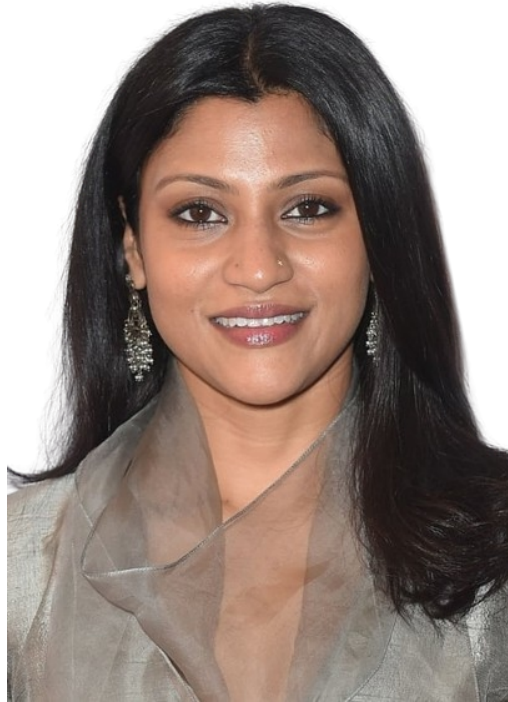
LAADLI LIFETIME ACHIEVEMENT AWARD**ARUNA RAJE PATIL**

Celebrated writer, filmmaker and producer Ms. Aruna Rajé Patil's strong women-centric themed body of work highlights gender-just and gender-equal relationships based on mutual love and respect. She's also written on sex workers, in verse form in her 'Red-light Verses.' As a film educator, she has taught Screenwriting, Direction, Editing and Production in many film schools including FTII, Pune and Whistling Woods International Film School, Mumbai where she headed the Academics and Direction departments. A strong voice for documentaries, she's headed the Indian Documentary Producers association twice.

Her documentaries, Mallika Sarabhai, A New Paradigm, and Behind the Glass Wall, have earned her six national awards. To her credit, this first female film editor to graduate from FTII has made Gehrayee, Shaque, Rihaee, and Bhairavi. Additionally, she's edited Vamsha Vriksha, Giddh, Masoom, and Phaniyamma. Ms. Rajé, who has won multiple state honours, has been on Filmfare, Screen, and the National Film Awards juries. Her films have been screened and praised globally. This life coach and motivational speaker's inspirational autobiography 'FREEDOM – My story' brings hope and optimism.



LAADLI WOMAN BEHIND THE SCREEN **KONKONA SEN SHARMA**



For her remarkable journey as an actor and filmmaker, Konkona Sen Sharma stands as a testament to inherited talent and individual brilliance. Her diverse choice of roles and directorial ventures, often infused with a distinct assertiveness, reflect her versatile skills and willingness to tread independent paths. Stepping into the director's shoes, her works like "Death in the Gunj" and "The Mirror" in "Lust Stories 2" showcase her directorial prowess and garnered international acclaim, including the prestigious Cannes recognition.



LAADLI ICONIC RURAL FEMINIST AWARD **BHANWARI DEVI**



Bhanwari Devi, a fighter for justice and women's rights, embodies resilience and determination in the face of adversity. Her landmark legal struggle, despite personal setbacks and no convictions in her case, laid the groundwork for India's crucial sexual harassment protection laws. Her courage and unwavering commitment have significantly shaped the nation's legal landscape and galvanised women's movements.



LAADLI THEATRE AWARD **NADIRA BABBAR**



Renowned theatre personality Nadira Babbar, a 1971 National School of Drama graduate, skillfully blends Grotowski and Brook's theatre theories in Ekjute's 60+ plays, amplifying Indian sociocultural contexts. Her portrayal of empowered female characters resonates while her silver screen outings reinforce her versatile talent.

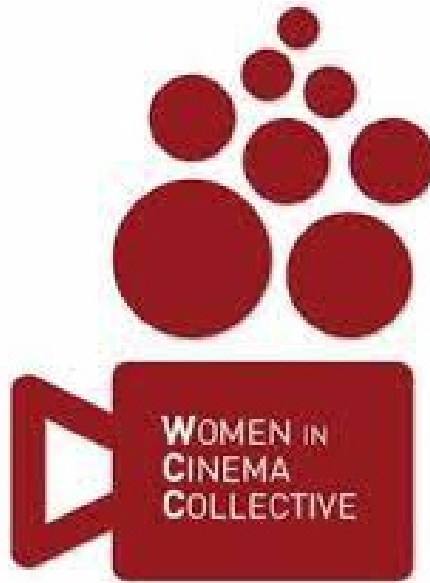
LAADLI GENDER CHAMPION AWARD
THE NETWORK OF WOMEN IN MEDIA, INDIA (NWMI)



With a membership of over 650 women across diverse media platforms, the Network of Women in Media, India (NWMI) serves as a crucial forum, fostering collaboration, advocating for journalists' rights, and championing ethical media practices. Their proactive stance on gender equality, safety, and justice and unwavering support for colleagues facing challenges stand as a beacon of solidarity and empowerment.



LAADLI GENDER CHAMPION AWARD **WOMEN IN CINEMA COLLECTIVE**



Founded post #MeToo, WCC courageously confronts issues of sexual exploitation and gender discrimination, petitioning authorities for inquiries, ensuring the implementation of protective workplace laws, and advocating for gender-neutral practices in Malayalam cinema. Their impactful initiatives include the establishment of Internal Complaints Committees, awareness campaigns addressing workplace exploitation, and celebrating female representation through awards based on the Bechdel Test. WCC's advocacy for formalised wage structures, welfare schemes, and increased opportunities for women in film production is commendable.



LAVANI KE RANG BY B SPOT PRODUCTION

Writer Bhushan Korgaonkar started B Spot Productions, which presents immersive shows that delve into forbidden subjects and sensory experiences. Working together with a varied group that includes Geetanjali Kulkarni, Kunal Vijayakar, Anita Date, and others, they create stories touching on humour, crime, love, and hope. They concentrate on Lavani, the traditional folk art of Maharashtra. They dispel common misconceptions and bring attention to the little-known tales of Lavani exponent women. The real experiences, matriarchal customs, and feelings of these women are frequently disregarded in favour of a victim or vamp stereotype. The company presents performances by traditional Sangeet Bari Lavani artists through Lavani-centered events and workshops, giving these ladies a forum to communicate their real stories. The goal of this project is to highlight the cultural diversity of Lavani while elevating the voices and narratives of these women.

CHILDREN OF THE SANSKRITA FOUNDATION

With the help of like-minded enthusiasts, Odissi exponent & Guru Ms. Shubhada Varadkar founded the Sanskrita Foundation in 2006 with the goal of promoting art and culture. It plans and funds several artistic and cultural endeavours, especially those that showcase and convey the enduringly progressive ideals of India's rich cultural legacy. The organisation supports multicultural understanding and harmony that transcends earthly communication by highlighting the value of traditional art and culture as a communication tool. The Foundation offers underprivileged children free instruction in classical art forms and sports in addition to giving young talent in Indian classical dance and music a forum. One such group of children will invoke universal peace in their performance before celebrating the motherland.





