

POPULATION FIRST
Population First

4th *Laadli* **14th**
South Asia **Med** **a** **National**
2024 **& Advertising Awards** **2024**
for Gender Sensitivity



Laadli

Celebrate Her Life
An Initiative by Population First



Wednesday, October 9, 2024
at The Tata Theatre, NCPA, Nariman Point, Mumbai



We are back with the South Asia *Laadli* Media and Advertising Awards for Gender Sensitivity (SALMAAGS) supported by UNFPA in collaboration with South Asia Women in Media (SAWM). A sincere thanks to both for their continued trust and belief.

This 4th edition of SALMAAGS will recognise 57 stellar contributions in media, advertising, literature, theatre and cinema for pushing boundaries and igniting candid and insightful discussions around gender. This includes 14 media persons from seven South Asian countries being recognised for their consistent engagement with promoting gender sensitivity in media

We thank all those who sent entries and congratulate the winners. This edition was preceded by the regional awards when 74 journalists were awarded in Thane on 4th September 2024.

Among the special awardees of SALMAAGS 2024 are doyenne of Social Work Education Dr Armaity Desai (*Laadli* of the Century Award); columnist, chronicler of urbania, author and media trainer Ms. Bachi Karkaria (*Laadli* Lifetime Achievement Award); the Indian film industry's first and only female gaffer Ms Hetall Dedhhia (*Laadli* Woman Behind the Screen Award); one of India's feistiest human rights lawyer, Ms. Vrinda Grover (*Laadli* Gender Champion Award), three path-breaking films – All We Imagine As Light, Laapataa Ladies and Kaathal- The Core.

To mark how SALMAAGS is coinciding with UNFPA's golden jubilee year in India, the UN Under-Secretary General and UNFPA Executive Director Dr Natalia Kanem will chair the event where special *Laadli* UNFPA@50 awards will be conferred on six individuals who have mindfully used a gender lens in their sphere of work. Among these are anthropologist and ethnographic filmmaker Dr Harjant Gill (Redefining Masculinities); independent journalist Nidhi Jamwal (Feminising Climate Solutions); pioneer of elderly care initiatives in India Dr. Sheilu Sreenivasan; filmmaker and writer Paromita Vohra (Empowering Adolescents and Young People); IT expert Anita Gurusurthy (Consistent Advocacy to Bridge the Digital Gender Divide) and Filmmaker, Activist and Journalist Bishakha Datta (Building Conversations Around Right to Bodily Autonomy).

Our heartfelt gratitude to actor-director Ratna Pathak - whose work across theatre, TV and cinema has made her a household name – for honouring us with her presence as the Chief Guest.

We also deeply appreciate the presence of the Regional Director of UNFPA's Asia-Pacific Regional Office Pio Smith and the Country Representative for UNFPA India Andrea Wojnar at this event as our esteemed guests of honour along with internationally acclaimed actor Chhaya Kadam.

We thank our jurors whose unwavering support to the cause motivates us to carry despite challenges. Sincere thanks to our National Coordinator, Ms Dolly Thakore, for continuing to ignite passion and zeal in our pursuit of gender justice.

I'd like to express my deep gratitude to our erstwhile CEO and current trustee Dr A L Sharada and Anuja Gulati of the UNFPA for the much-needed guidance and hand-holding. One can't thank UNFPA enough for its priceless support - both financial and technical as we march ahead on the path of gender equality advocacy.

FOREWORD



Our sincere and deepest gratitude for NCPA, Madison Outdoor Media and Hitkari who have been our consistent partners.

A big shout-out to the singer-performer trio of Radhika Sood-Nayak, Neil and Vinayak enough for agreeing to present Sufi musical compositions which dissolve divides of religion, caste, class and gender.

Where would I be without Team Population First? Anjali Singh, Ankita Keshri, Arjun Pate, Navan Shetty, Pooja Nagdev, Sangita Waje and Swapnil Shirsekar (Team *Laadli*) and Fazal Pathan and Sangita Tribhuwan (Team Amchi). Thank you for working so hard to bring it all together. All of you deserve credit for the success of this ceremony.

Yogesh Pawar
Programme Director
Population First



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 fourth edition is back in 2024 with the support of South Asia Women in Media (SAWM). 14 awards will be given to awardees from seven countries at the ceremony to be held on October 9th, 2024. Apart from India there will be awardees from Pakistan, Afghanistan, Sri Lanka, Bangladesh, Bhutan, 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.



DR HARJANT GILL
CONSISTENT ENGAGEMENT WITH REDEFINING MASCULINITIES

Anthropologist Dr Harjant Gill's research at Towson University examines the intersections of gender, sexuality, transnationality and popular culture in India. This award-winning filmmaker's acclaimed ethnographic films include *Roots of Love* which looks at the changing significance of hair and turban among Sikh men in India; *Mardistan (Macholand)* which explores Indian manhood focusing on issues of sexual violence, son preference and homophobia; and *Sent Away Boys* which examines how provincial communities across northern India are transformed by the exodus of young men giving up farming to seek a better life abroad. This recipient of multiple prestigious fellowships, who also heads the Society for Visual Anthropology (SVA) is working on his forthcoming book, *Coming of Age in Macholand: Masculinity, Sexuality, and Violence in Post-Conflict Punjab*.

NIDHI JAMWAL
CONSISTENT REPORTING ON GENDER AND CLIMATE CHANGE ISSUES

Though independent journalist Nidhi Jamwal is based out of India's financial capital Mumbai, her reportage dwells on rural and environmental issues, including climate change to which she has brought a unique gender perspective for more than 25 years, making her work stand out. She often highlights how the major brunt of climate crises is borne by women who must either fight or find ways to adapt in order to help their families and communities survive.



DR. SHEILU SRINIVASAN
PIONEER OF ELDERLY CARE INITIATIVES IN INDIA

The Founder President of Dignity Foundation Dr Sheilu Sreenivasan has been tirelessly working for the past 40 years with the Elderly to bring about a positive change. The Foundation directly supports over 500 senior citizens in three urban slums of India – with over 150 members in each city. Whether it is through her work in the area of elderly care now or through her earlier stint in research and publishing, she has unfailingly contoured her interventions with gender-sensitivity.





PAROMITA VOHRA
EMPOWERING ADOLESCENTS AND YOUNG PEOPLE

Acclaimed filmmaker, screenwriter, columnist, and author Paromita Vohra wears each of her hats with equal poise. Whether engaging with youth on subjects as varied as urban life, desire, pop culture or cinema, she unfailingly holds a mirror to patriarchy and its treatment of women. Agents of Ishq the website about sexuality, love and desire Vohra founded in 2014 "creates a positive and enabling conversation around sex," cutting across different sexual orientations has a reach of 24 million and has not only won five Laadli awards for gender sensitivity but is also recognised as one of 10 global sexuality projects of excellence by UNESCO.



ANITA GURUMURTHY
CONSISTENT ADVOCACY TO BRIDGE THE DIGITAL GENDER DIVIDE

Anita Gurumurthy, the founder and executive director of IT for Change (ITfC), oversees research on the platform concerning digital justice frameworks for women, democracy in the digital age, and data and AI governance. Engaged in national and international advocacy for digital rights, she frequently contributes to academic and media spaces. She also leads a variety of research projects, such as Recognize-Resist-Remedy, an initiative to address gender-based hate speech in the online public sphere, and Centring Women in India's Digitalising Economy, a policy research and learning exchange project spanning India, Africa, and the EU on women and the future of work. She has spoken as a keynote speaker at the AAAI/ACM conference on artificial intelligence and ethics and has represented civil society in many capacities throughout the world, including the UN Internet Governance Forum.

