

14th *Laadli*
Meda 
Edition
2024 & Advertising Awards
for Gender Sensitivity

(Regional Awards)



Laadli

Celebrate Her Life

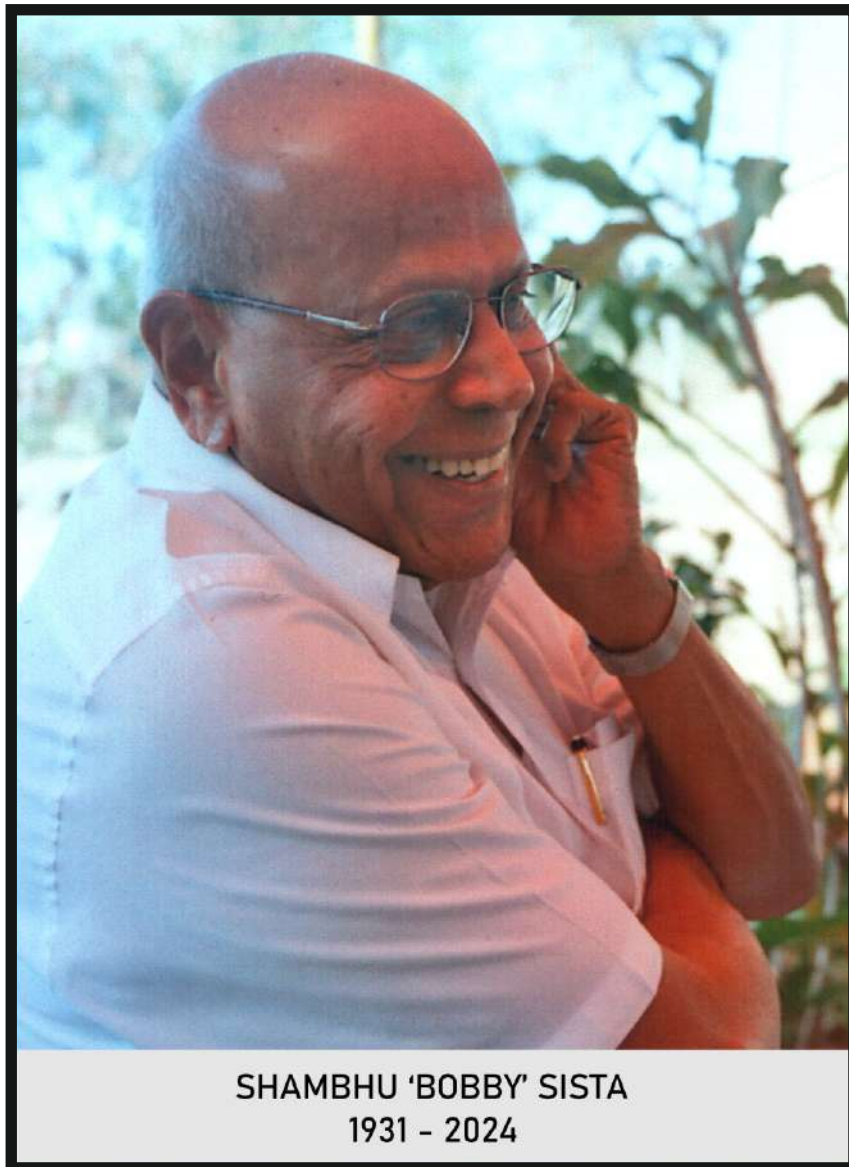
An Initiative by Population First



United Nations Population Fund

Wednesday, 4 September 2024 at 6:30 PM
At Madhav Banquet, Ghodbunder Road, Thane (W)

The legacy of Bobby Sista,
Population First's founder and advertising
doyen, will always live on...



We are pleased to present the 14th Edition of the Regional Laadli Media and Advertising Awards for Gender Sensitivity, 2024, which will open a new chapter in our unwavering dedication to promoting gender sensitivity in the media and furthering our goal of creating a more gender-just and gender-equal society.

We were thrilled to get an astounding 798 submissions this year from all around the country, including print, electronic, and digital media in 12 languages and are grateful to everyone who sent in entries. We would like to congratulate the winners, who have shown that influential, ethical, and sensitive journalism is not only essential, but also within the realms of the possible.

417 entries came from the North, 174 came from the West, 134 from the South while 73 entries came from the East of India. Digital platforms are clearly taking over the media landscape of today, as seen by the fact that as many as 74% of the entries came from web platforms, followed by print at 18% while the remainder were from electronic media, including radio.

682 entries were shortlisted and this followed the jury process leading to 29 jury meetings where the jury members, carefully considered each entry before selecting the 74 lucky winners 37 special jury mentions. The jury unequivocally averred that this year's submissions demonstrated a deeper and more sophisticated comprehension of gender problems, indicating a step in the right direction towards the revolutionary transformation we hope to see.

We attribute the success of the Laadli Media and Advertising Awards to our hard-working jury members, whose steadfast encouragement keeps us motivated to overcome obstacles year after year. A big 'Thank You' to each and every one of them.

We are delighted to welcome actor and host Renuka Shahane as our Chief Guest this year.

Our heartfelt gratitude to UNFPA for its invaluable support that goes beyond financial assistance, including their technical guidance, encouraging us to carry this initiative forward year after year. A huge shout-out to Ms Anuja Gulati, Programme Management Specialist, UNFPA, our ex-Director and Trustee Dr A L Sharada and our National Coordinator Ms Dolly Thakore for their unwavering support, guidance and timely hand-holding.

I especially thank Manipuri exponent and guru Ms Latasana Devi for getting her troupe of underprivileged children to open the event with their act and also singer-performer Mr Vaibhav Mankad for his abhang performance.

As for my team from Population First, take a bow all you rockstars for tirelessly working to bring it all together!



Yogesh Pawar
Programme Director

Welcome to the 14th edition of the Regional Laadli Media and Advertising Awards for Gender Sensitivity. This edition's formal call for entries was announced on the 9th of March 2024.

Eminent journalists and media professionals from print, digital, and electronic media across the country were invited to submit their work in English, Hindi, and regional languages. We received an impressive 798 entries across India, with the North region submitting the highest number. The submissions spanned 12 different languages.

A total of 29 jury meetings were held to determine the most deserving recipients. The jury team comprised of 52 distinguished individuals from various fields, including academia, media, journalism, social activism, business strategy, authorship, and other areas of expertise. These experts hailed from all over the country and even some from abroad.

At our grand awards ceremony in Thane, Mumbai, we are honoured to present the Laadli Media and Advertising Award for Gender Sensitivity to 74 outstanding journalists, and 37 journalists will receive the Jury Appreciation Citations.

We are delighted that the UNFPA has continued to be a vital supporter of our initiative over the years.



WEB | E-MAGAZINE | ENGLISH

SUKANYA SHAJI

'CONVERSION THERAPY' STILL CONTINUES IN INDIA, DESPITE A BAN' | THENEWSMINUTE.COM

The article highlights the cruel practice of 'conversion therapy' in India, despite the National Medical Commission banning it and categorising it as professional misconduct in 2022. It underlines the challenges faced by survivors subjected to coercive and harmful treatments disguised as legitimate medical interventions.

WEB | FEATURE | ENGLISH

MAHIMA JAIN

'HOW HOSPITALS ARE HELPING COMBAT VIOLENCE AGAINST WOMEN' | SCROLL.IN

The feature discusses initiatives in Karnataka and other Indian states, such as Muktha centres, which train healthcare workers to identify and support survivors of gender-based violence. These programmes aim to integrate support services within hospitals, ensuring survivors receive comprehensive care that addresses both medical and psychological needs.



WEB | INVESTIGATIVE STORY | ENGLISH

JOHANNA DEEKSHA VICTOR

'ONE YEAR OF KARNATAKA'S WAR ON MUSLIM WOMEN'S RIGHT TO LEARN' | SCROLL.IN

This investigation describes the pain, trauma, and suffering of Muslim women and girls due to the Karnataka government's order that rules for uniforms in educational institutions should not make exceptions for hijabs. The article highlights how many girls dropped out of studies completely, while some took a break and some moved to neighbouring states to continue their education.

WEB | NEWS REPORT | ENGLISH

UZMI ATHAR

'THREADS OF LIFE: LAMBANI WOMEN SEE THEIR ART FADE AWAY WITH RIGOURS OF TIME AND CLIMATE CHANGE' | PRESS TRUST OF INDIA

The report highlights challenges faced by Lambani women artisans as their traditional embroidery craft declines due to economic, environmental and cultural factors. They struggle with low wages, scarce natural resources, and decreasing interest from the younger generation.



