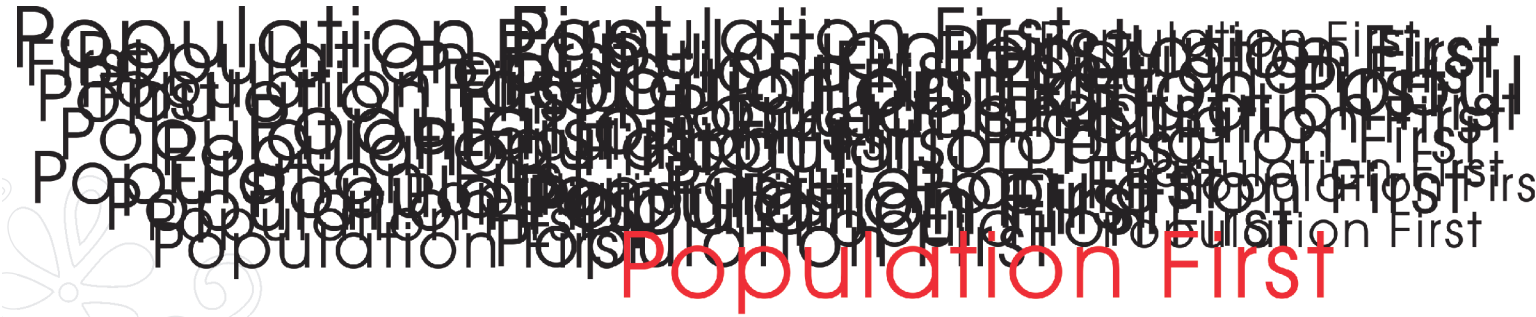




15th *Laadli* **Media** & Advertising Awards
Edition
2025
for Gender Sensitivity

(NATIONAL AWARDS)

Wednesday, 19 November 2025 at 4 PM
At Tata Theatre, NCPA, Nariman Point, Mumbai



laadli

Celebrate Her Life
An Initiative by Population First



Foreword

We are back with the *Laadli* Media and Advertising Awards for Gender Sensitivity (LMAAGS) supported by UNFPA who we sincerely thank for their continued trust and belief.

This 15th edition of National LMAAGS will recognise 34 stellar contributions in media, advertising, literature, theatre and cinema for pushing boundaries and igniting candid and insightful discussions around gender. We thank all those who sent entries and congratulate the winners. This edition was preceded by the regional awards event when 63 journalists were awarded.

Among the special awardees of the *Laadli* Media and Advertising Awards for Gender Sensitivity 2025 are storytellers who challenge, heal, and reimagine.

Jayant Somalkar's *Sthal* lays bare the quiet violence of patriarchy through the ritual of bride-viewing in rural Maharashtra. Sridhar Rangayan and Saagar Gupta's *Kuch Sapney Apne* tenderly celebrates queer love and the courage to live authentically. Sonam Nair's *Dupahiya* turns a missing motorbike into a darkly humorous allegory on patriarchy, colourism, and women's assertion of selfhood.

Theatre legend Sarita Joshi, through over six decades of performance, has embodied women's strength and grace on stage. Theatreperson-activist Mahabanoo Mody-Kotwal is honoured for her lifelong commitment to women's voices and for transforming art into a force for dialogue and change.

Feminist thinker Jyoti Mhapsekar, founder of Stree Mukti Sanghatana, has fused art and activism to give voice to working-class women. Community organiser Indavi Tulpule has dedicated her life to empowering rural and tribal women in Thane. Acclaimed film editor Namrata Rao, whose intuitive craft has redefined cinematic storytelling from *Kahaani* to *Monica*, *O My Darling*, continues to shape how women's stories are told on screen.

Together, they illuminate the many ways in which art becomes both - mirror and movement for gender equality.

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

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 founder and 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.

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

A big shout-out to the renowned Odissi exponent and guru Vidushi Shubhada Varadkar for agreeing to grace the occasion with her opening performance.

Where would I be without Team Population First? Pooja Nagdev, Sangita Waje, Sumedh Haralkar and Swapnil Shirsekar (Team *Laadli*), Fazal Pathan, Sangita Tribhuwan (Team Amchi). Thank you for bringing it all together. All of you deserve credit for the success of this ceremony.



Yogesh Pawar
Programme Director
Population First

ABOUT NLMAAGS

On March 8th, 2025 a formal call for entries for the 15th edition of *Laadli* Media and Advertising Awards for Gender Sensitivity was announced. Applications were invited from journalists from across the country, from print, electronic and web media in 14 languages. A total of 63 journalists were presented with the Regional *Laadli* Media and Advertising Award for Gender Sensitivity, while 33 received the Jury Appreciation Citations at the regional award function held in Mumbai on the 19th November, 2025.

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

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

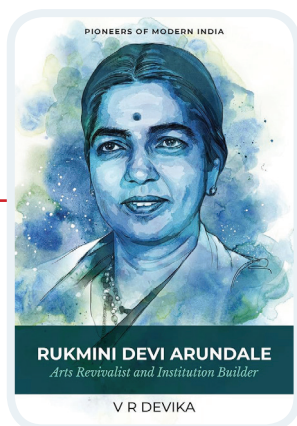
A total of 24 books, 12 advertisements, 2 films from Hindi as well as the regional film industry for both theatrical and OTT release were shortlisted for the final selections for the 15th National *Laadli* Media and Advertising Awards for Gender Sensitivity (NLMAAGS).