BISHAKHA DATTA
BUILDING CONVERSATIONS AROUND RIGHT TO BODILY AUTONOMY

Film-maker, activist and journalist Yore Bishakha Datta who co-founded and heads Point of View, a Mumbai non-profit working in the area of gender, sexuality and women's rights has continuously furthered discussion on Bodily Autonomy and agency. On the board of several nonprofits including Creating Resources for Empowerment in Action and the Wikimedia Foundation where she was the 1st Indian trustee, Datta has also edited And Who Will Make the Chapatis? - a 1998 overview of the all-women political panchayats in Maharashtra. Five years later her documentary In the Flesh: Three Lives in Prostitution was released.



SOUTH ASIA AWARDEES



ZARGHOONA SALEHI

ENGLISH | CONSISTENT REPORTING ON GENDER ISSUES | AFGHANISTAN

Zarghoona Salehi, an Afghan journalist with nearly two decades of experience, has bravely reported on women's issues and human rights under Taliban rule. As head of the women's section at *Pajhwok News Agency*, she highlights the struggles faced by Afghan women, from school closures to gender-based violence. Despite the risks, she remains committed to raising awareness.

WASLAT ZUHA KHAN

URDU | CONSISTENT REPORTING ON GENDER ISSUES | AFGHANISTAN

Now based in Islamabad, Waslat Zuha Khan is an Afghan journalist dedicated to advocating for women and marginalised communities from her home country. Despite being displaced, she continues to amplify the voices of Afghan women, particularly those facing violence and discrimination. With over five years of experience, she has held various roles in Afghan media, including news manager, reporter, and producer. Her work spans multiple outlets, including *11 Network TV* and *Afghan Youth Television*. A committed advocate for women's rights, Waslat's resilience and dedication, even in exile, make her set apart.



TAPASHI RABEYA AKHI

BENGLI | CONSISTENT REPORTING ON GENDER ISSUES | BANGLADESH

Tapashi Rabeya Akhi, a journalist in Bangladesh, is committed to gender-sensitive reporting. As a Special Correspondent at *The Daily South Asian Times*, she focuses on women's and marginalised communities' issues. With 14 years of experience, Tapashi has received recognition, including an award for Best TV Reporting on Safe Environment by the SAARC Environment Journalists' Forum. Her leadership and media training highlights her dedication to amplifying underrepresented voices in Bangladesh.

SHUMANA SHARMIN

BENGLI | CONSISTENT REPORTING ON GENDER ISSUES | BANGLADESH

Shumana Sharmin, Associate Editor at *Prothom Alo*, has been a trailblazer in gender-sensitive journalism in Bangladesh. Starting her career in 1991, she has focused on issues affecting women and children, amplifying their voices through her editorial work. She edited *Anya Paksha* and *Narimancha*, platforms that highlighted women's empowerment. Shumana's contributions extend beyond journalism, collaborating with organisations like UNICEF to promote gender sensitivity.



DAMCHOE PEM

ENGLISH | CONSISTENT REPORTING ON GENDER ISSUES | BHUTAN

Damchoe Pem, an award-winning journalist with over a decade of experience, focuses on crime-related stories, particularly those involving female victims. In Bhutan, where women often remain silent about their experiences, Damchoe's unique storytelling gives them a powerful voice. Her sensitive coverage of these issues sets her apart, as she highlights the voices of women rather than letting male suspects dominate the narrative.



SOUTH ASIA AWARDEES



YANGYEL LHADEN

ENGLISH | CONSISTENT REPORTING ON GENDER ISSUES | BHUTAN

Yangyel Lhaden, an award-winning journalist at Kuensel, is renowned for her dedication to addressing critical social issues. In her impactful story, "Domestic Violence is No Longer Gender-Biased," she challenges the perception that domestic violence only affects women in Bhutan. By shedding light on male victims, she broadens the conversation around domestic violence, raising awareness of its often-overlooked impact on men. Her commitment to highlighting such nuanced issues makes her a rising star in journalism.

AISHATH MOHAMED

DHIVEHI | CONSISTENT REPORTING ON GENDER ISSUES | MALDIVES

Aishath Mohamed's selection for the South Asian *Laadli* Award highlights her significant contributions to Maldivian journalism. Her trailblazing journey, marked by resilience and dedication, has transformed the media landscape. Aishath's commitment to accurate, gender-sensitive reporting, and her role as a pioneering woman in the field, embodies the spirit of the *Laadli* Award. Her ability to break barriers and set new standards in journalism. Aishath's work not only informs but also inspires, making her a beacon in the world of media.



ZAMATH AHMED WAHEED

DHIVEHI | CONSISTENT REPORTING ON GENDER ISSUES | MALDIVES

Zamath Ahmed Waheed's journalism is defined by her unwavering commitment to truth, education, and women's empowerment. Her reports and stories have consistently highlighted critical social issues, advancing gender-sensitive discourse in the Maldives. With her diverse experience and leadership roles, Zamath has made a significant impact on the media landscape.



BINITA DAHAL

NEPALI | CONSISTENT REPORTING ON GENDER ISSUES | NEPAL

Binita Dahal, a senior journalist with the BBC Nepali Service, is renowned for her in-depth reporting on gender issues in Nepal. Her investigative journalism, widely respected both within the country and among the diaspora, covers the social exclusion of women and marginalised communities, including the Rautes and Chepangs. Binita's work submitted for the *Laadli* Awards reflects her commitment to shedding light on these critical issues.



KALPANA BHATTARAI

ENGLISH | CONSISTENT REPORTING ON GENDER ISSUES | NEPAL

Kalpna Bhattarai is a rising young journalist known for her investigative reporting. Her recent work, on Nepali children being trafficked into India, has garnered significant attention across the country. Kalpna's commitment to exposing critical issues through her impactful journalism makes her a notable voice in Nepal's media landscape.





JAMAIMA AFRIDI

ENGLISH | CONSISTENT REPORTING ON GENDER ISSUES | PAKISTAN

Jamaima Afridi has made remarkable strides in journalism, overcoming challenges in a region where women in the field face significant barriers. Her reporting focuses on marginalised communities, particularly women, using compelling storytelling techniques like human interest and thematic interlinking. In a country where young journalists often lack mentorship, Jamaima's dedication and potential are inspiring. She continues to rise, making a meaningful impact in gender-sensitive journalism.

RABBIA ARSHAD

URDU | CONSISTENT REPORTING ON GENDER ISSUES | PAKISTAN

Rabbia Arshad has excelled in adapting to the evolving digital media landscape, transitioning from print and electronic journalism to mobile journalism. Her impactful stories focus on critical issues like gender equality and climate change. Known for her balanced perspective and commitment to social justice, Rabbia's work amplifies marginalised voices.