WEB | NEWS SERIES | ENGLISH

NITHYA PANDIAN

'HOW MENSTRUAL SEGREGATION THRIVES IN RURAL AND URBAN HOUSEHOLDS IN TAMIL NADU' | THENEWSMINUTE.COM

The news series highlights the ongoing practice of menstrual segregation in rural Tamil Nadu, particularly in the form of 'muttuveedu,' or rest houses, where menstruating women are isolated. Despite being considered a time for rest, this practice does not exempt women from agricultural work, revealing the paradox of such enforced seclusion.

WEB | SOCIAL MEDIA CAMPAIGN | ENGLISH
TEJASWI SUBRAMANIAN AND NEHA BHAT

'HEALING FROM SEXUAL TRAUMA - MASTERCLASS' | THATSASSYTHING.COM

The social media campaign on healing from sexual trauma provides a safe and therapeutic exploration of trauma healing. It modules itself on grounding techniques, understanding attachment styles, examining a trauma case, exploring holistic recovery and defining personal healing pathways.



RADIO | COMMENTARY | ENGLISH

ANUPAMA CHANDRASEKARAN

'WOMEN POWER' | NEWSREEL ASIA



This radio commentary discusses various aspects of women's empowerment, focusing on achievements and challenges faced by women in different sectors. It highlights stories of resilience and success, emphasising the need for gender equality in opportunities and recognition.

WEB | FEATURE VIDEO | MALAYALAM

JAMSHEENA MULLAPPATT

'PRAKRITHIYKK STREEYAVANAM; ADIVASI TRANS WOMENINTE JEEVITHAM'
| WOKEMALAYALAM-YOUTUBE.COM

The feature chronicles the journey of a tribal trans woman, shedding light on her struggles and successes. It examines the intersection of gender identity and tribal culture, illustrating the exclusion she faces both within her community and without.



WEB | NEWS REPORT | MALAYALAM

ANISHA A MENDEZ

'KUDUMBABHAARAM; JOLI UPEKSHIKKUNNA KERALATHILE STHREEKAL' |
KERALEEYAMMASIKA.COM



The news story emphasises how household responsibilities are frequently the cause of women's unemployment in Kerala. A Kerala Knowledge Economy Mission survey indicates that many women quit their job to take care of their families, with 57% citing childcare and elderly care as reasons. Social expectations and a lack of suitable jobs continue to be major obstacles to reintegration.

WEB | ARTICLE | TAMIL

SUBAGUNAM KANNAN

'THANPAALINAM KURITHU PALLI PADATHIL SERKKA VENDUM' -
GRAMAPPURA THANPALINA THAMBATHI VENDUKOL' | BBC.COM/TAMIL

This story highlights a rural same-sex couple Saravanan and Kaviyarasan, now living near Chennai, advocate for including LGBTQ+ topics in school curriculums to prevent the confusion and stress they experienced while discovering their identities in their youth. Despite societal stigma and resistance from their families, the couple remains determined to live their lives together, hopeful for a future where their love is recognised and accepted.





WEB | BLOG | TAMIL

NIVEDITA LOUIS

'KUYAR KALANTURAIYATAL - MARAKKA, AGNI PRADEEP' | HERSTORIES.XYZ

The blog features Maraka and Agni Pradeep where the former, a trans woman (she/her), shares her experiences of abuse through her poetry book, Mellak Kollum Mannippugal and her plans to start the Chennai Queer Library. The latter, a trans-nonbinary individual (he/she/they), discusses their journey with gender dysphoria, focusing on trauma, support systems, and the role of advocacy in the queer community.

WEB | FEATURE VIDEO | TAMIL

HEMA RAKESH

'PENKALUKKAKA MARPAKA PURRUNOY VILIPPUNARVIL ITUPATUM AN - EN TERIYUMA?' | BBC.COM/TAMIL

The video feature highlights Ananda Kumar's dedication to raising breast cancer awareness among over 1.3 million women across India over the past 13 years emphasising the importance of early detection and prevention.



TELEVISION | TOPICAL/ISSUE BASED PROGRAMS | TELUGU

VIJAY KRISHNA PAMULA

'ADAVI TALLI RAKSHAKULU' | VANITHA TV

The TV programme explores journeys of women who have taken on the unconventional career of forest conservation. It documents their transformation from ordinary individuals into dedicated stewards of the wilderness, emphasising their roles in fighting deforestation, rescuing wildlife, and promoting sustainable practices.

Jury Appreciation Citations

PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH

SUJATHA SIVAGNAM

'11299 DAYS' | THE CARAVAN

The article details Arputham's 30 year (11,299 days) fight to secure the release of her son, AG Perarivalan, convicted of assassinating former Prime Minister Rajiv Gandhi. The case highlighted broader political and social issues, including the Tamil community's historical grievances and the controversy over the death penalty.



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH

HARITHA JOHN

'MAKING LIFESTYLE CHANGES TO MANAGE PCOS ISN'T AFFORDABLE FOR MANY WOMEN' | THENEWSMINUTE.COM

This article emphasises the importance of support from the government and civil society for economically disadvantaged women coping with PCOS. It laments how the lifestyle modifications to control PCOS advised by doctors and dietitians is often unaffordable for many women who may need help.



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
JOHANNA DEEKSHA VICTOR
'HOW THE MEDICAL SYSTEM GASLIGHTS WOMEN WHO HAVE ENDOMETRIOSIS' | [SCROLL.IN](https://www.scroll.in)



The article addresses how the medical system often gaslights women suffering from endometriosis. It brings critical attention to the challenges faced by women, including dismissive doctors, delayed diagnoses, and inadequate insurance coverage for their debilitating pain.

WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
VARSHA BANSAL
'URBAN COMPANY LURED WOMEN INTO THE GIG ECONOMY—THEN PUSHED THEM OUT' | [WIRED.COM](https://www.wired.com)



The article details Nazia's transition in 2020 to a beautician with a gig firm, which initially offered fair treatment but later imposed strict targets, leading to her dismissal. When several similar cases sparked protests, Nazia's firm justified its decision calling them necessary. The article highlights how decisions on quality and off-platform work concerns disproportionately affect women in gig work.

TELEVISION | JURY APPRECIATION CERTIFICATE | TELUGU
MOHAN KADALI
'SECURITY GUARD ANTE SALUTE CESEVALLE KADU.. PRANALU KAPADEVALLU KUDA' | [VANITHA TV](https://www.vanitha.tv)



The programme highlights the role of women security guards in Sangareddy. It emphasises how they protect lives by ensuring safety, even going beyond the call of duty.



WEB | FEATURE | BENGALI

SUDARSHANA CHAKRABORTY

***'MOHILA KUSTIGIRDER LODAI EBAR PITRITANTRIK MONUBADI RASHTRER BIRUDHHE'* | GROUNDZERO.IN**

The feature covers the struggles of India's women wrestlers, highlighting their victimisation by 21st-century patriarchy. It illustrates how patriarchal oppression affects women at all levels- from Draupadi Murmu, the President of India, to the girl on the street.

PRINT | ARTICLE | ENGLISH

SUKRITA BARUAH

***'ASSAM ARRESTS: FEAR AND SUSPICION KEEP PREGNANT TEENAGERS AWAY FROM HOSPITALS'* | THE INDIAN EXPRESS**

The article delves into the challenges faced by the Hojai Muslim community in Assam, particularly highlighting how fear and mistrust keep pregnant teenagers away from hospitals. The author provides a comprehensive view by including perspectives from pregnant women, men under threat, doctors, and ASHA workers.



WEB | ARTICLE | ENGLISH

TORA AGARWALA

***'FEMINIST ICONS OR VIOLENT VIGILANTES? THE CONTENTIOUS ROLE OF MEIRA PAIBIS IN MANIPUR'S CONFLICT'* | SCROLL.IN**

The article explores the complex and contentious role of Meira Paibis women in the Manipur conflict. She holds a mirror to the women's actions without being judgmental, placing their roles within the historical lived realities of ethnic communities.

WEB | BLOG | ENGLISH

GHASIRAM PANDA

***'WHY ASSAM'S DRIVE WILL WEAKEN THE MOVEMENT AGAINST CHILD MARRIAGE'* | DOWNTOEARTH.ORG**

The blog discusses the inefficient implementation of The Prohibition of Child Marriage Act (PCMA), 2006, focusing on the intersection of gender and age. It highlights the vulnerabilities young girls face due to early marriage and the severe consequences, such as adverse health effects and complications during childbirth. It underscores the critical importance of addressing the issues to ensure the well-being of adolescent girls.



WEB | FEATURE | ENGLISH

HIMANSHI DAHIYA

***'WAITING TO DIE': IN MIZORAM, A STRUGGLE TO PROTECT WOMEN FROM CERVICAL CANCER'* | THEQUINT.COM**

The feature is an exploration of the Pawl Chhuak Mizo tribal community's resistance to cervical cancer vaccination and medical screening due to their deep-seated cultural beliefs through Premia's story of separation from her husband who refused to get their children vaccinated.