On April 25th, 2023, a formal call for entries for the 13th edition of LMAAGS was announced, and an enthusiastic response was received with applications from journalists from print, digital and electronic media in English, Hindi, and all regional languages.

This year, we took the help of social media and mass email marketing to reach a broader range of journalists, and we were happy to see many new faces applying for the awards. A total of 857 entries were received, out of which 765 were shortlisted, and we had a general consensus within the jury about the improvement in the qualities of the entry over the years.

A total of 30 Jury meetings were conducted to identify the winners. Fifty-five eminent personalities from various walks of life, including academics, media, 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 87 journalists are being presented with the *Laadli* Media Advertising Award for Gender Sensitivity, while 31 will receive the Jury Appreciation Citations.

This year, we collaborated with Lok Samvad Sansthan, a Jaipur-based non-profit working on projects related to social development, public policies, human development, and more for the past two decades.

Following a successful collaboration over the past several years, the initiative is once again being supported by UNFPA.

NORTHERN REGION

PUJA SEN | 'BIRTH RIGHT' | THE CARAVAN

RAKHI BOSE | 'INHERITANCE OF INEQUALITY: TRIBAL WOMEN, FARMERS STRUGGLE TO ACCESS INDIA'S SUCCESSION LAWS' | OUTLOOK INDIA

DIVYA GOEL | 'RIDING A BOAT ACROSS SUTLEJ, TWO GIRLS FROM PUNJAB BORDER VILLAGE MAKE IT TO HIGH SCHOOL' | THE INDIAN EXPRESS

MOHD SHEHWAAZ KHAN | 'IF IT'S A MAN'S WORLD, WHY NOT DRESS AS ONE TO SURVIVE?' | THE PATRIOT

SAFINA NABI | 'HOW KASHMIR'S HALF-WIDOWS ARE DENIED THEIR BASIC PROPERTY RIGHTS' | SCROLL.IN

SHIKHA SHARMA | 'THE PUSH FOR DIGITALIZATION & VIOLENCE, TORTURE, SEXUAL ASSUALT' | YOUTHKIAWAAZ.COM

JYOTI THAKUR | 'PIPELINES REACH MORE HOMES, BUT AS CLIMATE CHANGES, INDIA'S WOMEN STILL MAKE LONG MARCHES FOR WATER' | ARTICLE-14.COM

MOHD SHEHWAAZ KHAN | 'IF IT'S A MAN'S WORLD, WHY NOT DRESS AS ONE TO SURVIVE?' | THE PATRIOT

SAFINA NABI | 'HOW KASHMIR'S HALF-WIDOWS ARE DENIED THEIR BASIC PROPERTY RIGHTS' | SCROLL.IN

SHIKHA SHARMA | 'THE PUSH FOR DIGITALIZATION & VIOLENCE, TORTURE, SEXUAL ASSUALT' | YOUTHKIAWAAZ.COM

JYOTI THAKUR | 'PIPELINES REACH MORE HOMES, BUT AS CLIMATE CHANGES, INDIA'S WOMEN STILL MAKE LONG MARCHES FOR WATER' | ARTICLE-14.COM

NIKITA JAIN | 'DOWRY WAS BANNED 60 YEARS AGO. BUT CASES ARE RISING, WHILE GRIEVING FAMILIES FIND JUSTICE HARDER THAN EVER' | ARTICLE-14.COM

SUFI PARWEEN | 'BIHAR: THESE MUSLIM WOMEN BREAK TABOO BY LEARNING MADHUBANI PAINTING' | TWOCIRCLES.NET

SONAL MATHARU | 'DELHI UNIVERSITY IS THE NEW BATTLEGROUND FOR QUEER STUDENTS—STIGMA, SUPPRESSION AND SUICIDE' | THEPRINT.IN

THETHIRDEYEPORTAL.IN | 'SEX [WORK] AND THE CITY'

SHIVANI GUPTA & ABHISHEK VERMA | 'ACCUSED OUT ON BAIL FOR 8 YEARS; TAREEKH-PE-TAREEKH FOR THE MINOR VICTIMS' FAMILY IN BUDAUN GANGRAPE-MURDER CASE' | GAONCONNECTION.COM

PRIYANKA ISHWARI | 'NFHS DATA SHOWS 60% WOMEN FACE TROUBLE ACCESSING HEALTHCARE' | NEWSCLICK.IN

REGIONAL AWARDEES



NORTHERN REGION

SHETHEPEOPLE.TV | 'THE PROBLEMATIC CULTURE OF CALLING WOMEN GOLD DIGGERS'

KHABARLAHARIYA.ORG | 'WHY ARE MEN MISSING FROM FAMILY PLANNING IN INDIA?'

AKANKSHA SAXENA | 'IS THIS A TICKET TO MY MOTHERHOOD?' | DEUTSCHE WELLE

BRIHASPATI KUMAR PANDEY | 'PASHU AAHAAR BANANE MEIN GAANV KI MAHILAEN KAR RAHI HAIN TARAKKI' | DELHI PRESS

RAJIV KUMAR PANDEY | 'GHARELU KAAMGAARON KI STITHI KHARAB, NA CHUTTI AUR NA UCHIT MEHNATTANA' | PRABHAT Khabar

SIKANDER PAREEK | 'TALIM SE TARRAKI FOR MUSLIM GIRLS AND WOMENS' | RATLAM PATRIKA

AMITABH PANDEY | 'CLIMATE CHANGE SE BADALTA BUNDELKHAND' | DAINIK MADHAV EXPRESS

CHANDRA BHAN YADAV | 'BIMARI PATI-PATNI DONO KI, PHIR BHI SAZA BHUGATATI PATNI' | AMAR UJALA

PRATYUSH PRASHANT | 'SAMANTA TO MAHILAON KE THALI MEIN HI NAHIN HAI' | YOUTHKIAWAAZ.COM

GAYATRI DEVI AND SANDHYA KUMARI | 'JAATI NE SAPNE MEIN DAALI RUKAVAT, AAJ DUSARE BACHCHON KO KABADDI SIKHA 22 SAAL KI YUVA BANI PRERNA' | Khabarlahariya.org

MD ASGHAR KHAN | 'NETARHAT FIELD FIRING RANGE MAMLA : TOOTE VAADON KE TEES SAAL' | HINDI.CARAVANMAGAZINE.IN

BBC NEWS HINDI – YOUTUBE.COM | 'INDIA WATER CRISES: WHY MILLIONS IN INDIA ARE STILL WITHOUT TAP WATER'

MANVENDRA SINGH | '2 HATYAEN, 22 MAHINE, 1 ADALATI KARYAVAH- UNNAO MEIN MRUT DALIT CHACHERI BEHANON KE PARIVAR KO ABHI BHI HAI NYAAY KA INTEZAAR' | GAONCONNECTION.COM