SONALI WANIGABADUGE

ENGLISH | CONSISTENT REPORTING ON GENDER ISSUES | SRI LANKA

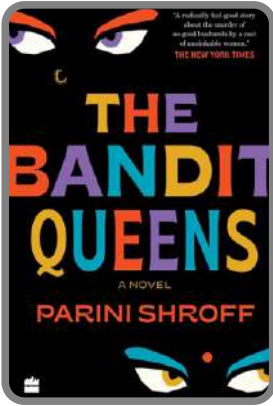
Sonali Wanigabaduge, a media personality and lawyer from Sri Lanka, is a staunch advocate for women's rights in the media industry. At a time when space for women's issues in mainstream media is shrinking, Sonali hosts The Peoples' Platform, a leading bespoke policy talk show that provides a vital space for women experts to engage in policy dialogues on gender-blind policies, food insecurity and education reform. Telecast on News1st, Sri Lanka's largest news network, Sonali's work is a beacon for amplifying women's voices in public policy and governance debates.

AANYA WIPULASENA

ENGLISH | CONSISTENT REPORTING ON GENDER ISSUES | SRI LANKA

Aanya Wipulasena, the Sri Lankan freelance journalist focuses on the stories of the island nation's most marginalised communities, particularly women. With deep empathy, she sheds light on the lives of the voiceless, from sex workers to migrant women, and highlights issues like vaccine inequity. Her gender-sensitive reporting brings visibility to society's most invisible sections. This Chevening Fellow's work has appeared in *The Guardian*, *Al Jazeera*, *The New York Times*, and *Agencia EFE*.





BOOK | ENGLISH | FICTION

PARINI SHROFF

'THE BANDIT QUEENS' | HARPER COLLINS PUBLISHERS

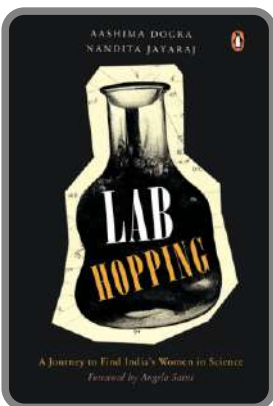
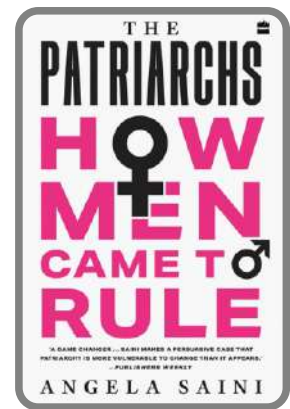
Bandit Queens celebrates the strength and resilience of women. It explores themes of courage, hope, gender roles, loneliness, and love through the story of women facing life's challenges with wit and determination. The book offers a heartfelt and humorous take on their struggles and victories, creating memorable characters that linger with you long after finishing the final chapter. Simple yet profound, it's a tale of survival, agency, and the power of female friendships.

BOOK | ENGLISH | NON-FICTION

ANGELA SAINI

'THE PATRIARCHS: HOW MEN CAME TO RULE' | HARPER COLLINS PUBLISHERS INDIA

Angela Saini's *The Patriarchs: How Men Came to Rule* explores the origins of patriarchy, challenging the notion that cavemen were simply stronger. This thought-provoking book is a must-read for everyone. While it effectively examines the historical power struggles between genders, it could benefit from a deeper analysis of contemporary examples, like China and India. Saini's ambitious approach parallels that of other influential thinkers, making her work stand out.



BOOK | ENGLISH | NON-FICTION

NANDITA JAYARAJ & ASHIMA DOGRA

'LAB HOPPING: A JOURNEY TO FIND INDIA'S WOMEN IN SCIENCE' | PENGUIN RANDOM HOUSE INDIA

Lab Hopping highlights obstacles women scientists encounter and sheds light on the ongoing gender disparity in Indian science. Through interviews and stories, authors Nandita Jayaraj and Ashima Dogra explore the experiences of women in various scientific fields, revealing how they navigate a male-dominated space. The book provides insights into the persistent gender gap in India's scientific community, despite some recent progress.

BOOK | ENGLISH | MEMOIR

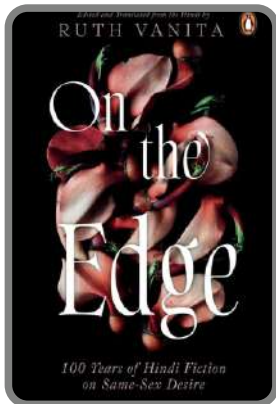
ASHOK ALEXANDER

'HOW THE LIGHT GETS IN' | PENGUIN RANDOM HOUSE INDIA

In *How the Light Gets In*, Ashok Alexander explores the adventure of self-discovery in his memoir about a groundbreaking public health initiative. He shares his journey of creating an organisation aimed at reducing needless deaths among India's poorest mothers and children. Through honest storytelling, he takes readers from the streets of Mumbai to the lush landscapes of Madhya Pradesh, revealing the beauty and struggles of marginalised communities. Ashok's transition from a corporate career to this mission showcases the power of everyday heroism, evoking a range of emotions and inspiring hope.



BOOK AWARDEES



BOOK | ENGLISH | TRANSLATION | SHORT STORIES

RUTH VANITA

'ON THE EDGE- 100 YEARS OF HINDI FICTION ON SAME-SEX DESIRE' | PENGUIN RANDOM HOUSE INDIA

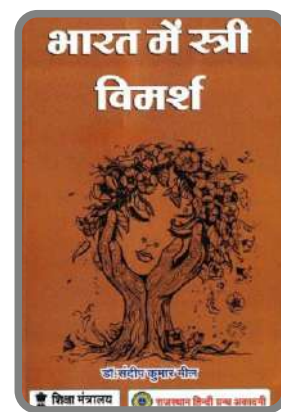
Ruth Vanita's *On the Edge* is a fascinating collection of translations exploring same-sex desire in Hindi fiction over the past century. Featuring stories from some of India's finest writers, this book is a treasure. Ruth's careful selection highlights the rich complexity of the narratives, which are nuanced rather than straightforward. Instead of forcing a message, the stories gently engage readers, providing deep emotional insights. This thoughtful approach not only enriches the literary landscape but also contributes meaningfully to discussions on gender.

BOOK | HINDI | NON-FICTION

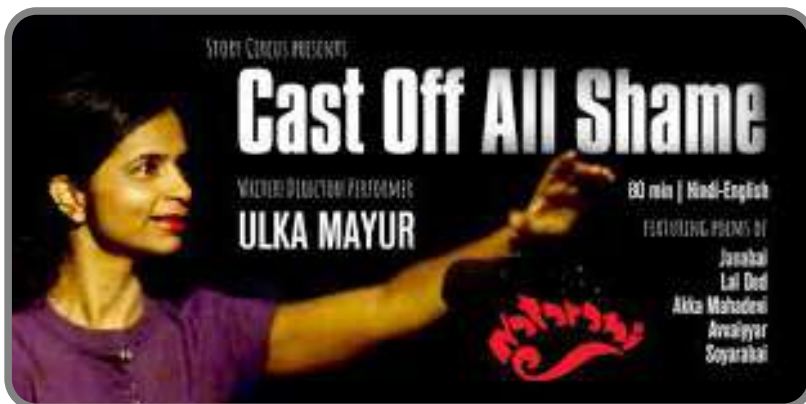
DR. SANDEEP KUMAR MEEL

'BHARAT MEIN STREE VIMARSH' | RAJASTHAN HINDI GRANTH ACADEMY

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.