WEB | INVESTIGATIVE STORY | ENGLISH

TORA AGARWALA***'EVERYONE SHOULD KNOW WHAT HAPPENED TO US': FOUR KUKI WOMEN RECOUNT BRUTAL ASSAULTS THEY SURVIVED*** | SCROLL.IN

The investigation focuses on the extreme violence Kuki women have traditionally faced even before the 'infamous' video. Sensitive without being morbid, it describes the victim's ordeal with extreme understanding.



WEB | NEWS REPORT | ENGLISH

ROKIBUZ ZAMAN***'IN ASSAM, A POLICE CRACKDOWN ON CHILD MARRIAGE LEAVES A TRAIL OF CRYING WOMEN AND BROKEN FAMILIES'*** | SCROLL.IN

The report delves into the Assam government's crackdown on child marriage, including retrospective arrests. Personal stories in the report highlight the emotional toll, with women bearing the brunt of the trauma of broken marriages and families. The report includes perspectives from police officers, advocates, victims, and their families.



PRINT | ARTICLE | ODIA

SARAL DAS***'BHALA CHHUAN, KHARAP CHHUAN'*** | SAMBAD

The article explores – 'good touch, bad touch.' Though utmost important, it is seldom discussed publicly. It argues that bad touch can traumatise a victim from childhood till much later in life. If unaddressed, perpetrators of traumas like these can be encouraged to indulge in more heinous crimes like rape.



PRINT | FEATURE | ODIA

AISWARYA PARIJA***'BYABASTHA BADALUCHI, BADALUNI MAHILA SHRAMIKA NKA BHAGYA'*** | THE SAKALA

The feature highlights the gender discrimination faced by Bhubaneswar's women workers in the unorganised sector. Despite working as long and hard as their male counterparts, the workers are not paid equally. Taking a holistic perspective the feature captures the voices of all stakeholders, including victims, making for a compelling read.



PRINT | OP-ED | ODIA

SRUTAKIRTI TRIPATHY***'PURUSHA BHALI HEBA KAHINKI?'*** | NIRBHAY DAILY

The op-ed presents a new perspective on the gender debate. It emphasises that the Indian narrative on gender equality should be unique. It also argues that women's rights need to be framed within the Indian and the hyperlocal socio-cultural context.





TELEVISION | NEWS FEATURE | ODIA

ANUJ DAS

'BALYA VIVAH BIRODHRE SWARA' | KANAK NEWS

The news feature follows two young girls, Puja and Anisha, involved in raising awareness against child marriage in Bhubaneswar's slums, who have themselves rebelled against their parents' attempts to get them married when they were barely in their teens.

WEB | BLOG | ODIA

PARAMBRAHMA TRIPATHY

**'ANIMAL, NARIBIDWESI CHINTAADHARAA O GANAMADHYAMA' |
ODISHAREPORTER.IN**

The blog raises an important question where does artistic licence end and misogyny and gender stereotypes begin? It suggests more gender-sensitive reporting with a keen awareness of the potential damage that could be caused by insensitivity and misogyny.



Jury Appreciation Citations



WEB | JURY APPRECIATION CITATION | ENGLISH

AISHWARYA MOHANTY

**'HOW FAMILIAL HOSTILITY, BINARY LAWS HINDER PROPERTY RIGHTS OF
TRANSGENDER PERSONS' | BEHANBOX.COM**

The article explores the challenges faced by India's transgender individuals regarding property rights through personal anecdotes to highlight the economic, social, and emotional oppression faced by the community.

WEB | JURY APPRECIATION CITATION | ENGLISH

RITWIK MITRA

'STORM CYCLE' | FIFTYTWO.IN

The article explores how patriarchal family dynamics and socio-economic factors restrict the freedom to exercise their rights by women and girls in India. It candidly documents the heartbreaking struggles of several women.



WEB | JURY APPRECIATION CITATION | ENGLISH

TANUSHREE GHOSH

**'ON MANIPUR: DID WE REALLY NEED A VIDEO TO ADDRESS CRIME AGAINST
WOMEN?' | YOUTHKIAWAAZ.COM**

The article connects crimes and sexual violence against women in Manipur with the broader expression of patriarchy across different layers, regions, and communities. It prompts readers to reflect on their everyday actions that contribute to the normalisation of violence against women.

PRINT | ARTICLE | ENGLISH

NITIN SHARMA**'2 MEDALS AT ASIAN MEET, 16-YEAR-OLD FROM J&K IS FIRST FEMALE ARCHER WITHOUT ARMS' | THE INDIAN EXPRESS**

The article narrates the story of Sheetal Devi, a 16-year-old armless archer from Jammu & Kashmir making her mark internationally. It showcases how she overcame challenges by customising a prosthetic arm, using tree climbing to build strength, and drawing inspiration from figures like Matt Stutzman.



PRINT | MAGAZINE - ARTICLE | ENGLISH

SURABHI KANGA**'PARTIAL JUSTICE' | THE CARAVAN**

The article argues that reformative justice and the rule of law may be more effective and just than capital punishment and extreme retributive measures, especially when influenced by media trials and sporadic public outrage.



PRINT | FEATURE | ENGLISH

MAITRI PORECHA**'TALKING THERAPY: ASHA WORKERS OFFER HOPE IN RURAL MADHYA PRADESH' | THE HINDU**

The feature highlights a community model where the state government, a non-profit, and Accredited Social Health Activists (ASHA) collaborate to capture the impact of doorstep counselling. It showcases the latter's struggle to navigate rural areas on two-wheelers even while being poorly paid.



PRINT | MAGAZINE - FEATURE | ENGLISH

KINSHUK GUPTA**'BODY CHECKING' | THE CARAVAN**

The feature delves into the often-overlooked world of online dating, focusing on the struggles homosexual men face in finding love. It explores various elements such as caste, class, religion, body shaming, ageism, internalised heterosexism, and cosmetic surgery, highlighting how these play out differently in small towns and metropolises.



WEB | ARTICLE | ENGLISH

ANKITA APURVA**'WHAT BEAUTY PARLOURS IN JHARKHAND VILLAGES TELL US ABOUT GENDER CASTE AND HOPE' | BEHANBOX.COM**

The article brings insight into the lives of rural women in Jharkhand who run beauty parlours and the girls and women who visit them. It portrays these parlours as spaces where women escape patriarchal norms, relax, and often find a confidante in the women who run them.





WEB | BLOG | ENGLISH

SAUMYA SHANKER

'NOT SCIENCE BUT SAREES: INDIA'S MOON LANDING OVERSHADOWED BY SEXISM' | YOUTHKIAWAAZ.COM

The blog discusses India's celebration of the successful landing of Chandrayaan-3 on the moon's south pole on August 23, 2023, marking a historic achievement as the first country to do so. It highlights how even such a monumental scientific achievement of Indian women scientists was overshadowed by a focus on their attire.

WEB | DOCUMENTARIES | ENGLISH

MOJO STORY

'ARTISTS & START-UPS REDEFINING GENDER ROLES, TACKLING TRANSGENDER CHALLENGES'



The documentaries use a gender lens to look at Kashmir, exploring how artists and start-ups are redefining gender roles and addressing transgender challenges in the region.



WEB | FEATURE | ENGLISH

CASEWORKERS' COLLECTIVE

'THE BARGAIN FOR A ROOM OF ONE'S OWN' | THETHIRDEYEPORTAL.IN

The feature explores the complexities and challenges faced by women in violent marriages. It presents the story of a caseworker who, despite handling cases of gender-based violence, also lives in a violent family environment herself.

WEB | FEATURE | ENGLISH

SAUMYA KALIA

'PART 2: A 'SILENT' BURDEN | 'WHO CARES FOR WOMEN LIVING WITH DIABETES?' | THEHINDU.COM



The feature addresses India's diabetes burden, which affects about 100 million people, with women comprising roughly half of this number. It highlights the significant issue of many women not undergoing tests or receiving proper care.



WEB | FEATURE | ENGLISH

ANKITA DHAR KARMAKAR

'WHAT AN EVENING AT PURDAH BAGH IN OLD DELHI SAYS ABOUT WOMEN AND LEISURE' | BEHANBOX.COM

The feature explores the freedom experienced by women in safe spaces like Purdah Baghs. Personal interviews with park visitors and historical context about the Mughal-era origins of these spaces celebrate their uniqueness in the context of gender and space debate.

WEB | FEATURE VIDEO | ENGLISH
MOHAMMAD ABU BAKAR

'KASHMIR: FEMALE WHEELCHAIR BASKETBALL PLAYERS DEFY ODDS' |
DW.COM



The video feature presents a narrative juxtaposing challenges faced by differently-abled women with their gender-defying involvement in sports. The webcast challenges societal myths offering a portrayal of resilience and determination.

WEB | INVESTIGATIVE STORY | ENGLISH
APOORVA MANDHANI

**'5 YRS SINCE ROHINI ASHRAM RAID, CBI CAN'T CATCH RAPE ACCUSED
 'GODMAN'. BUT YOU CAN FIND HIM ON YOUTUBE'** | **THEPRINT.IN**



The investigation delves into the aftermath of the Rohini Ashram raid, exposing the challenges in apprehending a rape-accused 'godman' elusive to the CBI even while active on YouTube.