SHADAB NAZMI | 'BHARAT MEIN KAM MAHILAEN KHOJ RAHI HAIN NAUKARIYAN, KYA HAI VAJAH?' | BBC.COM/HINDI

VARTIKA NANDA | 'TINKA TINKA JAIL RADIO: AMBALA JAIL RADIO AND THE WOMEN INMATES' | TINKA TINKA FOUNDATION-YOUTUBE.COM

MADHURI ADWANI | 'EKAL IN THE CITY' | NIRANTAR RADIO

ARSHDEEP ARSHI | 'KI BACH SAKDI SI MANDEEP DI JAAN?' | NEWS18 PUNJAB

SUHAIL AKHTAR | 'TEZAAB GARDI KA SHIKAAR KHAWATEEN KA CAFE: AB MAIN APNA CHEHRA NAHIN CHUPAATI' | URDUVOA .COM

JURY APPRECIATION CITATION

SHEIKH ZAFFAR IQBAL | 'KASHMIRI WOMEN BREAKING STEREOTYPES: MARTIAL ARTS IS NEW CRAZE IN THE VALLEY' | MOJO STORY - YOUTUBE.COM

SONAL PATERIA | 'BCCI, CWG GAMES, WOMEN IPL, SPORTS JOURNALISM KA ASLI SACH SHARDA UGRA NE BATA DIYA | ZANANA REPUBLIC' | ODDNAARI-YOUTUBE.COM

SHEFALI RAFIQ | 'MY THOUGHTS WILL KILL ME ONE DAY': MENTAL HEALTH CRISIS FOR KASHMIRI WOMEN' | OPENDEMOCRACY.NET

HIMANSHI DAHIYA | 'ARE WE VICTIMS OR CRIMINALS?' CHILD BRIDES IN GUJARAT FIGHT FOR NUTRITION' | THEQUINT.COM

MANSI VIJAY | 'INDIA'S 'PROGRESSIVE' ABORTION LAW IS FAILING LGBTQIA+ INDIANS' | INDIASPEND.COM

SHREYA RAMAN | 'WOMEN AT WORK: FEAR FOR WOMEN'S SAFETY RESTRICTS THEIR MOBILITY-AND THEIR CAREERS' | INDIASPEND.COM

SHREYA BANSAL | 'LEAVE YOUR CASTE IDENTITY AT HOME': QUEER DALITS LACK SPACE IN INDIAN 'PRIDE' | OUTLOOKINDIA.COM

SUDESHNA CHOWDHURY | 'THIS ALL-FEMALE BAND FROM DEHRADUN IS SHATTERING STEREOTYPES' | SUNOINDIA.IN

AKANKSHA SAXENA | 'MEET THE FIRST BANGLADESHI TO SCALE WORLD'S TOUGHEST PEAK K2' | DW ASIA

AISHWARYA S. IYER | 'NINE YEARS AFTER MUZAFFARNAGAR RIOTS, THE ONLY WOMAN WHO PURSUED RAPE CHARGES STILL AWAITS JUSTICE' | SCROLL.IN

SAFINA NABI | 'I GAINED A NEW PURPOSE': KASHMIRI WOMEN EMBRACE WHEELCHAIR BASKETBALL' | CSMONITOR.COM

ARUN KUMAR | '40 HAZAAR CRORE KI BEGAARI' | RAJASTHAN PATRIKA

APOORVA SINGH | 'PALLABI GHOSH KAR CHUKI HAIN 5000 SE JYADA LOGON KO HUMAN TRAFFICKING SE RESCUE, ALMARI AUR TUNNEL TODKAR TASKARI SE BACHA CHUKI HAIN KAI LADAKIYON KO' | GNTTV.COM

AISHWARYA AMRITVIJAYRAJ | 'EK NAZAR RAMCHANDRA MANJHI, 'NAACH' AUR UNKE KALAKARON KI SAMAJIK STHITI PAR' | FEMINISMININDIA.COM

SANAVVER SHAFI | 'BAHU-BETI TAX' | 101REPORTERS.COM

POOJA RATHI | 'CHHOTE SHAHARON-KASBON MEIN AURATON KA SAATH DETI UNKI SCOOTY!' | FEMINISMININDIA.COM

AASHIKA SHIVANGI SINGH | 'SAVITRI KA VIDYABAGH VANCHITON TAK PAHUNCHA RAHA HAI SHIKSHA KA BUNIYADI ADHIKAR' | FEMINISMININDIA.COM

REGIONAL AWARDEES



EASTERN REGION

PAROMITA CHATTERJEE | 'OPEN FIELD' | THE CARAVAN

HENGAM RIBA | 'PARTICIPATION OF WOMEN IN POLITICS' | THE ARUNACHAL TIMES

SAYANTANI DEB | 'THROUGH KHOMLAINAI, GIRLS IN ASSAM FIND STRENGTH AND FORTUNE ON THE WRESTLING MAT' | 101REPORTERS.COM

SAHIL PRADHAN | 'IN ODISHA WE HAVE A FESTIVAL TO CELEBRATE PERIODS BUT STILL CALL IT 'DIRTY' | YOUTHKIAWAAZ.COM

SOHINI SENGUPTA | 'TRANS VOICES IN CAMPUSES: THE NEED FOR SAFE SPACES BEYOND ELECTORAL LIP SERVICE' | FEMINISMININDIA.COM

THE WIRE - YOUTUBE.COM | 'HOW 'FIRE' AND WATER HOLD COASTAL BENGAL'S WOMEN HOSTAGE'

AISHWARYA MOHANTY | 'MARINE FISHING BAN IN ODISHA LEADS TO LOSS OF INCOME FOR WOMEN INVOLVED IN ALLIED ACTIVITIES' | INDIA.MONGABAY.COM

MALABIKA DHAR | 'AUTISM AUR MAHILAEN: MAHILAON KE EHASAAS KE MAANYATA, UNKI CHUNAUTIYON AUR SAMASYAON KI BAAT' | FEMINISMININDIA.COM

MARIYA RAJAN | 'SILIGURI' | NEWSREEL.ASIA

RANGEEN KHIDKI FOUNDATION - YOUTUBE.COM | 'PROJECT PERIOD ADDA'

PARAMBRAHMA TRIPATHY | 'MAHILA BIDWESHI PARAMPARA: ANTA KEBE?' | THE SAKALA

DWITI CHANDRA SAHU | 'JHIA KEBAL JHIA NUHE' | DHARITRI

RAJASHREE SAHOO | 'POTHICHITRA SHILPI GAON ABAHELITA: PARAMPARA BANCHEICHHANTI MAHILA' | THE PRAMEYA

PRAGNYA BHARATI CHOUDHURY AND JYOTSHNARANI DALAI | 'ODISHA BANYA BIPATTIRE RUTUMATI MAHILANKA DURDASHA' | OTV

JURY APPRECIATION CITATTION

NITIN SHARMA | 'AIMING TO LIFT SPIRITS' | THE INDIAN EXPRESS

SREEMATI SEN | 'IF I DON'T WANT TO TAKE CARE OF MY GRANDCHILDREN, IT DOESN'T MAKE ME 'SELFISH'!' | WOMENSWEB.IN

SANSKRITA BHARADWAJ | 'IN NAGALAND, DESPITE AN ACT TO PROTECT STREET VENDORS, WOMEN VENDORS STRUGGLE FOR BASIC AMENITIES' | INDIASPEND.COM