THEATRE



LAADLI THEATRE AWARD

ULKA MAYUR | CAST OFF ALL SHAME

Written, directed, and performed by Dr Ulka Mayur, *Cast Off All Shame* is a solo theatre piece. Stories of modern women and Bhakti poetry are combined in a playful and thought-provoking way in this show, highlighting gender with intersectionalities of caste and class. Poems and anecdotes are interspersed with vignettes of Indian women from various social levels and backgrounds.



CONSISTENT GENDER ADVOCATE

TANISHQ

Tanishq consistently promotes gender sensitivity, celebrating women's strength, turns traditional stereotypes on the head and emphasises equality. Their campaigns, from Heera Ho Tum to questioning post-marriage changes, reflect progressive values and challenge traditional gender norms.

WINNER | CORPORATE FILM

AUTUMNGREY

'LUMINOUS INDIA | #WOMENINENERGY'



This Luminous Power campaign celebrates women's contribution to the energy sector. By highlighting their achievements on International Women's Day, it underscores the company's commitment to gender diversity and empowerment within a traditionally male-dominated industry.



WINNER | PRODUCT

BBDO INDIA

'ARIEL | HOW STRONG IS YOUR HOME TEAM? HOMETEAMS #SHARETHELOAD'

This campaign effectively promotes gender equality in household responsibilities. By encouraging shared chores, it takes on the traditional Indian patriarchal mindset on gender roles, fostering a shared, well-balanced division of domestic chores and makes a strong case for social change.

WINNER | PRODUCT

EDELMAN INDIA

'STARBUCKS INDIA | IT STARTS WITH YOUR NAME - ARPIT'



This campaign featuring a transgender model, champions inclusion and respect for gender identity. By focusing on personal names and identities, it effectively promotes diversity and sets the tone for starting conversations about a topic swept under the carpet thus far. In doing so it sets a high benchmark for acceptance and representation in advertising.



WINNER | SERVICE

TALENTED

'CHHOTI SOCH? | URBAN COMPANY'

This campaign powerfully portrays a young masseuse's pushback against attempts to stigmatise her work and makes a strong case for her personal and professional dignity. It underlines the cruel attempts to belittle and shame the work done by women and champions women's right to take pride in their work taking on societal prejudices, making a significant statement on inclusion and respect.

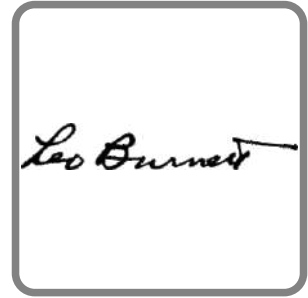


WINNER | CSR

LEO BURNETT INDIA

'WHISPER | KEEP GIRLS IN SCHOOL | PERIOD SONG'

Whisper's Period Song campaign highlights the impact of poor menstrual health and hygiene awareness on the girl child and her prospects. By addressing menstrual health and hygiene and using little girls' voices to convey the message, this ad exemplifies strong corporate social responsibility and commitment to gender equality.



WINNER | SPECIAL DAY

SHAADI.COM

THE #REVOLUTIONAARIS CAMPAIGN BY SHAADI.ORG AND UDAYAN CARE

This campaign highlights the urgent need to increase women's participation in India's workforce. Addressing this critical issue, aligns with Nobel Laureate Claudia Goldin's research on women's labour market challenges, driving impactful change and advocating for greater gender equity in employment.

WINNER | SPECIAL DAY

GREEN CHUTNEY FILMS

DABUR VATIKA | #WOMENOF SUBSTANCE

The Vatika Enriched Coconut Hair Oil campaign for International Women's Day highlights the achievements of women in their workforce. The ad celebrates women driving excellence in a factory run entirely by women, showcasing their journey and leadership. It emphasises breaking barriers, promoting inclusion, and inspiring women to lead across various fields.

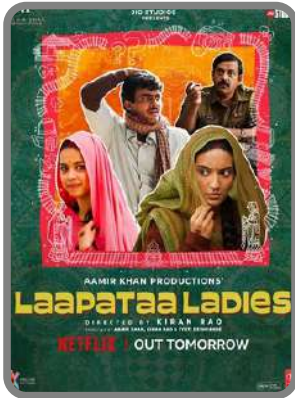


JURY APPRECIATION CERTIFICATE | CSR

TGTHR

HARPIC | HARPIC LOOCATOR APP

Harpic's Be Free to Pee Locator App effectively highlights the problems Indian women face in accessing restroom facilities and provides a solution approach by telling them of a way to access clean restrooms. This initiative showcases a strong commitment to corporate social responsibility and addresses the crucial and critical needs of women, which exposes them to health risks.

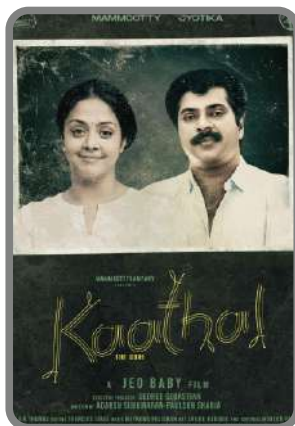


BEST FEATURE FILM
LAAPATAA LADIES
HINDI | KIRAN RAO

Kiran Rao's Laapataa Ladies uses its narrative premise - of two brides who, in 2001, are unintentionally switched while travelling by train - to explore women's empowerment and gender equality in rural India.

THE MOST SIGNIFICANT FILM OF THE YEAR
PAYAL KAPADIA | ALL WE IMAGINE AS LIGHT

Payal Kapadia's Malayalam-Hindi Indo-French production All We Imagine As Light, which became the 1st Indian film ever to win the prestigious Grand Prix at the Cannes Film Festival stars Kani Kusruti, Divya Prabha, and Chhaya Kadam. Its gender-sensitive narrative focuses on women navigating their lives in Mumbai and the challenges that come along. It follows Prabha, a Mumbai nurse whose life goes into a tailspin when she receives a rice cooker from her estranged husband. While Anu, her roommate and colleague, struggles for privacy to spend time with her boyfriend, Prabha's best friend Parvati, a widow, is forced out of her home by property developers.



BEST OTT FILM
KAATHAL - THE CORE
'AMAZON PRIME VIDEO | MALAYALAM | JEO BABY

Kaathal - The Core breaks down the exteriors of a loveless marriage to hold a mirror to society's denial of diverse sexual orientations. Without getting hateful/angry this Jeo Baby film non-judgementally tells the audience it's never too late to let more colours enter their lives. It masterfully tackles a topic still largely taboo in both the film industry and society by employing a traditional family drama scenario highlighting how homophobia affects wives of men forced into marriage.

RAVI JADHAV
TAALI
BEST WEB SERIES | JIO CINEMA

Taali's mesmerising journey immerses us in the world of transgender activist Shree Gauri Sawant. The biographical series directed by Ravi Jadhav where Sushmita Sen plays the protagonist unfolds like a tapestry of courage tracing Sawant's estrangement from her policeman-father, her psycho-emotional struggle given her conservative milieu which compounds her challenge and her eventual transformation into someone who resolutely stands up to the system with dignity.





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 | 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 | 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 | 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 | 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 | 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

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.