WEB | NEWS REPORT | ENGLISH
AHMER KHAN & HANNAH ELLIS-PETERSEN

'I TRUSTED HIM': HUMAN TRAFFICKING SURGES IN CYCLONE-HIT EAST INDIA'
| THEGUARDIAN.COM



The report highlights the alarming rise in human trafficking in the poverty-stricken Sundarbans, West Bengal especially after repeated disasters like cyclones. It tells the story of Anima, a young girl tricked and abducted by a trafficker who subjected her to horrific abuse and forced her into prostitution.



WEB | NEWS REPORTS | ENGLISH
SNEHA RICHHARIYA

'SERIES ON ACID ATTACK SURVIVORS' | **INDIASPEND.COM**



The news report focuses on the widespread issue and severe impact of acid attacks, a type of gender-based violence that mainly affects women. It details the devastating physical and psychological effects of such attacks, including blindness, paralysis, and the extensive medical treatments that survivors often need.

WEB | NEWS SERIES | ENGLISH
THENEWYORKTIMES.COM
'INDIA'S DAUGHTERS'

The news series portrays the struggle of the average Indian woman to transcend patriarchal constraints and shape her own identity through Nasreen Parveen's experience as a 16-year-old girl facing the prospect of an arranged marriage and the abuse she endures.



**she
the
people**
THE WOMXN'S CHANNEL

WEB | OP-ED | ENGLISH

SHETHEPEOPLE.TV

'WRESTLERS V/S THE SYSTEM'

The op-ed addresses the power dynamics between the powerless and the powerful, focusing on women wrestlers' allegations of sexual harassment against former WFI President Brij Bhushan Singh. It revisits the #MeToo movement's impact and highlights its Indian context.

PRINT | ARTICLE | HINDI

SEEMA AGRAWAL

'KUPRATHA KA SHIKAR, YE DRAUPADIYAAN' | PRAJATANTR INDORE

The article explores a macabre practice still prevalent in Uttarakhand's Jaunsari tribe where a woman has to be a wife to not only her husband but also his brothers.



PRINT | MAGAZINE - ARTICLE | HINDI

ANURAG KUMAR SRIVASTAVA

'PERIOD BIMARI NAHI' | YATHARTHWADI

The article explains the when and why of menarchè and offers guidance for young girls and their parents/guardians on handling the changes this brings in its wake. It emphasises mentally preparing young girls for menstruation.

PRINT | INVESTIGATIVE STORY | HINDI

SABITA KUMARI

'POLICE KI DUTY NE PARIVAR SE BADHAI DURIYAAN, RISHTO ME AA RAHI KHATAS, TEEN MAHINE ME MAHILA GHARELU HINSA KE 30 MAMALE DARJ KARAYE' | DAINIK BHASKAR

The investigation delves into the struggles faced by women cops in Bihar. It highlights how their demanding duties increase distances within their families, straining relationships and leading to an alarming rise in domestic violence.



PRINT | NEWS REPORT | HINDI

ARUN KUMAR

'MAHILAON KE HAATHON MEIN SMARTPHONE SE 70 ARAB DOLLAR KI DIGITAL UDAAN SAMBHAV' | RAJASTHAN PATRIKA

The report highlights the gender gap in internet usage is harming the economy. The article highlights the significant digital gender gap in India, where only 33% of women use the internet compared to 58% of men.

WEB | ARTICLE | HINDI
VARSHA PRAKASH

'ANTARJATIYA PREM SAMBANDHON MEIN JATIVAD SE GUZARTI DALIT YUVATIYON KE ANUBHAV' | HINDI.FEMINISMININDIA.COM

The article highlights the travails of Dalit girls in inter-caste relationships who face opprobrium from both within their community and their partners.



WEB | E-MAGAZINE | HINDI

SABA KHAN

'BHOPAL KI BASTIYON MEIN SHIKSHA KI NAYI UMEED' | THETHIRDEYEHINDI.IN

The article highlights the transformative impact of education in Bhopal's slums offering new hope to girl children from marginalised communities.



WEB | FEATURE VIDEO | HINDI

VISHNUKANT TIWARI AND ATHAR RATHER

'WITCHES' OF JHARKHAND' | HINDI.THEQUINT.COM

The feature video sheds light on the plight of women in Jharkhand who have disappeared unnoticed. It explores the still prevalent and disturbing practice of witch hunting, a brutal relic from a superstitious, dark past to silence women involved in matters of litigation, property disputes, etc.



WEB | INVESTIGATIVE STORY | HINDI

MANISH MISHRA

'BIHAR MEIN 24 GHANTE KI DULHAN KE GAON KI KAHANI: PITA KA BHI PAKADAUA VIVAH, GAON MEIN AISI 50 SHADIYAN; BPSK TEACHERS KI NIGARANI BADHI' | BHASKAR.COM

The investigation uncovers a disturbing trend in Bihar where families of brides - fed up with exorbitant dowry demands - forcibly abduct eligible grooms, often those with government jobs, and marry them to their daughters in a widely prevalent practice known as Pakadaua Vivah.



WEB | NEWS REPORT | HINDI

POOJA RATHI

'BHARTIYA ABHINETRIYON KE VIRAL DEEP FAKE VIDEO, TAKANIK KE ZARIYE LAINGIK HINSA KA EK NAYA TAREEKA' | HINDI.FEMINISMININDIA.COM

The report delves into the alarming rise of deep fake videos targeting Indian actresses, highlighting a new form of gender-based violence enabled by technology while exploring its broader implications.





WEB | PODCAST | HINDI
THE THIRDEYE PORTAL.IN
'CASEWORKER'S DIARY'

The podcast explores the challenges faced by caseworkers dealing with women who make peace with abusive partners. Through three separate stories, it speaks of a compromised life while navigating the complexities of abusive partnerships where leaving is not an option.

RADIO | RADIO PLAY | HINDI
ASTHA SINGH

'DISHA KI KAHANI (EPISODE NO.1)' | RADIO MEWAT, NUH

The radio play addresses the issue of pre-birth sex selection, arguing against the practice, and presenting a plea. It highlights the role of medical caregivers as primary influencers and supports its appeal for valuing girls with facts about female competence.



PRINT | FEATURE | URDU
ABDUL MUQEET

'SALMA FATIMA KI KAMYABI KA HAIRATANGEZ SAFAR' | SACH KI AWAZ

The feature looks at the struggles of Salwa Fatima, a young woman who beat the odds to become a pilot. Despite financial challenges due to her family's meagre resources, it celebrates how she never gave up hope.

Jury Appreciation Citations

PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH
RAKHI BOSE

'NO WATER, NO AID: PALESTINIAN WOMEN ON THEIR OWN AS ISRAEL CONTINUES TO BOMB GAZA' | OUTLOOK INDIA

The story brings to light the dire situation of Gaza's Palestinian women. Despite reporting remotely, Rakhi Bose achieves this by speaking with individuals closely connected to the conflict with a special effort at a time when coverage of Gaza has been minimal in Indian media.



PRINT | JURY APPRECIATION CITATION | ENGLISH
NITIN SHARMA

'THE TRIUMPH OF WOMEN IN SPORTS: OVERCOMING CHALLENGES AND BREAKING BARRIERS' | THE INDIAN EXPRESS

All the stories featured in the feature signal dogged persistence, highlighting factors that led to the making of these sportswomen, the odds they overcame, and the support they received along their journeys.

PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH
KARISHMA MEHROTRA

'INDIA'S WOMEN ARE STAYING IN SCHOOL LONGER — BUT NOT FOR THEIR CAREERS' | WASHINGTON POST

The story provides an exploration of the trend where Indian women are staying in school longer but are primarily doing so to improve marriage prospects rather than career opportunities.



PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH
KETAKI DESAI

'WHAT MARRIAGE EQUALITY MEANS FOR INDIA'S TRANS COMMUNITY' | TIMES OF INDIA

The legal aspects and significant gaps with the vulnerability and needs of the transgender community regarding love, family, partnership, and marriage are woven together to shed light on a community often marginalised in discussions about equality.



PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH
ASMA HAFIZ

'INDIA'S TEA PICKERS FEND OFF SEX TRAFFICKERS BY RETRAINING AS BEAUTICIANS' | SOUTH CHINA MORNING POST

The article is primarily centred on the efforts of one protagonist, and offers a look into the lives of tea pickers facing exploitation and harsh conditions. It highlights how a dedicated social activist is making a significant difference by training thousands of women to find better lives.



PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH
RAHAT TOUHID

'VIOLENCE AGAINST DOCTORS EXPOSES THE GENDER INEQUALITIES IN INDIAN MEDICINE' | THE BRITISH MEDICAL JOURNAL

This investigation reveals the alarming rise in violence against doctors and medical personnel in India and its link to gender inequality. It highlights how violence disproportionately affects female doctors, especially those with fewer years of experience.



PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH
AISWARYA RAJ

'TEARS, DESPAIR AND HOPE FOR JUSTICE AS THESE WOMEN TAKE ON TWO STATES OVER 'UNCONSTITUTIONAL' COW PROTECTION ACTS' | THE INDIAN EXPRESS

The report narrates the tragic experiences of Khurshidan, Parmina, and Sajida, who lost their husbands to attacks by cow vigilantes. These stories explore the intersectionality of gender sensitivity social justice and violence against women, highlighting the vulnerability of women from communities affected by such incidents.





WEB | JURY APPRECIATION CERTIFICATE | ENGLISH

CHEENA KAPOOR

***'INDIA'S REMARKABLE PROGRESS CUTTING MATERNAL DEATHS HITS A CLIMATE CHANGE HURDLE - WATER SHORTAGES'* | SCROLL.IN AND FULLER PROJECT**

The article examines how climate change negatively impacts efforts to reduce maternal mortality. It effectively illustrates how women disproportionately bear the burden of climate change, particularly since public health systems struggle with severe water scarcity.

WEB | JURY APPRECIATION CERTIFICATE | ENGLISH

SAUMYA KALIA

***'ILLUSION OF FREEDOM VS TYRANNY OF GIG WORK: THE DILEMMA OF URBAN CO'S 'PARTNERS'* | BEHANBOX.COM**

The story highlights the plight of women from lower socio-economic strata who seek better pay and fair treatment in the formal workforce. Despite evolving employment landscapes in India, it explores why they remain vulnerable, struggling to negotiate terms.



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH

SHREYA BANSAL

***'MOON LANDING REVELLERS THREATENED ME WITH RAPE, BUT I WON'T LET THEM MAKE THE RULES'* | SMASHBOARD.ORG**

The article highlights how online trolls attempted to silence the writer with threats of violence, specifically rape. It demonstrates their refusal to be intimidated by sexist insults and how the threats were turned into a forceful retort, showcasing their spirit.

WEB | JURY APPRECIATION CERTIFICATE | ENGLISH

SCROLL.IN

'HOW THREE WOMEN TURNED INTO ENVIRONMENTAL DEFENDERS IN INDIA'

The story highlights the efforts of a women trio (Mildred, Saadhna Meena, and Rose Xaxa) who fought against all odds to protect their communities from environmental exploitation. It details their sacrifices and commitment, portraying each woman's journey.



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH

HRUSHIKESH PATIL AND SEJAL PATEL

***'HOW THE LACK OF RIGHTS WORSENS CLIMATE EVENTS FOR DELHI'S INFORMAL WORKERS'* | QUESTIONOFCITIES.ORG**

The article highlights how climate change intensifies the hardships faced by Delhi's informal workers, who represent 80% of the city's workforce. Examples like Anita, a street vendor, and Sheikh Akbar Ali, a waste worker, illustrate the challenges of harassment, rising costs, and increased workloads due to climate impacts and government policies such as the 'beautification drive.'



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
ARJUMAND SHAHEEN

**'KASHMIR'S PROXY SARPANCHES: WOMEN ELECTED TO RESERVED SEATS
 HAVE BECOME RUBBER STAMPS FOR MEN' | ARTICLE-14.COM**

The report looks at the proxy practice of Sarpanch Patis and the misuse of statutory posts created with the primary objective of empowering women. It uses real-life stories of women sarpanches in the Kashmir Valley to make its point.



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
ALIZA NOOR

**'CAMPS & CRAMPS: HOW PERIODS BECOME AN ORDEAL FOR ROHINGYA
 REFUGEE WOMEN IN DELHI' | THEQUINT.COM**

The video feature documents the menstrual agony of Rohingya refugee women living in cramped camps in Delhi. The ordeal these women face and their coping mechanisms are portrayed, shedding light on their harsh reality where gender, geopolitics and Islamophobia collide.



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
NEERAT KAUR AND AKANKSHA SAXENA

'TRAPPED BY TRADITION' | DW DOCUMENTARY-YOUTUBE.COM

The video feature sheds light on the plight of sex workers and their existential crises in villages known for the flesh trade. It says that sex work serves as an essential income source for many marginalised women in rural India, largely due to the caste system and entrenched prejudices.



PRINT | JURY APPRECIATION CERTIFICATE | HINDI
BRIHASPATI KUMAR PANDEY

**'HINA KHATOON APNE DAM PAR BANI DAMDAR KHILADI' | SARAS SALIL
 (HINDI) DELHI PRESS MAGAZINE**

This chronicles the story of Hina, one among seven daughters, who faced immense struggles since birth to make a mark in sports. Despite challenges, she never gave up and became a national handball player, providing support to her elderly mother and sisters and inspiring other girls in similar situations.



WEB | JURY APPRECIATION CERTIFICATE | HINDI
DNN24 -YOUTUBE.COM

'WE THE CHANGE' BATTLING WITH MENSTRUATION TABOO IN INDIA'

The feature not only dispels menstruation taboos but also focuses on sensitising men and boys. Additionally, it addresses the crucial issue of safe disposal of menstrual waste, making it a comprehensive discussion on menstrual health and hygiene.





WEB | JURY APPRECIATION CERTIFICATE | HINDI

RAKSHA SINGH

'GANGRAPE KE BAAD BACHCHA HUA, AAROPIYON NE USSE JALA DIYA' |
DAINIKBHASKAR.COM

The article addresses a harrowing incident, showcasing the complexities and horrors faced by survivors and their families of sexual violence post-assault.

WEB | JURY APPRECIATION CERTIFICATE | HINDI

POOJA RATHI

'MAHILAEN KITANE GHANTE SOYENGI, KAISE PITRSATTA KARTI HAI YEH TAY' |
HINDI.FEMINISMININDIA.COM

The article brings together multiple individual stories, amplifying diverse voices to explore how patriarchy dictates even the most personal aspects of women's lives, like their sleep patterns.



WEB | JURY APPRECIATION CERTIFICATE | URDU

MOHAMMAD TARIQ

'BETI AAYEE KHUSHIYAN LAYEE' | AKASHVANI - CBS, SRINAGAR

The three-minute Radio Jingle by Mohammad Tariq contains a message about gender equality, the importance of educating a girl child, and rising above biases and prejudices. The lucid Urdu charmingly pushes the message of celebrating the girl child.

PRINT | ARTICLE | ENGLISH
STEFFY THEVAR

**'4 OF 5 LIVING ORGAN DONORS IN INDIA ARE WOMEN, 4 OF 5 RECIPIENTS
 MEN: STUDY' | THE TIMES OF INDIA**

The article reveals how from 1991 to 2021, 93% of organ donors in India were women, WHILE most recipients were men. It explores why this disproportionate burden of organ donation falls on women and highlights the experiences of women post-donation.



PRINT | MAGAZINE - FEATURE | ENGLISH
VIJAYTA LALWANI

'LONG SHADOWS IN THE SUNSET' | QUEERBEAT

Bringing together a collage of case studies, the feature highlights care and compassion concerns for India's queer community, focusing on the disabled, aged, or other elderly minorities. It highlights -often misunderstood- everyday issues faced by LGBTQIA+ individuals.



PRINT | FEATURE | ENGLISH
ANURADHA MASCARENHAS

'THE BIGGEST SCIENCE AWARDS GO TO ... THE MEN' | THE INDIAN EXPRESS

The feature explores the gender biases in the world of science, where rationality is often presumed to reign. It details the lives and struggles—both personal and professional—of several women scientists in a mostly male-dominated field and underscores the importance of acknowledging their contribution.



WEB | ARTICLE | ENGLISH
TANISHKA SODHI

**'ARE YOU MARRIED?': ACROSS INDIA, UNMARRIED WOMEN ARE DENIED
 ACCESS TO AN ESSENTIAL ULTRASOUND' | NEWSLAUNDRY.COM**

The article focuses on the gendered mindsets within institutional structures that affect women's access to healthcare. It examines the experiences of 12 women across Delhi, Mumbai, Bengaluru and Gujarat who were denied transvaginal sonography due to their marital status.



WEB | BLOG | ENGLISH
RITU SHARMA

**'THE STATE OF MENSTRUAL HYGIENE IN MAHARASHTRA SCHOOLS IS A
 BLOODY INJUSTICE' | YOUTHKIAWAAZ.COM**

The blog demonstrates the link between girls' school dropout rates and access to clean toilets and privacy during menstruation. It offers a new perspective critiquing both state and central policies.





WEB | E-MAGAZINE | ENGLISH

JASHVITHA DHAGEY

"MICRO-MAPPING STREETS AND FOOTPATHS IN A NEIGHBOURHOOD, AS A WOMAN" | QUESTIONOFCITIES.ORG

The article makes a strong case for the need for gender sensitivity in urban planning. It highlights the importance of women-friendly and gender-sensitive public spaces as a measure of social progress. It underscores how walking, a seemingly normal activity from a male perspective, can have different implications for women.