WESTERN REGION

MANSI SARAF JOSHI | 'WOMEN'S HEALTH TAKES SEVERE HIT AMID PANDEMIC' | PUNE TIMES MIRROR

SUMEDHA RAIKAR MHATRE | 'MOTHER SUPERIOR' | MIDDAY

MOHUA DAS MENON | 'WHY TRAFFICKING SURVIVORS NEED MORE THAN 'RESCUE' | TIMES OF INDIA

RUPSA CHAKRABORTY | 'DEATH DURING CHILD BIRTH: AT MUMBAI'S M-EAST, MATERNAL HEALTH TAKES A BEATING' | THE INDIAN EXPRESS

NOLINA MINJ | 'THE HORRORS OF QUEER CONVERSION THERAPY IN INDIA' | SCROLL.IN

JASHVITHA DHAGEY | 'WANTED: SAFE AND AFFORDABLE HOUSING FOR WORKING WOMEN IN CITIES' | QUESTIONOFCITIES.ORG

SAUMYA KALIA | 'WHY INDIA'S LAWS MAKE ABORTION TRAUMATIC & DANGEROUS FOR MINORS' | ARTICLE-14.COM

MYTHREYEE RAMESH | 'NOT MOTHER'S FAULT, BUT PANDEMIC'S: GIRLS IN MUMBAI SLUM WANT TO STUDY' | THEQUINT.COM

HERCIRCLE.IN | 'HER BURDEN-WOMEN & INDIA'S WATER CRISIS'

SHREYA RAMAN | 'WHY ELDERLY WOMEN WITH DISABILITIES ARE AT HIGHEST RISK OF ABUSE, NEGLECT' | BEHANBOX.COM

MEGHNA PANT | 'EK THAPPAD SE SAB SHURU HOTA HAI, LADKIYAN ISSE BARDAASHT NA KAREN!' | DAINIK BHASKAR

KANARAM MUNDIYAR | 'PHOOLIYA KALAN KI BETIYON KA KAMAAL, HAR SAAL HOCKEY MEIN CHHOO RAHI AASMAAN' | RAJASTHAN PATRIKA

PREETI AGYAAT | 'NIRBHAYA KE 10 SAAL BAAD, KITANI NIRBHAY HAIN STREEYAAN?' | HASTAKSHER.COM

AMARPAL SINGH VERMA | 'SHUBH GHADI' MEIN SANTAAN KE JANM KI CHAAH SEHAT PAR PAD RAHI BHARI' | THIP.MEDIA

ABHIVYAKTI MEDIA FOR DEVELOPMENT – YOUTUBE.COM | 'HUM CHAhte HAI'

SHAILESH NAYAK | 'MUMMYIO CHE DRIVING SEAT PAR' | GUJARATI MID DAY

HASMUKH GAJJAR | 'IRAN NI KRANTI PEHLA NI HIJAB MUKT MAHILAAO' | GUJARAT SAMACHAR

TEJAS VAIDYA | 'AHMEDABAD- TUKA KAPDA MATE TOKTA , YUVTI E KUSHTI MA GUJARAT NU NAAM KARYU' | BBC NEWS GUJARATI – YOUTUBE.COM

REGIONAL AWARDEES



WESTERN REGION

ARJUN PARMAR | 'MAHILAONA BALATKAR & BALKIONE TARCHODI DEVAY' | [BBC.COM/GUJARATI](https://www.bbc.com/gujarati)

SHAILAJA TIWALE | 'KUNI GHAR DETA KA GHAR?' | [LOKSATTA](https://www.loksatta.com)

SUMITRA VASAVE | 'ASTAMBA RUSHI YATRA: ANDHASHRADHA DUR KARNYASATHI BAIMANUS CHA LADHA' | [BAIMANUS.IN](https://www.baimanus.in)

SHRIKANT BANGALE | 'FACEBOOK VER SHETI SHIKAVNARYA SAVITA DAKLE YANCHI PRERNADAYAK KAHANI' | [BBC.COM/MARATHI](https://www.bbc.com/marathi)

MAXWOMAN.IN | 'HER STORY - KAUTUMBIK HINSACHARAVARIL MALIKA'

JURY APPRECIATION CITATION

RUPSA CHAKRABORTY | 'METROS SHOW GENDER GAP IN COVID-19 VACCINATION, MORE MEN GET JABBED' | [THE INDIAN EXPRESS](https://www.theindianexpress.com)

HEENA KHANDELWAL | 'WE SHOULD ALL HAVE THE RIGHT TO LOOK AND FEEL BEAUTIFUL' | [SUNDAY MID-DAY](https://www.sundaymidday.com)

PARVATI BALAGOPALAN | 'THE MENSTRUAL RIGHTS SONG - AOI X BOONDH' | [AGENTSOFISHQYOUTUBE.COM](https://www.agentsofishqyoutube.com)

SANKET JAIN | 'IN KOLHAPUR, ATHLETES GET THAT SINKING FEELING' | [RURALINDIAONLINE.ORG](https://www.ruralindiaonline.org)

JASHVITHA DHAGEY & DNYANESHWARI BURGHATE | 'THE RURAL IN THE URBAN: WARLI WOMEN OF MUMBAI'S NATIONAL PARK' | [QUESTIONOFCITIES.ORG](https://www.questionofcities.org)

VARSHA TORGALKAR | 'INDIA'S GIG ECONOMY IS FAILING WOMEN WORKERS' | [EQUALTIMES.ORG](https://www.equaltimes.org)

SOUTHERN REGION

SAI PRIYA KODIDALA | 'WORDS AND BULLETS' | [THE CARAVAN](https://www.thecaravan.in)

NITIN SHARMA | 'DON'T WEAR SHORTS, THEY TOLD HER....THIS GOLD WILL INSPIRE ALL GIRLS' | [THE INDIAN EXPRESS](https://www.theindianexpress.com)

PRIYA M MENON | 'I'M A TRANSMAN AND I NEED A GYNECOLOGIST' | [THE TIMES OF INDIA](https://www.thetimesofindia.com)

JOHANNA DEEKSHA VICTOR | 'WHY INDIAN SEX WORKERS DREAD GOING TO A HOSPITAL' | [SCROLL.IN](https://www.scroll.in)

MEENAKSHY SASIKUMAR | CONSISTENT WRITING ON WOMEN ISSUES | [THEQUINT.COM](https://www.thequint.com)

SUSAN JOE PHILIP & ATHIRA MADHAV | 'PENNTOLPAAVAKOOTHU - CHALLENGING PATRIARCHAL SHADOWS' | [ONMANORAMA.COM](https://www.onmanorama.com)

SAYANTAN DATTA | 'INDIAN SCIENCE INSTITUTE'S CURIOUS PENCHANT FOR GENDERED HOSTELS' | [SCIENCE.THEWIRE.IN](https://www.science.thewire.in)