MEDIA AWARDEES



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 | 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.



Regional Winners



WEB | FEATURE | HINDI

AISHWARYA AV RAJ

'NARIVADI GYAAN MIMANSA KE SANDARBH AUR BHARTIYA MEDIA' | HINDI.FEMINISMININDIA.COM

The article emphasizes the importance of analyzing media language and its portrayal, especially in reports on women and gender-related issues. It delves into recent research on "Gender Violence Coverage in Hindi Media," uncovering the persistent lack of media sensitivity toward gender perspectives.

WEB | JURY APPRECIATION CERTIFICATE | HINDI

APOORVA SINGH

'SEX WORKERS FREE MEIN LE SAKENGI DOCTORS KI SALAH!' | GNTTV.COM

The article discusses a free clinic opened in GB Road, Delhi's red-light district, offering medical consultations to sex workers like Shalini who is concerned about her body rashes.





LAADLI OF THE CENTURY AWARD
DR. ARMAITY DESAI



This trailblazer social work educator and 1992 Katherine Kendall Awardee's efforts promoting gender equality in higher education stand out. Dr Desai established the standard for incorporating gender justice and equality in social work education long before they became buzzwords. As the head of Nirmala Niketan College of Social Work, Tata Institute of Social Sciences and the University Grants Commission, she has advocated gender equality. Her capacity building of women faculty and administrators for managerial roles in higher education as UGC Chairperson which led to a nationwide impact particularly stands out.



LAADLI LIFETIME ACHIEVEMENT AWARD **BACHI KARKARIA**



This columnist, chronicler of Urbania, author and media trainer was the first Indian on the board of the World Editors' Forum. Ms. Bachi Karkaria's decade-long stint at The Statesman when she put gender sharply on the agenda, with her exposes on the plight of women in custodial protection is still the go-to template in journalism on this subject. Her intersectionalising of gender, urbanisation and public health has seen her emerge as an advisor to the Bill and Melinda Gates AIDS India Initiative and Global Health Strategies. While Ms Karkaria's satirical column since 1994 Erratica enjoys a cult following, her books include In Hot Blood: The Nanavati Case That Shook India; Dare to Dream - a best-selling biography of MS Oberoi; and the most recent biography - Capture The Dream, The Many Lives of Capt. CP Krishnan Nair.

LAADLI WOMAN BEHIND THE SCREEN
HETALL DEDDHIA



Ms Hetall Deddhia, the Indian film industry's first and only female gaffer, started her career in 2005, carrying on the legacy of her father, Mr Mulchand Deddhia, the most renowned gaffer in India. Among the numerous films she has worked on are the well-known Bollywood hits: Bluffmaster, Karthik Calling Karthik and Road, Movie often commanding an all-male team to ensure film sets or event stages are perfectly lit. She has also assisted her father on multiple international productions shot in India and is particularly proud of her work on Mission Impossible: The Ghost Protocol and Un Plus Une.



LAADLI GENDER CHAMPION AWARD **ADV. VRINDA GROVER**



One of India's feistiest human rights lawyers, Ms Vrinda Grover has defended victims of extrajudicial executions, sexual and domestic abuse, mass murders, and torture in detention. She has also supported political activists, trade unions, and sexual minorities who are the targets of state-sponsored human rights abuses.

Enquiries into the role of law in women's subjugation, the criminal justice system's breakdown during collective and targeted violence, the impact of "security" laws on human rights, the rights of undocumented workers, the difficulties faced by internally displaced people and the impunity for torture and enforced disappearances in conflict situations are the focus of Ms Grover's research and writing.

Sufi kalaam | Songs of women



Vinayak Netke
Tabla



Radhika Sood Nayak
Vocals & Narration



Neil Mukherjee
Guitar

Radhika, Neil, and Vinayak came together through a shared love for Sufi poetry from Punjab. Over the centuries, poets like Baba Bulleh Shah, Shah Hussain, and Waris Shah have used their voices to speak for the people, transcending boundaries of religion, caste, class, and gender. Radhika, after leaving her corporate career more than two decades ago, has since immersed herself in Punjabi Sufi poetry. Together with Neil on guitar and Vinayak on tabla, they create music that remains authentic and deeply connected to the poetry. Occasionally, Neil and Vinayak add instruments like the Dotaara, Ukulele, Pianica, or Cajon to complement the kalaam.

To make Punjabi poetry more accessible, Radhika narrates in English, drawing from her personal search for meaning in and beyond the words, and inviting others to join her on this journey of discovery.



On March 9th, 2024, a formal call for entries for the 14th edition of LMAAGS was announced in collaboration with NWMI, Hyderabad, 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 798 entries were received, out of which 682 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 29 Jury meetings were conducted to identify the winners. Fifty-two 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 74 journalists were presented with the *Laadli* Media Advertising Award for Gender Sensitivity at Thane on September 4, 2024, while 37 received the Jury Appreciation Citations.

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

SOUTHERN REGION

SUKANYA SHAJI | 'CONVERSION THERAPY' STILL CONTINUES IN INDIA, DESPITE A BAN' | [THENEWSMINUTE.COM](https://www.thenewsminute.com)

MAHIMA JAIN | 'HOW HOSPITALS ARE HELPING COMBAT VIOLENCE AGAINST WOMEN' | [SCROLL.IN](https://www.scroll.in)

JOHANNA DEEKSHA VICTOR | 'ONE YEAR OF KARNATAKA'S WAR ON MUSLIM WOMEN'S RIGHT TO LEARN' | [SCROLL.IN](https://www.scroll.in)

UZMI ATHAR | 'THREADS OF LIFE: LAMBANI WOMEN SEE THEIR ART FADE AWAY WITH RIGOURS OF TIME AND CLIMATE CHANGE' | [PRESS TRUST OF INDIA](https://www.press-trust-of-india.com)

NITHYA PANDIAN | 'HOW MENSTRUAL SEGREGATION THRIVES IN RURAL AND URBAN HOUSEHOLDS IN TAMIL NADU' | [THENEWSMINUTE.COM](https://www.thenewsminute.com)

TEJASWI SUBRAMANIAN AND NEHA BHAT | 'HEALING FROM SEXUAL TRAUMA - MASTERCLASS | THATSASSYTHING.COM

ANUPAMA CHANDRASEKARAN | 'WOMEN POWER' | [NEWSREEL ASIA](https://www.newsreel.asia)

JAMSHEENA MULLAPPATT | 'PRAKRITHIYKK STREEYAVANAM; ADIVASI TRANS WOMENINTE JEEVITHAM' | [WOKEMALAYALAM-YOUTUBE.COM](https://www.wokemalayalam-youtube.com)

ANISHA A MENDEZ | 'KUDUMBABHAARAM; JOLI UPEKSHIKUNNA KERALATHILE STHREEKAL' | [KERALEEYAMMASIKA.COM](https://www.keraleeyammasika.com)

SUBAGUNAM KANNAN | 'THANPAALINAM KURITHU PALLI PADATHIL SERKKA VENDUM' - GRAMAPPURA THANPALINA THAMBATHI VENDUKOL' | [BBC.COM/TAMIL](https://www.bbc.com/tamil)

NIVEDITA LOUIS | 'KUYAR KALANTURAIYATAL - MARAKKA, AGNI PRADEEP' | [HERSTORIES.XYZ](https://www.herstories.xyz)