WEB | FEATURE | ENGLISH

ROLI SRIVASTAVA

'WOMEN FARMERS SHINE AS 'SUPER-HEROES' IN INDIA'S CLIMATE FIGHT' | CONTEXT.NEWS

The feature tracks women's self-help groups in Andhra Pradesh that promote climate-resilient farming and challenge male dominance in agriculture. It highlights how women who promote eco-friendly practices are gaining influence despite challenges like land ownership and recognition.



WEB | FEATURE-VIDEO | ENGLISH

THEQUINTNEON-YOUTUBE.COM

'KHOJ: TRANS WOMEN RECOUNT THE STRUGGLES THEY FACE WHILE SEARCHING FOR HOUSING AND JOBS'

The tales of transgender individuals and their struggles ARE recounted in this web feature. It laments how society has lost its "accommodative spirit" when it comes to providing housing and job opportunities for Thirunangai (the Tamil term for transgender people).

WEB | NEWS REPORT | ENGLISH

ANKITA ANAND

'CALL ME BY MY NAME: HOW THE LACK OF SEX EDUCATION IN INDIA IS IMPACTING SOCIETY' | NEWSSENSE.IN

The article discusses the often taboo topic of sex education, analysing the social implications of inadequate sex education in India. It highlights how this results in issues like ignorance about sexual health, reluctance to discuss it openly and occurrences of sexual coercion and assault.



WEB | OP-ED | ENGLISH

SMRUTI KOPPIKAR

'GENDER MAINSTREAMING MUMBAI'S BEST BUSES' | FREEPRESSJOURNAL.IN

This op-ed examines the proposal for free local bus rides for Mumbai's women exploring potential benefits like higher ridership, business revenue, and transport system profits. It also considers the gender dimension of public transport, reflecting on how men and women use urban spaces differently.



WEB | PODCAST | ENGLISH
NIKHIL TANEJA

'BE A MAN YAAR WITH NIKHIL TANEJA' | WEAREYUVA-YOUTUBE.COM

The web podcast challenges gender norms, stereotypes, and male chauvinism. Featuring a star-studded cast, 'Be A Man, Yaar's narrative addresses contemporary issues surrounding masculinity and gender expectations.



TELEVISION | NEWS FEATURE | ENGLISH
MAYURESH GANAPATYE

'MORE THAN 160 CHILD MARRIAGES INTERCEPTED IN MAHARASHTRA' | CNN NEWS18

The television news feature highlights efforts to intercept more than 160 child marriages in Maharashtra, shedding light on the persistence of this issue and the ongoing battle to protect vulnerable children.



PRINT | MAGAZINE - ARTICLE | GUJARATI
PUNITA VAIDYA
'DHATRI DEVO BHAVA' | DIVYA BHASKAR

The article highlights the link between malnutrition and insufficient access to breast milk in infancy. It underscores the challenges posed by maternal malnutrition that impede breastfeeding.



PRINT | FEATURE | GUJARATI
SHAILESH NAYAK

'BE (2) CHOPDI BHANELA AA BEN LONDON JAINE SHU SHIKHVI AAVYA?' | MID-DAY (GUJARATI)

The feature chronicles the journey of Rajiben Vankar, a Presidential awardee from Kutch, highlighting her entrepreneurial spirit, as an employer of 35 other women - intersecting gender, labour, and environmental rights.



WEB | ARTICLE | GUJARATI
SANJAY DAVE

'GUJARAT NI SADAKO PAR THI SIDDHA HANGERI NA HIGHWAY PAR TRUCK CHALAVNARI 6 DRIVER BEN KON CHE?' | BBC.COM/GUJARATI

The article spotlights Gujarat's women truck drivers challenging gender stereotypes in productive work by bringing to the readers the stories of six women who trained - overcoming significant personal challenges - through the 'Driver Ben: A New Identity' programme by the NGO Janvikas, and are starting off as truck drivers in Hungary.





WEB | FEATURE-VIDEO | GUJARATI

TEJAS VAIDYA

'AMDAVAD MA KAGAL VINATA AA MAHILA KEVI RITE KARODO KAMAY CHHE?'
| [BBC.COM/GUJARATI](https://www.bbc.com/gujarati)

The video highlights a women's co-operative producing stationery and related products, presenting ideas for sustainable livelihoods. The feature looks at the women's transformation from waste pickers to running a multi-million company through a self-help group.

WEB | NEWS REPORTS | HINDI

RAJESH KHANDELWAL

'AATMANIRBHARATA KI MISAAL BANI MAHILAEN' | [GAONCONNECTION.COM](https://www.gaonconnection.com)

From Kota's Muskan Ki Rasoi - started by Swati Shringi in 2018 to help families of poor patients and students - where Rs 5-meals feed over 300 daily, to India's first women's vision-impaired cricket team, to a business that employs over 200 women - this article quilts together a narrative about the impact of economic empowerment on women.



PRINT | MAGAZINE - FEATURE | MARATHI

HEENAKAUSAR KHAN

'US HADASE NE MAYUS KAR DIYA' | NABZ : IDOTSAV

Delving into the harrowing experience of Bilkis Bano, a sexual assault survivor from Gujarat's 2002 riots, the article examines how religion, political interests, and patriarchy intersect to oppress women, highlighting systemic issues that impact them.

WEB | ARTICLE | MARATHI

ASHAY YEDGE

'MALA PURUSH AANI STRI DONHI AAVDAT HOTEY, MAG EK DIVSHI KALALA, MI BISEXUAL AAHE' | [BBC.COM/MARATHI](https://www.bbc.com/marathi)

The article presents the story of a bisexual individual from remote Maharashtra, illuminating the stigma associated with bisexuality, which is often less discussed than homosexuality. This eye-opener for progressive Maharashtra, emphasised challenges faced by bisexual individuals and the need for greater acceptance and understanding.



WEB | FEATURE VIDEO | MARATHI

VISHAKHA NIKAM

'AMRAVATIT FOREST MADHE SHETI KARNARYA DON BAHINI' | [BBC.COM/MARATHI](https://www.bbc.com/marathi)

This feature tells the story of two sisters, Sushila and Baby, defying gender stereotypes to cultivate a difficult-to-access farm situated 8 km from the nearest village in a remote jungle in Amravati, despite numerous challenges including the threat of being attacked by wild animals.

WEB | INVESTIGATIVE STORY | MARATHI
VARSHA KODAPE

**'DHAKKADAYAK... VAADHTYA PRADUSHANAMULE PURUSHANMADHE
 VAANJHPAN VAADHTOI, MATRA DOSH DILA ZAATOI GHARATIL MAHILELA!' |
 BAIMANUS.IN**

This investigation explores increasing infertility among men due to rising pollution and the patriarchal ideology that blames women for the same.



Jury Appreciation Citations

WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
AAKANKSHA

**'LOVE AND A PLACE OF ONE'S OWN IN A METROPOLIS' |
 RURALINDIAONLINE.ORG**

The article presents an overview of Aarush and Viddhi's journey from rural Maharashtra to Mumbai, delving into the intersections of gender, sexual orientation, class and caste. It offers readers an insight into the lives of a cisgender woman and a transgender man living together in an urban environment, highlighting the challenges they encounter.



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
KRYSTELLE DSOUZA

**'THEY DON'T KNOW OUR PAIN': ABANDONED NRI BRIDE HELPS HUNDREDS
 LIKE HER FIGHT FOR JUSTICE' | THEBETTERINDIA.COM**

The issue of NRI brides being deceived and abandoned has become a social crisis, in states like Punjab. This article delves into this harsh reality, focusing on a victim-turned-survivor now assisting others facing similar trauma. It underscores the resilience of women who fight for justice in the wake of abandonment.



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
GEETHA SUNIL PILLAI

**'RAJASTHAN ELECTION GROUND REPORT: A MARKET WITNESSING TRIBAL
 DAUGHTERS CHOOSING STITCHING OVER STUDIES FOR DAILY SURVIVAL' |
 EN.THEMOOKNAYAK.COM**

This grassroots report delves into the social realities of tribal south Rajasthan, where daughters are compelled to choose stitching over education for daily survival. It captures the intersection of gender, education, and economic struggles.



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
AVINASH LOHANA

'PINKVILLA'S WOMAN UP SEASON 4' | PINKVILLA.COM

The vibrant web feature showcases a diverse range of content addressing contemporary issues while celebrating the essence of being a woman. It captures the spirit of modern femininity, emphasising the strength, resilience, and empowering assertion of today's woman.