SOUTHERN REGION

SHREEHARI PALIATH | 'HOW WOMEN FARMERS ARE HELPING TRANSITION TO NATURAL FARMING IN ANDHRA PRADESH' | INDIASPEND.COM

MANJUSHREE M. KADAKOLA | 'LINGADA HANGU TOREDU' | PRAJAVANI DAILY

RAJATH SHARMA & ANITHA PAILOOR | 'AKSHATHA HUMCHADAKATTE: SAMAJIKA KAALAJIYA PRAKASHANA NADESUTTIDDARE' | DECCAN HERALD - YOUTUBE.COM

REMYA HARIKUMAR | 'ONNURAKKE KARANJHIRUNENKIL....!' | THE MATHRUBHUMI

JISHA K RAJ | 'UDALU MARUNNAVARUDE PORATAVIJAYAM- AVARUDE NOVUM KANEERUM' | MANORAMA NEWS

SHABNA ZIYAD | 'AVALE KONNATHALLE' | MEDIAONE TV

HEMA RAKESH | 'LESBIAN THAMBATHI SUBIKSHA, TINA: UNMAIYANA ANBUKKA YENGI IRUNTHEN' | BBC.COM/TAMIL

I.V.L.N HARITHA | 'AME GELICINDI... JADJIGA' | TELANGANA PUBLICATIONS PVT. LTD.

VIJAYKRISHNA PAMULA | 'CRPF LO MAHILALU: RENDU VANDALA NALABHAI MAHILA BATTALION PHYSICAL MARIYU ARMS SIKSHANA, SVAYAM RAKSANA PAI PRATYEKA KARYAKRAMAM' | VANITHA TV

MOHAN KADALI | 'MECHANIC RANGANLO KUDA TAGGEDELE ANTUNNA MAHILALU' | VANITHA TV

SRIDHAR GOUD | 'BELT SHAPULANU VYATIREKINNCINA MAREPALLI DALITA MAHILALU' | V6 NEWS CHANNEL

SUREKHA ABBURI | 'ECO FRIENDLY PADS TAYARU CHESTUNNA TELANGANA TEENEJI AMMAYI' | BBC.COM/TELUGU

JURY APPRECIATION CITATION

VASANTHI HARIPRAKASH | 'SLOWLY AND SOLO-LY, CLAIM YOUR SPACE, WOMAN TRAVELLER' | DECCAN HERALD

SUKANYA SHAJI | 'THE ACQUITTAL OF FRANCO MULAKKAL: HOW ONE WOMAN'S AGONY BECOMES EVERY WOMAN'S AGONY' | FEMINISMININDIA.COM

NIDHI SURESH | 'POWER, LUST AND CHURCH: MULAKKAL VERDICT BRINGS FOCUS BACK ON SEX ABUSE IN CONVENTS DESPITE 'CHECKS' | NEWSLAUNDRY.COM

MAHIMA JAIN | 'THE LAW THAT CRIMINALISES SEX BETWEEN YOUNG PEOPLE IN INDIA' | SCROLL.IN

AMRUTHA KOSURU | 'I DID NOT KNOW MANUAL SCAVENGING WAS ILLEGAL' | RURALINDIAONLINE.ORG



- **AKHILESHWARI RAMAGOUD** - Journalist with 30 years at Deccan Herald, celebrated for reporting as a Washington-based Foreign Correspondent and honoured as Telangana Government's Best Woman Journalist.
- **AMBI PARMESHWARAN** – Brand strategist, CEO coach, best-selling author, TEDx speaker, and accomplished leader with over 40 years in advertising and brand building.
- **ANAND MADHAB** - Development Professional and Media Marketing Expert in CSR leadership, gender empowerment, and development campaigns with a rich background in journalism and management.
- **ANJUM RAJABALI** - Veteran Indian screenwriter, actor, teacher, and activist for screenwriters' rights
- **ANUJA GULATI** - Program Management Specialist, UNFPA.
- **ANURADHA BHASIN**- Internationally published journalist, author, Executive Editor, Kashmir Time, Commonwealth Fellow 2016, and peace activist.
- **AUDREY DMELLO** - Director at Majlis, leads the Gender and Law program, providing legal support for victims of domestic and sexual violence, empowering marginalised women and children to access justice.
- **DOLLY THAKORE** – Television Newscaster, veteran commentator, columnist, communication and public relations consultant, author, associate publisher, editor, casting director, and actor.
- **DR AARTHI P** — Director of the School of Gender Studies at Mahatma Gandhi University, specializing in public health law, gender justice, and feminist research methodology. Actively engaged with grassroots women's organisations and marginalised gender groups.
- **DR DAYA KRISHNA MANGAL** - MD, with 40+ years' of expertise in public health, spanning academia, government, and international organisations, Currently an Adjunct Professor at Johns Hopkins University, Bloomberg School of Public Health, USA.
- **MALTI MEHTA** - Teaches Mass Communication, Communication Skills, Development Communication, and Film production, Documentary & Short Film Maker.
- **DR.MINAXI SHUKLA** - Co-founder of CHETNA, Ahmedabad, is a child rights and early childhood education consultant with government and civil society contributions. Recent role as a State Consultant for UNICEF and the Government of Bihar.
- **DR. PAM RAJPUT** - Indian academic and feminist activist, influential in gender equity discourse, former Chair of the Government of India High-Level Committee on the Status of Women, honoured with the Padma Shri for extensive work in women's rights and empowerment.
- **GITA ARAVAMUDAN**- Journalist and author celebrated for her diverse works, including "Disappearing Daughters" and "Baby Makers." Renowned for her pioneering writing on surrogacy and female foeticide and her bestseller, for which she was a co-author, "ISRO: A Personal History."
- **GITA CHADHA** - Visiting Professor at Azim Premji University and the Obaid Siddiqui Chair at NCBS, Bangalore, formerly a faculty member at the Department of Sociology, University of Mumbai, has extensive contributions to science studies, feminist theories, and postcolonial studies.
- **GITALI VINAYAK** - Chief Editor, Miloon Saryajani, a Marathi magazine and a social activist.
- **GOKUL KRISHNAMOORTHY** - Independent Marketing Consultant and Columnist; Co-founder and Group Consulting Editor, Uplift MediaNews4u; Editor, The Free Press Journal BrandSutra.
- **GOVIND CHATURVEDI** - A veteran journalist was associated with Dainik Navjyoti, UNI, Rajasthan Patrika, and more.
- **GOWHAR GEELANI** - Journalist-author with over 15 years of global and regional media experience, known for his acclaimed book "Kashmir: Rage and Reason." He's a South Asian Journalism Programme (SAJP) Scholar, Chevening Fellow, and Munich Young Leader, contributing to esteemed publications like BBC, DW, and The Telegraph.