HEMA RAKESH | 'PENKALUKKAKA MARPAKA PURRUNOY VILIPPUNARVIL ITUPATUM AN - EN TERIYUMA?' | [BBC.COM/TAMIL](https://www.bbc.com/tamil)

VIJAY KRISHNA PAMULA | 'ADAVI TALLI RAKSHAKULU' | [VANITHA TV](https://www.vanitha.tv)

JURY APPRECIATION CITATION

SUJATHA SIVAGNANAM | '11299 DAYS' | [THE CARAVAN](https://www.the-caravan.com)

HARITHA JOHN | 'MAKING LIFESTYLE CHANGES TO MANAGE PCOS ISN'T AFFORDABLE FOR MANY WOMEN' | [THENEWSMINUTE.COM](https://www.thenewsminute.com)

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

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

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

REGIONAL AWARDEES



EASTERN REGION

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

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

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

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

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

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

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

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

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

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

ANUJ DAS | 'BALYA VIVAH BIRODHRE SWARA' | KANAK NEWS

PARAMBRAHMA TRIPATHY | 'ANIMAL, NARIBIDWESI CHINTAADHARAA O GANAMADHYAMA' | ODISHAREPORTER.IN

JURY APPRECIATION CITATION

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

RITWIKA MITRA | 'STORM CYCLE' | FIFTYTWO.IN

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

NORTHERN REGION

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

SURABHI KANGA | 'PARTIAL JUSTICE' | THE CARAVAN

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

KINSHUK GUPTA | 'BODY CHECKING' | THE CARAVAN

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

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

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

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

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

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

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

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

AHMER KHAN & HANNAH ELLIS-PETERSEN | 'I TRUSTED HIM': HUMAN TRAFFICKING SURGES IN CYCLONE-HIT EAST INDIA' | THEGUARDIAN.COM

SNEHA RICHHARIYA | 'SERIES ON ACID ATTACK SURVIVORS' | INDIASPEND.COM

THE NEW YORK TIMES.COM | 'INDIA'S DAUGHTERS'

SHETHEPEOPLE.TV | 'WRESTLERS V/S THE SYSTEM'

SEEMA AGRAWAL | 'KUPRATHA KA SHIKAR, YE DRAUPADIYAAN' | PRAJATANTR INDORE

ANURAG KUMAR SRIVASTAVA | 'PERIOD BIMARI NAHI' | YATHARTH WADI

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



NORTHERN REGION

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

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

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

VISHNUKANT TIWARI AND ATHAR RATHER | 'WITCHES' OF JHARKHAND' | HINDI.THEQUINT.COM

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

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

THETHIRDEYEPORAL.IN | 'CASEWORKER'S DIARY'

ASTHA SINGH | 'DISHA KI KAHAAANI (EPISODE NO.1)' | RADIO MEWAT, NUH

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

JURY APPRECIATION CITATION

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

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

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

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

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

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

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

NORTHERN REGION

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

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

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

SCROLL.IN | 'HOW THREE WOMEN TURNED INTO ENVIRONMENTAL DEFENDERS IN INDIA'

HRUSHIKESH PATIL AND SEJAL PATEL | 'HOW THE LACK OF RIGHTS WORSENS CLIMATE EVENTS FOR DELHI'S INFORMAL WORKERS' | QUESTIONOFCITIES.ORG

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

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

NEERAT KAUR AND AKANKSHA SAXENA | 'TRAPPED BY TRADITION' | DWDOCUMENTARY-YOUTUBE.COM

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

DNN24 -YOUTUBE.COM | 'WE THE CHANGE' BATTLING WITH MENSTRUATION TABOO IN INDIA'

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

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

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

REGIONAL AWARDEES



WESTERN REGION

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

VIJAYTA LALWANI | 'LONG SHADOWS IN THE SUNSET' | QUEERBEAT

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

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

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

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

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

THEQUINTNEON-YOUTUBE.COM | 'KHOJ: TRANS WOMEN RECOUNT THE STRUGGLES THEY FACE WHILE SEARCHING FOR HOUSING AND JOBS'

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

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

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

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

PUNITA VAIDYA | 'DHATRI DEVO BHAVA' | DIVYA BHASKAR

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

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

TEJAS VAIDYA | 'AMDAVAD MA KAGAL VINATA AA MAHILA KEVI RITE KARODO KAMAY CHHE?' | BBC.COM/GUJARATI

RAJESH KHANDELWAL | 'AATMANIRBHARATA KI MISAAL BANI MAHILAEN' | GAONCONNECTION.COM

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

WESTERN REGION

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

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

VARSHA KODAPE | 'DHAKKADAYAK... VAADHTYA PRADUSHANAMULE PURUSHANMADHE VAANJHPAN VAADHTOI, MATRA DOSH DILA ZAATOI GHARATIL MAHILELA!' | [BAIMANUS.IN](https://www.baimanus.in)

JURY APPRECIATION CITATION

AAKANKSHA | 'LOVE AND A PLACE OF ONE'S OWN IN A METROPOLIS' | [RURALINDIAONLINE.ORG](https://www.ruralindiaonline.org)

KRYSTELLE DSOUZA | 'THEY DON'T KNOW OUR PAIN': ABANDONED NRI BRIDE HELPS HUNDREDS LIKE HER FIGHT FOR JUSTICE' | [THEBETTERINDIA.COM](https://www.thebetterindia.com)

GEETHA SUNIL PILLAI | 'RAJASTHAN ELECTION GROUND REPORT: A MARKET WITNESSING TRIBAL DAUGHTERS CHOOSING STITCHING OVER STUDIES FOR DAILY SURVIVAL' | [EN.THEMOOKNAYAK.COM](https://www.en.themooknayak.com)

AVINASH LOHANA | 'PINKVILLA'S WOMAN UP SEASON 4' | [PINKVILLA.COM](https://www.pinkvilla.com)

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)

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

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

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

OUR JURY



- **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.
- **ANAND MADHAB** - Development professional and media marketing expert with expertise in CSR, gender empowerment, and development campaigns.
- **ANUJA GULATI** - Program Management Specialist, UNFPA.
- **ANJUM RAJABALI** - A Veteran Indian screenwriter, actor, teacher, and activist for screenwriters' rights
- **ADV. AUDREY DMELLO** - Director at Majlis, heading the Gender and Law programme, offers legal aid to victims of domestic and sexual violence.
- **BEVERLY WHITE** - Senior Anchor with 20 years' experience, covering business and features at NDTV, Times Now, and Your Story.
- **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.
- **DEEPA GAHLOT** - National Award-winning critic, columnist, editor and author with works featured in numerous publications and anthologies.
- **DIVYA GUPTA** - A seasoned development practitioner and journalist with over 20 years of experience, has worked with UN agencies, WHO & World Bank.
- **DOLLY THAKORE** - Television news anchor, veteran commentator, columnist, communication and public relations consultant, author, associate publisher, editor, casting director, and actor.
- **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.
- **DR. MALTI MEHTA** - Media Educator, Documentary Filmmaker, and former Director of Educational Multimedia Research Centre (EMMRC), Ahmedabad.
- **GITALI VINAYAK** - Chief Editor, Miloon Saryajani, a Marathi magazine and a social activist.
- **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.
- **GOKUL KRISHNAMOORTHY** - Co-founder and Group Consulting Editor, Uplift MediaNews4u & Editor, The Free Press Journal BrandSutra.
- **GOVIND CHATURVEDI** - A veteran journalist, Associated with Dainik Navjyoti, UNI, Rajasthan Patrika.
- **GOWHAR GEELANI** - Senior Journalist-author with over 15 years of international media experience, Ex-Editor at Deutsche Welle.
- **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.
- **K PRAVEISH VISHWANATH AIYAR** - A cinephile, Taught Film Communications at Guru Nanak Khalsa College for twenty-four years.
- **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.
- **KANCHAN MATHUR** - Ex-officiating director at IDSJ, Jaipur until 2018 and Professor (Honorary) until 2023.
- **KANCHAN SRIVASTAVA** - Senior Editor at Exchange4media Group with 16 years of experience at Times Group, Zee Group, and Free Press Journal.