WEB | JURY APPRECIATION CERTIFICATE | GUJARATI

SANJAY DAVE

'DAANG NI OCCHU BHANELI ADIVASI MAHILAO JE POTE BANAVELI COMPANY NO KARODO NO KAROBAAR SAMBHALE CHHE' | [BBC.COM/GUJARATI](https://www.bbc.com/gujarati)

The narrative presents a tribal women's initiative that dispels gender stereotypes, especially the idea that women are bad managers or incapable of managing money. This example demonstrably shows how women can lead effectively and collaboratively while working together.

WEB | JURY APPRECIATION CITATION | HINDI

TASNEEM KHAN

'JAAT NA PUCHO BETI KI' | [PATRIKA.COM](https://www.patrika.com)

The article highlights how discrimination against women goes beyond caste, class, creed and religion. Drawing attention to the Hathras and the Shah Bano case, it underscores how women, irrespective of their background, frequently face discrimination.



WEB | JURY APPRECIATION CERTIFICATE | MARATHI

PRAJAKTA POL

'GIRLS' EDUCATION: PARDHI MULINA BEGGARY AIVAJI SHIKSHAN MILAVA MHANUN YA ZODPYANE KAAY KELA?' | [BBC.COM/MARATHI](https://www.bbc.com/marathi)

The article takes us on a journey through the efforts of a tribal woman who saves girls from the Pardhi community from being pushed into beggary and ensures that they receive formal education and live with dignity and respect.



TELEVISION | JURY APPRECIATION CERTIFICATE | MARATHI

ANAGHA PATHAK

'ANEAMIA : THE SILENT SUFFERING OF INDIAN WOMEN' | [BBC.COM/MARATHI](https://www.bbc.com/marathi)

The documentary draws attention to the serious problem of anaemia among women and why we have been unable to eradicate it. It provides insightful information about how this ailment impacts women's lives and emphasises on the action required to combat it.



SPECIAL PERFORMANCE BY
VAIBHAV MANKAD & HIS TROUPE



Vaibhav Mankad is a distinguished Hindustani Classical singer and teacher. Trained under Guru Shri Dr. Rajesh Kelkar in the Agra Gharana tradition, he holds a Master's degree in Hindustani Classical Vocal from Mumbai University. Starting his professional career at just 15, he has shared the stage with esteemed artists such as Padma Vibhushan Pandit Birju Maharaj and others. He has performed worldwide, including in the U.S.A, U.K., France, and more. Specialising in semiclassical, ghazals, Sufi, and devotional music, Vaibhav has over 19 years of teaching experience and is revered as a Guru in Hindustani music.

THE STUDENTS OF KAINA FOUNDATION



Sangeet Natak Akademi awardee Manipuri exponent and guru Latasana Devi is a renowned name from the world of classical dance well-versed in both dance and martial art forms, music, as well as drum playing. Over the last three plus decades of showcasing her art across India and the world, her Kaina Foundation has been teaching Manipuri classical and folk dance to underprivileged children in Mumbai for nearly a decade. She is also involved with NCPA's Nritya Parichay programme for underprivileged students over the past seven years.

The 12 children who performed are all from underprivileged homes in Filterpada neighbourhood of Aarey Colony and train under Kaina Foundation.

- Begin with SV Sista video and 2-minute silence
- Welcome and introduction of the Emcee by Yogesh Pawar, Programme Director, Population First
- Curtain raiser
- Opening performance by the students of Kaina Foundation
- Address by K. V. Sridhar, Executive Trustee
- Address by Dr. Sharada, Trustee
- Presentation of the *Laadli* Media and Advertising Awards (Southern Region)
- Address by Dolly Thakore, National Coordinator, *Laadli* Media Awards
- Presentation of the *Laadli* Media and Advertising Awards (Eastern Region)
- Singing performance by Vaibhav Mankad and his troupe
- Presentation of the *Laadli* Media and Advertising Awards (Northern Region)
- Address by Anuja Gulati, Program Management Specialist, UNFPA
- Presentation of the *Laadli* Media and Advertising Awards (Western Region)
- Address by Chief Guest Renuka Shahane, Actor, Filmmaker & Host
- Vote of thanks

1. **DR. AARTHI P M** - Director of the School of Gender Studies at Mahatma Gandhi University, specialising in public health law, gender justice, and feminist research methodology.
2. **ANAND MADHAB** - Development professional and media marketing expert with expertise in CSR, gender empowerment, and development campaigns.
3. **ANUJA GULATI** - Program Management Specialist, UNFPA.
4. **ADV. AUDREY DMELLO** - Director at Majlis, heading the Gender and Law programme, offers legal aid to victims of domestic and sexual violence.
5. **BEVERLY WHITE** - Senior Anchor with 20 years' experience, covering business and features at NDTV, Times Now, and Your Story.
6. **DR. DAYA KRISHNA MANGAL** - MD with 40+ years in public health, now an Adjunct Professor at Johns Hopkins University's Bloomberg School of Public Health, USA.
7. **DIVYA GUPTA** - a seasoned development practitioner and journalist with over 20 years of experience, has worked with UN agencies, WHO & World Bank.
8. **DR. MINAXI SHUKLA** - Co-founder of the Centre for Health, Education, Training and Nutrition Awareness (CHETNA) has consulted on child rights and education since 2016, recently with UNICEF and Bihar's ECCE programme.
9. **DR. MALTI MEHTA** - Media Educator, Documentary Filmmaker, and former Director of Educational Multimedia Research Centre (EMMRC), Ahmedabad.
10. **GITALI VINAYAK** - Chief Editor, Miloon Saryajani, a Marathi magazine and a social activist.
11. **GITA CHADHA** - Visiting Professor at Azim Premji University and Obaid Siddiqui Chair at NCBS, with notable work in science studies, feminist theories, and postcolonial studies.
12. **GOKUL KRISHNAMOORTHY** - Co-founder and Group Consulting Editor, Uplift MediaNews4u & Editor, The Free Press Journal BrandSutra.
13. **GOVIND CHATURVEDI** - A veteran journalist, Associated with Dainik Navjyoti, UNI, Rajasthan Patrika.
14. **GOWHAR GEELANI** - Senior Journalist-author with over 15 years of international media experience, Ex-Editor at Deutsche Welle.
15. **JYOTSNA KAUR HABIBULLAH** - CEO of Lucknow Farmers Market, leads a sustainable online community connecting over 5000 agripreneurs, farmers, and artisans, offering 10,000 products and recently launched her product line.
16. **K PRAVEISH VISHWANATH AIYAR** - A cinephile, Taught Film Communications at Guru Nanak Khalsa College for twenty-four years
17. **KALA RAMANATHAN** - The management graduate has been an air hostess with Indian Airlines. A home chef specialising in millet-based cooking she is deeply interested in performing arts, culture and gender issues.
18. **KANCHAN MATHUR** - Ex-officiating director at IDSJ, Jaipur until 2018 and Professor (Honorary) until 2023.
19. **KANCHAN SRIVASTAVA** - Senior Editor at Exchange4media Group with 16 years of experience at Times Group, Zee Group, and Free Press Journal.
20. **KANKSHI NETRI** - Founder of NETRI Foundation and policy researcher. Recognized for championing women's rights and driving technology-based political opportunities in India.
21. **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 and dialect coach.

22. **DR. LEENA PUJARI** - A feminist sociologist and Head of Sociology at K C College, specialises in Gender Studies, feminist pedagogy, and jurisprudence.
23. **MEENA KARNIK** - Ex-editor of Aapla Mahanagar, current jury member at FIPRESCI
24. **MIRA K DESAI** - Researcher with over three decades in gender, development, and media studies, contributing to Indian television studies, media education, and development communication.
25. **MITALI PAREKH** - An editorial fixture since 2000, has written for the Guardian, Time Out, and more, was Gender and Sexuality Editor at DNA, and now contributes to Sunday mid-day on gender, mental health, and beyond.
26. **MUSTAFA PLUMBER** - Karnataka State Correspondent for LiveLaw, has over 18 years of legal reporting experience and a Law degree, specialising in court decisions and legislative developments.
27. **PAMELA PHILIPOSE** - Current ombudsperson for The Wire.in, ex-editor-in-chief of Women's Feature Service, Ex-senior associate editor at The Indian Express, ex-advisor at the Indian government's Media Task Force
28. **ADV. PERSIS SIDHVA** - An Advocate for over a decade. Head, Legal Services Programme at RATI Foundation
29. **PRACHI PINGLAY** - Consulting Editor at Citizen Matters Mumbai and Bengaluru-based journalist, covers political and social issues for Outlook, BBC News, and The Hindu, and teaches radio journalism and podcasting.
30. **PREETA MATHUR** - Worked on the Hindi Theatre Stage for the last almost 37 years. With about 5000 shows of more than 50 plays behind her, Preeta has a large and varied experience to draw from.
31. **RAJAN MAHAN** - Veteran journalist and expert on Rajasthan politics. Besides serving as a Resident Editor at NDTV, he has been a Professor of Journalism at the University of Rajasthan in Jaipur.
32. **RANJONA BANERJI** - Worked for four decades in media, has transitioned from a copywriter to editor across Indian journals and newspapers, covering diverse topics including food, art, politics, and cricket.
33. **RATNA BHARALI TALUKDAR** - An acclaimed journalist and writer who brings Northeastern India to life through extensive fieldwork. The Ram Nath Goenka Awardee.
34. **REVATHI SIVAKUMARA** - Writer and Journalist with 13 years of experience at The Times of India and Deccan Herald, transitioned to digital media.
35. **RICHA ANIRUDH** - Producer & Anchor of the YouTube show "Zindagi With Richa", award-winner for the talk show 'Zindagi Live'
36. **PROF. RITU DEWAN** - President of the 64th Indian Society of Labour Economics Conference, Visiting Professor at the Institute of Human Development, Co-Founder of the Feminist Policy Collective, Trustee at the Centre for Budget and Governance Accountability and The India Forum, and former President of the Indian Association for Women's Studies.
37. **SAMEERA R** - Actor And Voice-Over Artist from Andhra Pradesh, Worked in Hindi and Telugu films, TV, and ads, trained in Bharatnatyam and Kuchipudi.
38. **SAMPAD MAHAPATRA** - Former Editor of 'The Sambad' and Founder Editor of 'The Nitidin', former Odisha Bureau Chief of NDTV.
39. **SANDEEP SAHU** - Multilingual journalist associated with the BBC World Service from Odisha, OTV, Outlook magazine, thequint.com, news18.com, and others.
40. **SAUMYA BAIJAL** - Feminist, bilingual writer, ad woman, storyteller, poet, guest lecturer, radio presenter, theatre person, activist.