- **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.
- **K LALITA** - Researcher, author, and co-founder of the Progressive Organisation of Women and Stree Shakti Sanghatana, renowned for her contributions to feminist historiography.
- **KANKSHI NETRI** - Founder of NETRI Foundation, a pioneering women-centric political incubator, and policy researcher. Recognized for championing women's rights and driving technology-based political opportunities in India.
- **K G SURESH** - Vice Chancellor at Makhanlal Chaturvedi National University of Journalism & Communication, the former Director General of the Indian Institute of Mass Communication and Senior Consulting Editor with Doordarshan News.
- **KIRAN MANRAL** - Author, TEDx speaker, and podcaster is celebrated for her contributions to literature and recognised with awards like the International Women's Day Award in 2018 and being named one of the 75 Iconic Indian Women in STEAM in 2022.
- **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.
- **KUSUM TRIPATHI** - Professor at Dr. B.R. University of Social Science Mhow, Author.
- **K V SRIDHAR** - Marketing and advertising veteran, Founder and Chief Creative Officer of Hyper Collective, is a Global Chief Creative Officer at Nihilent Limited and ASCI Board Member.
- **LAD KUMARI JAIN** - Academic and former Chairperson of the Rajasthan State Commission for Women with significant contributions to political science, gender issues, and human rights
- **LAKSHMI LINGAM** - Former Dean and Professor at Tata Institute of Social Sciences, specialising in gender research, with recent studies on 'Gender Issues in Bollywood' and 'Gender and Social Norm Change among Women's Self-help Groups.
- **LEENA PUJARI** - A feminist sociologist and Head of Sociology at K C College, specialises in Gender Studies, feminist pedagogy, and jurisprudence. Her contributions span research, lectures, and advocacy for gender-sensitive initiatives in education and society.
- **MADHURI DASAGRNATHI** - AGM of corporate communication at MEIL, journalist formerly associated with Sakshi TV, Metro India, and Telengana Today., classical musician.
- **MIRA K DESAI** - Researcher working across three academic disciplines- gender, development and media studies for over three decades. She has contributed to India television studies, media education and development communication.
- **MEENA KARNIK** - Senior independent journalist, film critic, author, translator, Co-editor Akshar, author of 'Gautam, jury at international film festivals.
- **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.
- **PIYUSH JHA** - Film director, author, and co-founder of Talkietive Content Creators Pvt. Ltd. His diverse portfolio spans film, literature, and television, making a significant impact on contemporary storytelling.
- **PREETA MATHUR** - Head of Ank Theatre Group, a podcaster and media contributor on theatre.
- **RAJAN MAHAN** - Former Director and Dean, HJU, Jaipur and a veteran Journalist with NDTV.
- **RAJENDRA TIWARI** - A senior journalist with 30+ years of experience, including leadership roles at Prabhat Khabar, Amar Ujala, Dainik Bhaskar, Hindustan, and Rashtriya Sahara. Renowned for content strategy, journalist training, and digital innovations.

OUR JURY

- **RANJANA DAS** - Development consultant with 12+ years of experience, specialising in gender, livelihood, and health. Formerly with Oxfam India, holding degrees in economics and development studies, including a Humphrey Hubert Fulbright Fellowship at Cornell University.
- **RANJONA BANERJI** - Independent journalist, currently a Consulting Editor with MxMIndia.com.
- **RATNA BHARALI TALUKDAR** - She is an acclaimed journalist and writer who brings Northeastern India to life through extensive fieldwork. She boasts numerous accolades, including the Ram Nath Goenka Award, and has authored three short story collections, two novels, and an unpublished children's book.
- **REVATHI SIVAKUMARA** - writer and journalist with 13 years of experience at The Times of India and Deccan Herald, transitioned to digital media. Holding a master's degree in Literature, she excels in analysing developmental, social, and human rights issues and is working on publishing novels.
- **RICHA S MUKHERJEE** – Award-winning author, former journalist, advertising professional, TEDx speaker, blogger, travel writer, and mentor.
- **RICHARD KANIEWSKI** – Ex-Dresden Council member, political advisor, now Deputy Country Director at Friedrich-Ebert-Stiftung India, specialising in South Asian Peace & Security.
- **R GOPALAKRISHNAN** – Professional with 53 years in management, 32 years in board roles, author of 16 books, prolific keynote speaker, and management columnist.
- **R HARIHARAN** - Indian film director
- **RUPA MEHTA** - A seasoned media professional and women's activist with a 32-year career at Doordarshan, is now a trustee of AWAG and Vikas Gruh. She holds prestigious fellowships, awards, and extensive contributions to literature and media.
- **SHAMANTHA DS** - Author, Multimedia Professional, Founder and Director of Sarthi Organisation.
- **SAMEERA KHAN** - An independent journalist and author of "Why Loiter," brings over 30 years of journalism experience, specialising in gender issues and media training for sensitive reporting. She earned the National Laadli Media Award for Gender Sensitivity in 2020.
- **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.
- **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.'
- **SATYAVATHI KONDAVEETI** - Women's rights activist and founder Editor of the first feminist magazine in Andhra Pradesh – 'Streevada Patrika' – Bhumika in 1993.
- **SAUMYA BAIJAL**- Feminist, bilingual writer, ad woman, storyteller, poet, guest lecturer, radio presenter, theatre person, activist.
- **SHAHINA KK** - Associate Editor of the news portal 'The Federal', winner of the International Press Freedom Award of 2023.
- **SHEFALI CHATURVEDI** - An award-winning audio professional and communication consultant, holds two decades of experience in media, humanitarian response, and community engagement. She has led initiatives across Asia and worked with WHO, BBC Media Action, and more.
- **SHOMA CHATTERJEE** – Independent journalist, author, film scholar, and veteran film critic. She has authored 32 books, of which eight are on gender issues.
- **SUDHA ARORA** – A leading feminist writer in Hindi, editor of books, playwright, scriptwriter, and author
- **SUDHIR MISHRA** - Currently serves as Resident Editor at Navbharat Times, Delhi, with over 25 years of journalism experience at renowned publications like Dainik Jagran and Dainik Bhaskar.



OUR JURY

- **SUNEETA RAO** - The Indipop icon behind the hit "Paree Hoon Main," has a 40-year career in music and theatre, with five Indipop albums. She's a "LAADLI" spokesperson and a prominent figure in Indian entertainment.
- **SUNIL JHA** - Sunil Jha, journalist with over 25 years of experience, specialises in political news and its societal impacts. He has held editorial and managerial roles in print, electronic media, TV, radio, news agencies, newspapers, and digital, effectively leveraging social media for news dissemination.
- **TERESA REHMAN** - An award-winning journalist, author, and media educator based in northeast India.
- **TK RAJALAKSHMI** - Chief of Bureau at Frontline, Delhi, with 25+ years of journalistic experience, specialising in the social sector, including gender, health, education, labour, population policies, and press freedom.
- **VANAJA C** - Award-winning journalist, TV presenter, and filmmaker.
- **VASANTHA LAKSHMI** - A retired journalist with 40 years of experience in Telugu newspapers, continues her work as a human rights activist in Andhra Pradesh and Telangana, and also served as the former Publications Editor of Human Rights Forum.
- **VIKRANT PANDE** - Translator of 12 Marathi classics into English, author of award-winning books, and former corporate professional with expertise in Indian brand leadership and consumer insights.
- **VINTA NANDA** - Filmmaker and writer. Editor of The Daily Eye, Creative Director at ACEE.
- **YASIM SAIT** - Author, Counsellor, and Life Purpose Coach on a mission to empower women at different stages of their life.