- **KANKSHI NETRI** - Founder of NETRI Foundation and policy researcher. Recognized for championing women's rights and driving technology-based political opportunities in India.
- **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.
- **KUSUM TRIPATHI** - Professor at Dr. B.R. University of Social Science Mhow and an author.
- **KV SRIDHAR** aka "Pops," – A celebrated Indian advertising creative director and founder of Hyper Collective. With nearly 40 years in the industry, he has won 23 Cannes Lions and over 400 awards globally
- **DR. LEENA PUJARI** - A feminist sociologist and Head of Sociology at K C College, specialises in Gender Studies, feminist pedagogy, and jurisprudence.
- **MEENA KARNIK** - Ex-editor of Aapla Mahanagar, current jury member at FIPRESCI
- **MIRA K DESAI** - Researcher with over three decades in gender, development, and media studies, contributing to Indian television studies, media education, and development communication.
- **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.
- **MOHAMMED KHAN** - Indian advertising legend who set up some of the country's best agencies, including Contract, Rediffusion and Enterprise Nexus.
- **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.
- **DR. PAM RAJPUT** - Indian academic and feminist-activist, Padma Shri honouree, renowned for advancing gender equity, and former Chair of India's High-Level Committee on Women's Status.
- **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.
- **ADV. PERSIS SIDHVA** - An Advocate for over a decade. Head, Legal Services Programme at RATI Foundation.
- **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.
- **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.
- **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.
- **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.
- **RATNA BHARALI TALUKDAR** - An acclaimed journalist and writer who brings Northeastern India to life through extensive fieldwork. The Ram Nath Goenka Awardee.
- **REVATHI SIVAKUMARA** - Writer and Journalist with 13 years of experience at The Times of India and Deccan Herald, transitioned to digital media.
- **RICHA ANIRUDH** - Producer & Anchor of the YouTube show "Zindagi With Richa", award-winner for the talk show 'Zindagi Live'
- **RICHA S. MUKHERJEE** - A TEDx speaker, award-winning author of eight books, ex-journalist, and advertising professional, is a blogger and travel writer.

OUR JURY



- **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.
- **REVATI LAUL** – An independent journalist, filmmaker, and author of *The Anatomy of Hate*, reported for NDTV, Tehelka, and Hindustan Times, and the Director of Sarfaroshi Foundation.
- **SAMEERA R** - Actor And Voice-Over Artist from Andhra Pradesh, Worked in Hindi and Telugu films, TV, and ads, trained in Bharatnatyam and Kuchipudi.
- **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 at Penguin Random House India, former Femina Editor, author, fashion journalism lecturer at NIFT, stage actor, and curator of "The Spaces Between Words."
- **SAUMYA BAIJAL**- Feminist, bilingual writer, ad woman, storyteller, poet, guest lecturer, radio presenter, theatre person, activist.
- **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.
- **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.
- **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.
- **SUDIPTA BASU** - A seasoned journalist from India, currently Senior Editor at Hindustan Times, she has held key editorial roles at The Telegraph, Midday, and Mumbai Mirror.
- **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.
- **SUGITHA SUGI** – First Female Editor in Tamil journalism, five-time Laadli Award winner
- **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.
- **SUNNY SEBASTIAN** - Veteran Journalist And Political Commentator, Founder Vice-Chancellor of Haridev Joshi University of Journalism and Mass Communication.
- **SUNCHIKA PANDEY** - Manages HAT Media, an agency responsible for overseeing social media for the city's police department and the BMC
- **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.
- **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.

- **VIKRANT PANDE** - translator of 12 Marathi classics into English, an award-winning author, and a 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 lives.

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.
- **CHENCHO DEMA** (Bhutan) - Award-winning journalist Chenchho Dema has over 15 years of experience at Kuensel, covering crime, politics, judiciary, and environmental issues. A fellow of Alfred Friendly and AJF, she has freelanced for BBC Monitoring and contributed to renowned publications, including Nikkei and The New York Times.
- **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 Rehendhi 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.