41. **SHAHINA KK** - Winner of International Press Freedom Award 2023. Senior Editor with Outlook Magazine. 27 years of experience in journalism- Television, Print and digital media. Reporting experience across human rights, public health, Gender, Caste and politics.
42. **SHEFALI CHATURVEDI** - An award-winning audio professional and communication consultant with 20 years' experience in media and humanitarian work, led initiatives with WHO, BBC Media Action.
43. **DR. SHOMA A. CHATTERJI** - Highly esteemed freelance journalist, film scholar, and author, two National Awardees, multiple Lifetime Achievement Awardees and ex-jury members at both national and international film festivals.
44. **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.
45. **SUGITHA SUGI** - First Female Editor in Tamil journalism, five-time Laadli Award winner.
46. **SUNEETA RAO** - The Indipop Icon known for "Paree Hoon Main," boasts a 40-year career in music and theatre, with five Indipop albums, and a prominent "LAADLI" spokesperson in Indian entertainment.
47. **SUNNY SEBASTIAN** - Veteran Journalist And Political Commentator, Founder Vice-Chancellor of Haridev Joshi University of Journalism and Mass Communication.
48. **SYED RAZA HUSSAIN ZAIDI** - Partnership and DEIA Head at Naz Foundation International. He is currently working with Wikipedia to spotlight underrepresented queer and women's stories.
49. **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.
50. **VANAJA C** - Award-winning journalist, TV presenter, and filmmaker.
51. **VINTA NANDA** - Filmmaker and writer. Editor of The Daily Eye, Creative Director at ACEE.
52. **YASIM SAIT** - Author, Counsellor, and Life Purpose Coach on a mission to empower women at different stages of their lives.

ABOUT UNFPA

UNFPA's mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled, ensuring rights and choices for all. Our work is guided by the principles of a human-rights-based approach set in place by the 1994 International Conference on Population and Development (ICPD), gender empowerment and equality, and the imperative that no one is left behind.

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

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

Population First is a social impact organisation 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.

Programmes 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 how India treats its women by changing how 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 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.

The programme support Team at PF

Anjali Singh
Ankita Keshri
Arjun Pate
Navan Shetty
Pooja Nagdev
Sangita Waje
Swapnil Shirsekar

Event Management Team

Mahendra Ji & his team

Madhav Banquet Team

Govind Ji
Ranjit Ji
Naresh Ji
Kuldeep Ji

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Social Media Team

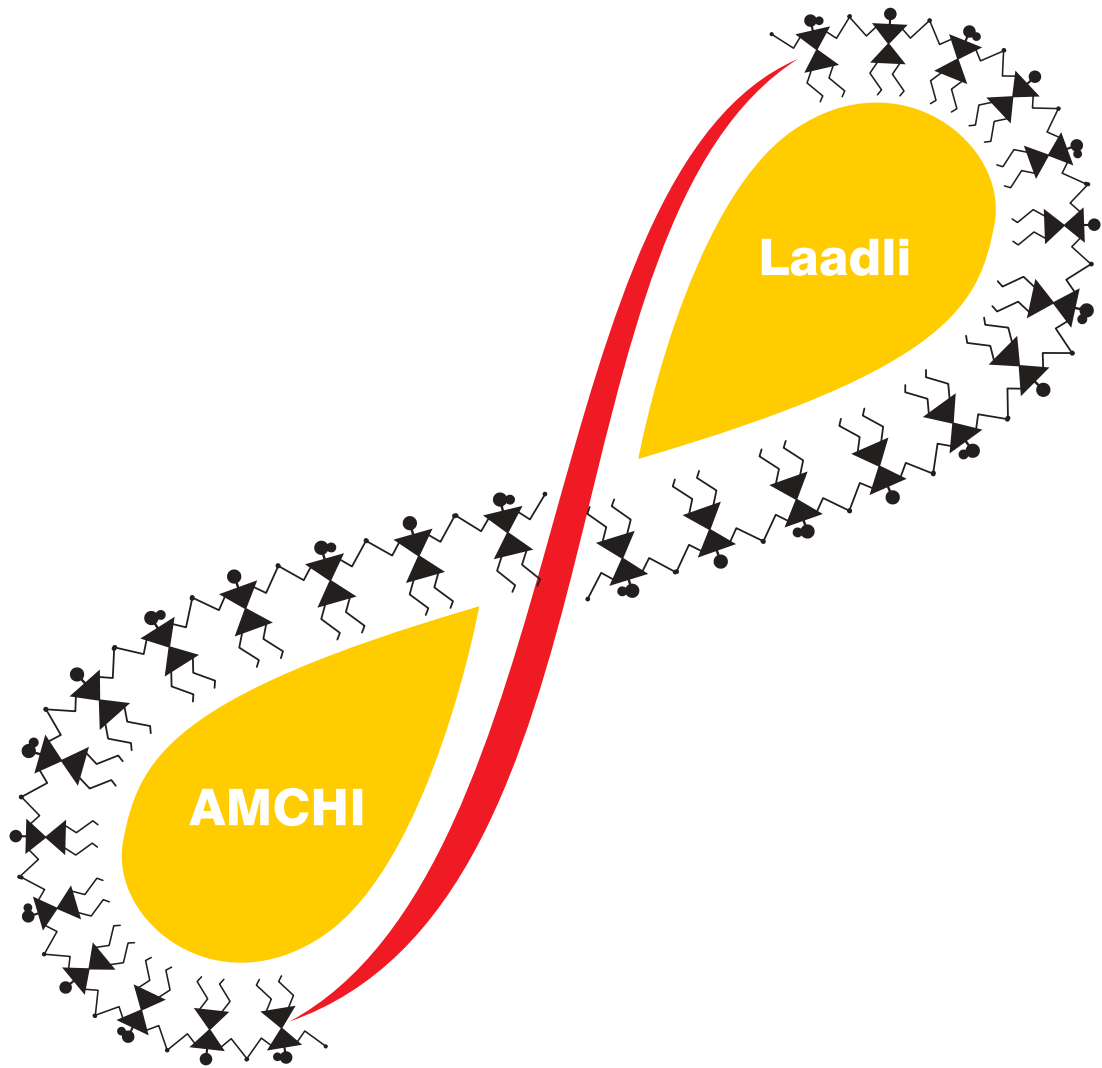
Krishna Vadrevu

Master of Ceremony

Vinaya Deshpande

Volunteers

Abhijit Sawate
Aditi Thakur
Akansha
Asad sayyed
Dipali kori
Devesh koli
Krishana vishawakarma
Laxmi
Nikhil chawlkar
Poonam Kuril



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

Contributions to Population First are exempt from tax under section 80-G (5) of the Income Tax Act. Population First is registered under Foreign Contributions (Regulation) Act 1976. Cheques can be made payable to Population First and mailed to: Bungalow no. 3, Paramhans CHS, Near new RTO, Next to Hotel VITS Sharanam, Eastern Express Highway, Thane (W) Mumbai - 400604. India.

Population First



Laadli

Celebrate Her Life

An Initiative by Population First

Supported by



United Nations Population Fund

Population First

Bungalow No 3, Paramhans CHS,
Ramkrishna Nagar, Next VITS Sharnam hotel,
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Logo & Brochure designed by: Pooja Nagdev