SAWM JURY

- **DILRUKSHI HANDUNNETTI** (Srilanka) - Award-winning investigative journalist, editor, trainer, lawyer, and co-founder of the Center for Investigative Reporting (CIR) in Colombo, actively involved in regional human rights organizations, with a focus on freedom of expression and gender rights.
- **KRESHMA FAKHRI** (Afghanistan) - Afghan journalist with 14+ years' experience, Fact-check Journalist at Zan Times, known for investigative reporting and contributions to international media like Al Jazeera.
- **NAMRATA SHARMA** (Nepal) - Journalist and human rights advocate, first female Editor of The Independent in Nepal, inaugural President of CIJ Nepal, with 25+ years' experience across multiple countries, focusing on cross-border trafficking.
- **NYEMA ZANGMO** (Bhutan) - Founder & CEO of Samuh, Bhutan's first OTT Platform, recognized for leadership and multiple awards in promoting Bhutanese creative content globally."
- **ROZINA ISLAM** (Bangladesh) - Special Correspondent & Head of Crime Reporting at Prothom Alo, honoured with the 'Anti-Corruption Champions Award' by the US State Department, included in the Coalition for Women in Journalism's list of 20 women journalist heroes for courageous reporting.
- **SHIMLA AHMED** (Maldives) - Educator, award-winning journalist, Founder & CEO of AO NEWS in Maldives, recognized for leadership in media and empowerment initiatives, recipient of prestigious Rehndhi and Presidential awards.
- **UMA SUDHIR** (India) - Executive Editor at NDTV India, honoured with Chameli Devi Jain Award, Ramnath Goenka Award for Excellence in Journalism, IPI Award for Excellence in Journalism presented by President Abdul Kalam and multiple UNFPA Laadli Awards.
- **XARI JALIL** (Pakistan) - Journalist with 20+ years' experience at The News International & Dawn, IVLP Fellow, Global Investigative Journalists Network Fellow, Co-founder & Content Editor at Voicepk.net.

AFAA JURY

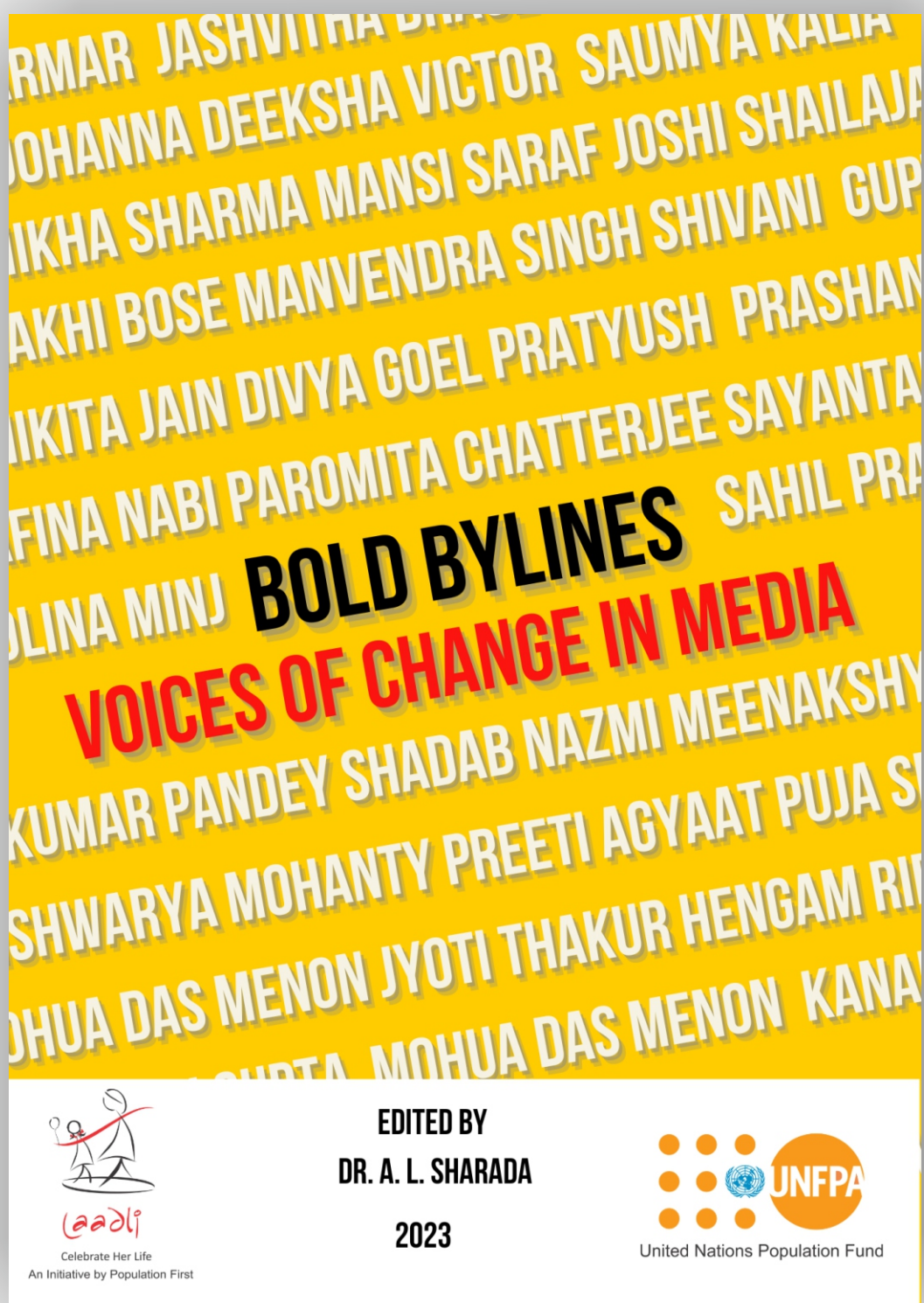
- **SARMAD ALI** - Visionary media leader with over 30 years' experience, Managing Director at Jang Media Group, Secretary General of APNS, and recipient of prestigious awards including the Sitara-i-Imtiaz.
- **UJAYA SHAKYA** - Founder of Outreach Nepal, branding expert, author of 'Brandsutra', and recognized marketing leader with accolades including the Flame Leadership Award and 'Asia's Most Admired Marketing Leader Award'.



- Curtain Raiser
- Welcome address by S V Sista
- Address by A L Sharada
- Invocation dance by Sanskrita Foundation
- Presentation of Book Awards
- Presentation of *Laadli* Iconic Rural Feminist
- Presentation of South Asian Media Winners
- Address by AFAA and SAWM
- Presentation of *Laadli* of the Century Award
- Address by Country Representative, UNFPA, Andrea Wojnar
- Presentation of Advertising Awards
- Lavani Performance of B Spot Productions
- Presentation of *Laadli* Lifetime Achievement Award
- Presentation of Woman Behind the Screen Award
- Book Launch
- Presentation of *Laadli* Gender Champion Award
- Presentation of *Laadli* Extraordinaire Award
- Presentation of Journalism Awards
- Presentation of *Laadli* Theatre Award
- Presentation of OTT Awards
- Address by Chief Guest Rasika Dugal, Actor

GLIMPSES OF REGIONAL AWARDS





"Dive into the compelling world of 'Bold Bylines,' where committed journalists dissect the complexities of gender discrimination, violence, and entrenched societal norms. This collection of articles, both inspiring and unsettling, initiates crucial conversations around these issues. As you journey through the riveting narratives, you'll discover the power of media to pave the way for a more inclusive world, offering hope for a brighter future for women and the marginalized. 'Bold Bylines' is not just a book; it's journalism at its best."