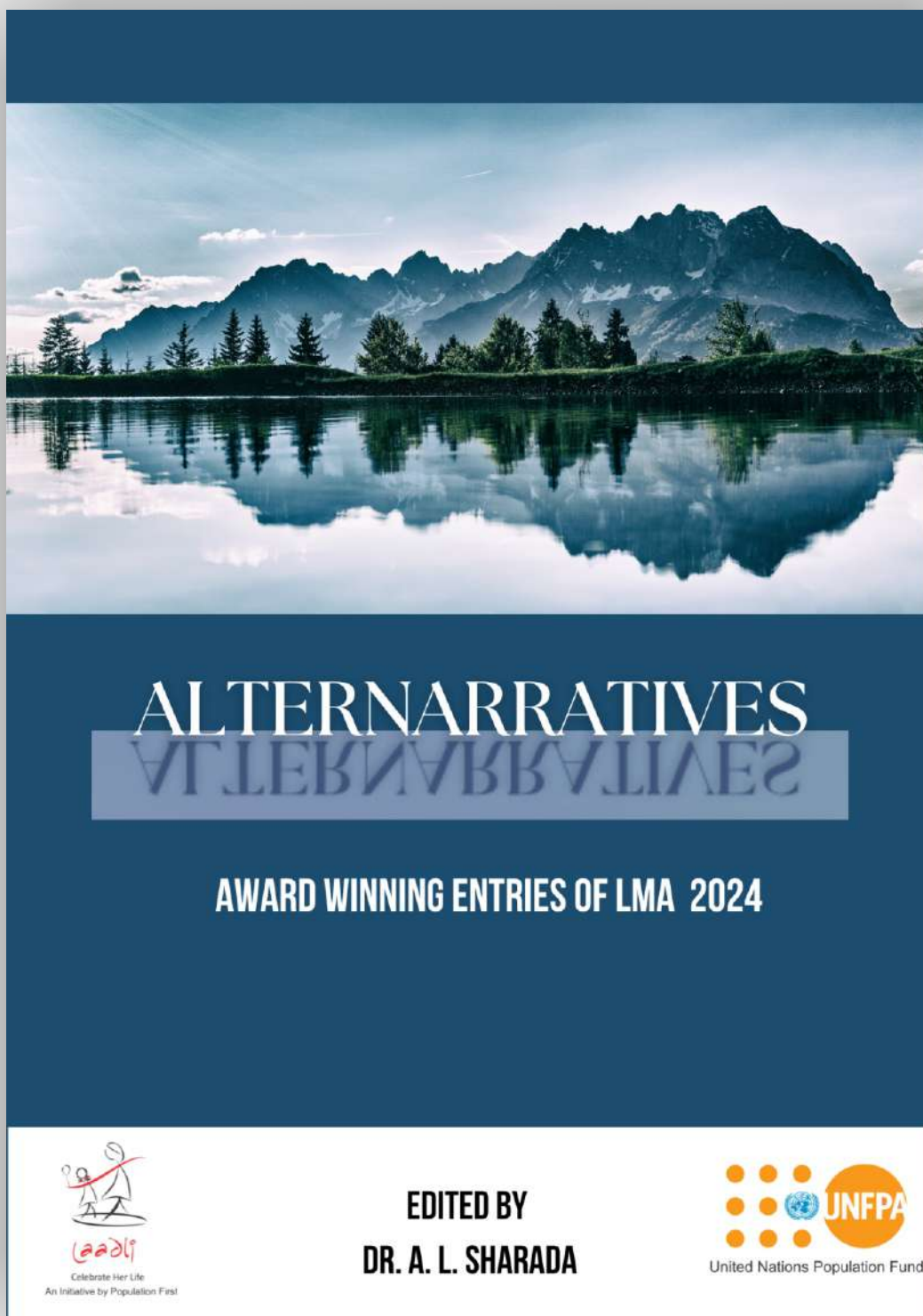


- Welcome address & introduction of MC by Yogesh Pawar, Programme Director, Population First
- Homage to S.V. Sista Video and 2-minute silence
- Curtain Raiser
- Address by KV Sridhar, Executive Trustee, Population First
- Address by A L Sharada, Trustee, Population First
- Address by ED Natalia Kanem, Under-Secretary-General and Executive Director of the United Nations Population Fund (UNFPA)
- Presentation of UNFPA@50 Special Awards
- Presentation of South Asian Media Awards
- Launch of LMA Book 2024
- Performance by Radhika Sood Nayak, Sufi Singer
- Presentation of the Special Laadli Awards
- Presentation of the Advertising Awards
- Presentation of the Book Awards
- Presentation of the Theater Award
- Presentation of the Film Awards
- Presentation of the National Media Awards
- Address by Ratna Pathak Shah, Actor
- Vote of Thanks by Yogesh Pawar



GLIMPSES OF REGIONAL AWARDS





“Dive into the compelling world of ‘Alternarratives,’ where committed journalists dissect the complexities of gender discrimination, violence, and entrenched societal norms. This collection of articles, at once 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 marginalised. ‘Alternarratives’ is not just a book... It’s journalism at its best!”



Dr. Natalia Kanem

Under-Secretary-General and Executive Director of the United Nations Population Fund (UNFPA)

“

Media can shape the way we think, what we believe, and how we think, as individuals and societies, value women and girls. By amplifying diverse voices and stories, and challenging stereotypes, the media has the power to transform social norms and promote gender equality and inclusion.

”

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

UNFPA 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/>



ABOUT POPULATION FIRST

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.

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 programme, *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 OUR COLLABORATOR

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 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.

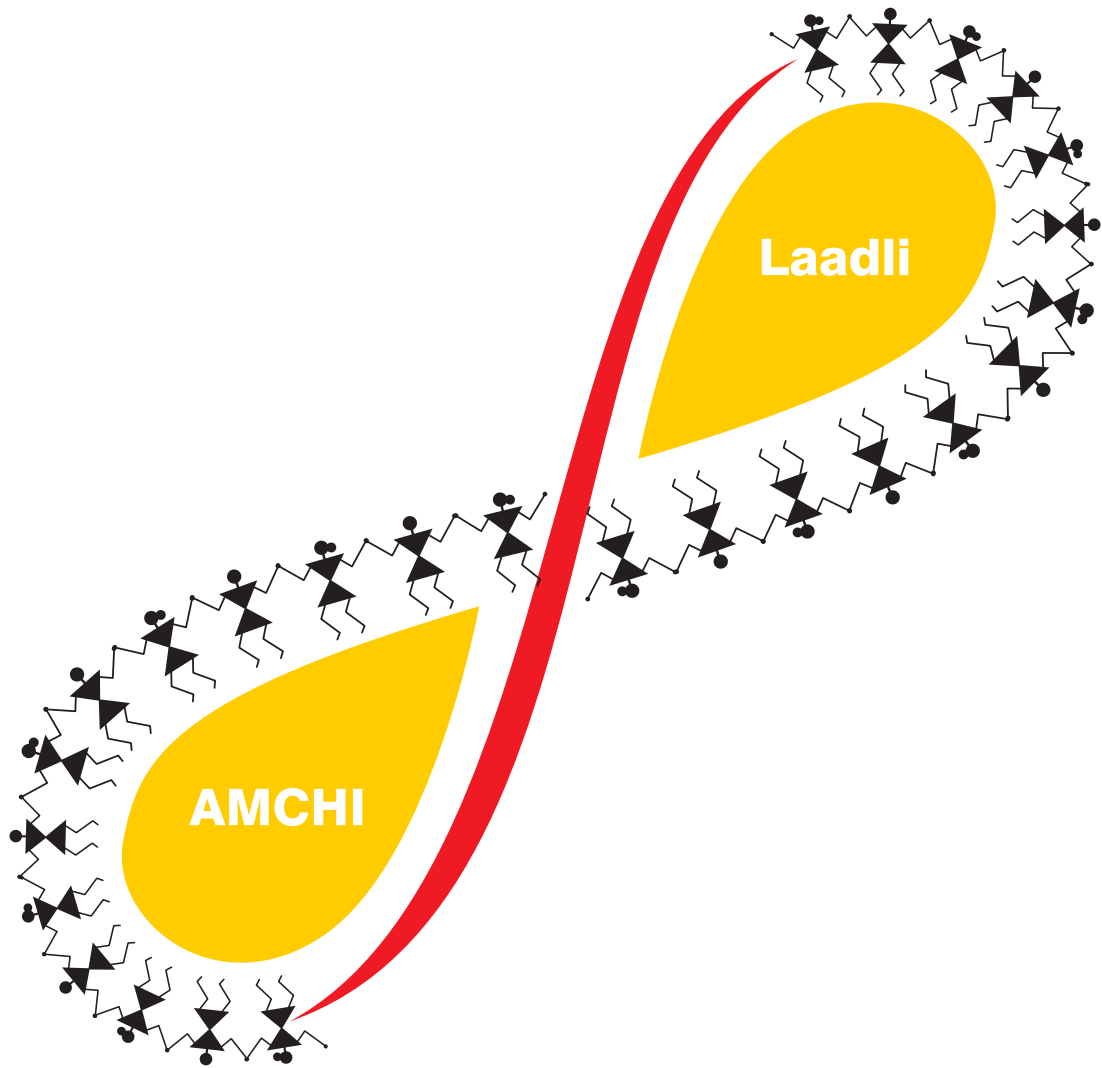


We are thankful to



Hitkari Group of Companies
(KKH Group)





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



MADISON
OUT OF HOME



Hitkari Group of Companies
(KKH Group)



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)

Logo & Brochure design by: Pooja Nagdev