“ Media plays a critical role in addressing discriminatory social norms, shaping popular perceptions on gender roles and identities, and challenging stereotypes. UNFPA India is proud to partner with Population First for engaging diverse media to create an environment where women and girls are respected and valued. ”

Andrea Wojnar

Country Representative, UNFPA India and the Country Director for Bhutan

United Nations Population Fund (UNFPA) is the sexual and reproductive health agency of the United Nations. UNFPAs mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. In our endeavour to achieve this, UNFPA works towards achieving three transformative results that promise to change the world for every individual by 2030. These include:.

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

In order to achieve these, UNFPA programmes focus on supporting National and Sub National efforts in achieving universal access to sexual and reproductive health and rights, promoting gender equality, addressing discriminatory social norms that accord a low status to women and girls, ensuring rights and choices for all, and the imperative that no one is left behind

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 (Central and State), civil society, private sector, academia, the medical community, media, judiciary, and most importantly, communities. 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 UNFPAs programmes is to support national efforts in achieving universal access to sexual and reproductive health and rights, empowering young people with life skills and investing in adolescent health and well being, addressing gender discrimination and harmful practices such as Gender Biased Sex Selection and Child Marriage using population data to maximise the demographic dividend.

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



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



ABOUT COLLABORATING AGENCIES

ABOUT SAWM

South Asian Women in Media (SAWM) is a network of women media professionals in South Asia. SAWM works for freedom of the press, increased participation of women in the media, a gender-sensitive work environment and a gender-equal outlook in the media. Launched in April 2008, SAWM's central secretariat is in Lahore, Pakistan, and the association has country chapters in eight members of SAARC. SAWM helps women in media networks across borders and with international rights organisations to assert their rights and defend their interests. SAWM has held international and national seminars, administered grants for journalists, organised trips to areas of natural disaster or human conflict, and facilitated the screening of films or the launch of books related to the area of women and media.

ABOUT AFAA

Asian Federation of Advertising Associations (AFAA) is an international association for the development and support of the advertising industry in Asia. The federation aims to promote, protect and develop advertising within the context of conditions and varying cultures prevailing in the Asian region. It offers a wide range of services, platforms and resources dedicated to the purpose of planning, coordinating and implementing programs to elevate the standards and viability of advertising at the Asian level.

ABOUT LAADLI TROPHY



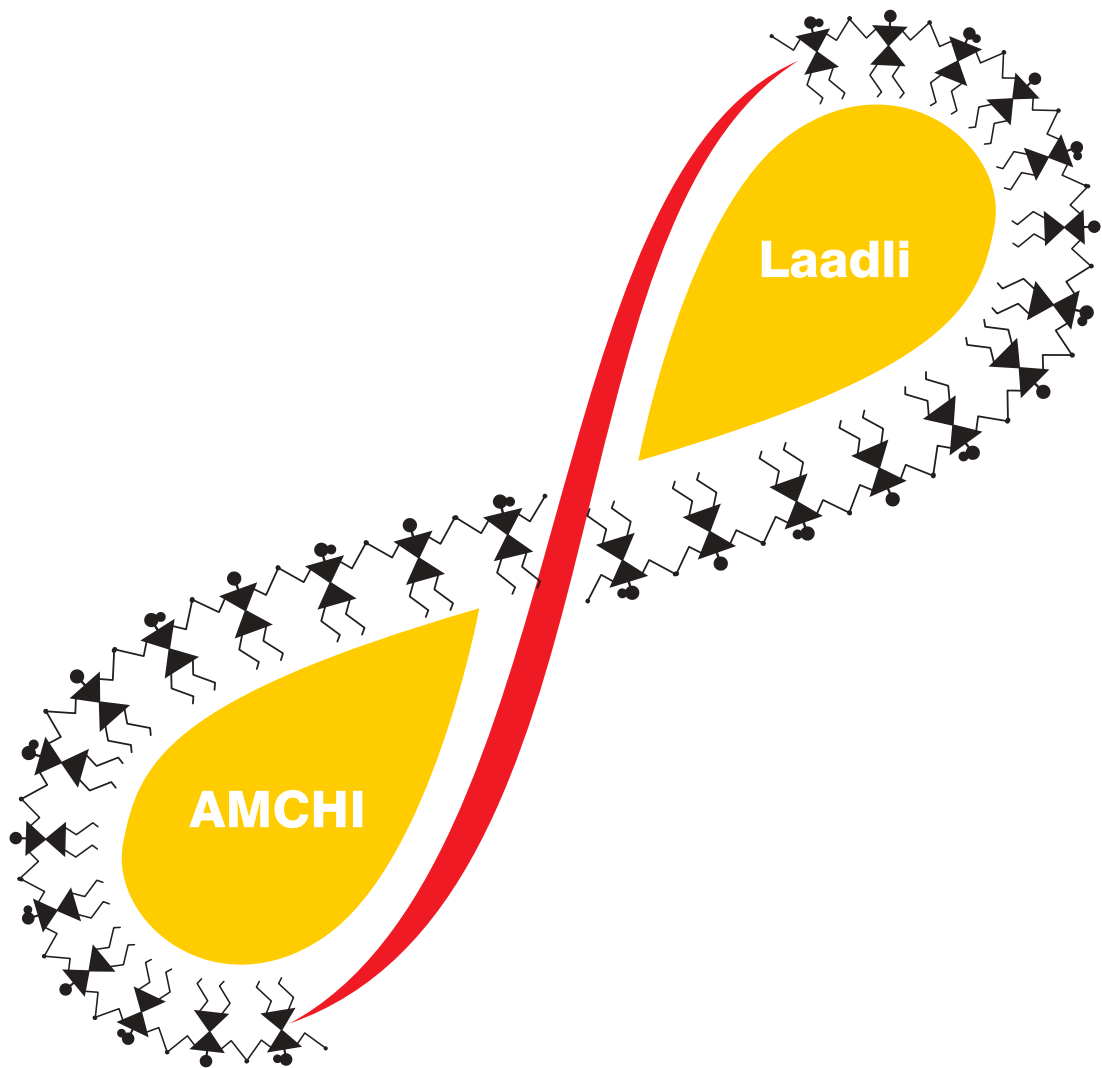
The *Laadli* Trophy extends the same analogy, with a red ribbon engraved with the words 'Celebrate Her Life'. The trophy captures movement, free spirit and reaches out to the sky denoting unlimited potential.

The Trophy is designed by Arzaan Khambhatta.

ACKNOWLEDGEMENTS

We are thankful to





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



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/user/LaadliWest



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