13 eminent personalities from various walks of life including academics, media, journalism, social activists, change makers, business strategists, authors, and more from across the country were on the jury panels which decided the winners.

This year, our special awards once again salute the noteworthy work of some stellar women and recognise their tremendous contribution to their chosen fields. Theatre legends Sarita Joshi and Mahabanoo Mody-Kotwal, community mobiliser Jyoti Mhapsekar, activist Indavi Tulpule and Film Editor Namrata Rao are being conferred the special *Laadli* awards for 2025.

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

Book Awardees



BOOK | ENGLISH | MEMOIR

DEVIKA VR

'RUKMINI DEVI ARUNDALE: ARTS REVIVALIST AND INSTITUTION BUILDER' | NIYOGI BOOKS PRIVATE LIMITED

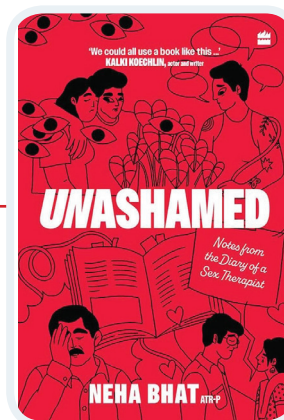
Devika VR's *Rukmini Devi Arundale: Arts Revivalist and Institution Builder* offers a compelling portrait of the visionary who transformed India's cultural landscape. Tracing her role in reviving Bharatanatyam and founding Kalakshetra, the book celebrates Rukmini Devi's enduring legacy as an artiste, educator, and institution builder.

BOOK | ENGLISH | NON-FICTION

NEHA BHAT

'UNASHAMED: NOTES FROM THE DIARY OF A SEX THERAPIST' | HARPERCOLLINS PUBLISHERS INDIA

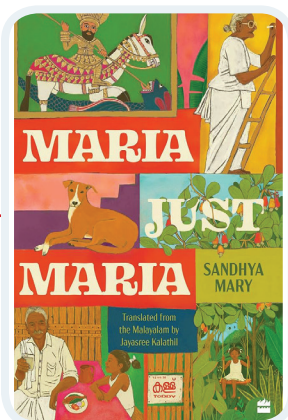
In *Unashamed: Notes from the Diary of a Sex Therapist*, Neha Bhat offers a candid, compassionate exploration of sexuality, healing, and self-acceptance. Drawing from her work as a therapist, she dismantles stigma and shame with warmth and insight, inviting readers to embrace their bodies, desires, and stories without apology. Published by HarperCollins India, this book is both deeply personal and powerfully liberating.



BOOK | ENGLISH | TRANSLATION | FICTION

SANDHYA MARY

'MARIA JUST MARIA' TRANSLATED BY JAYASREE KALATHIL | HARPERCOLLINS PUBLISHERS INDIA



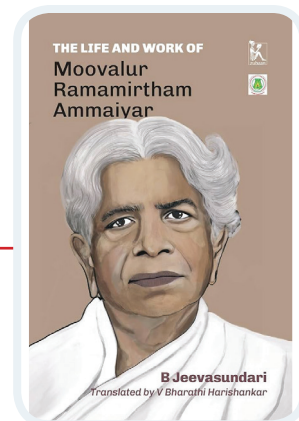
Maria, Just Maria by Sandhya Mary, translated by Jayasree Kalathil, is a powerful work of fiction that gives voice to a woman's defiance and desire for freedom in a world that seeks to confine her. With lyrical precision and emotional depth, the novel captures Maria's journey of selfhood and survival. Published by HarperCollins India, it stands as a bold testament to the strength and spirit of women's inner worlds.

BOOK | ENGLISH | TRANSLATION | NON - FICTION

JEEVASUNDARI BALAN

'THE LIFE AND WORK OF MOOVALUR RAMAMIRTHAM AMMAIYAR' TRANSLATED BY V BHARTHI HARIDSHANKAR | ZUBAAN PUBLISHERS

This biography traces the extraordinary life of Moovalur Ramamirtham Ammaiyar (1883–1962), one of Tamil Nadu's foremost social reformers. Sold into the Devadasi system as a child, she transformed her suffering into a fearless fight for women's emancipation, education, and equality. Through Jeevasundari's narrative and V's translation, the book explores themes of gender, caste, and resistance, portraying Ramamirtham Ammaiyar as a woman who redefined womanhood—from ritual servitude to political agency. Both a feminist and historical document, it reclaims the legacy of a reformer whose voice continues to inspire struggles for justice today.



BOOK | ENGLISH | FICTION

SHINIE ANTONY

'EDEN ABANDONED: THE STORY OF LILITH' | HACHETTE INDIA

In *Eden Abandoned: The Story of Lilith*, Shinie Antony reimagines the myth of Adam's first wife, casting Lilith as a woman who refuses submission and chooses freedom over paradise. With lyrical prose and psychological depth, the novel explores desire, defiance, and the cost of autonomy. Published by Hachette India, it is a bold, imaginative retelling that reclaims one of mythology's most misunderstood women.



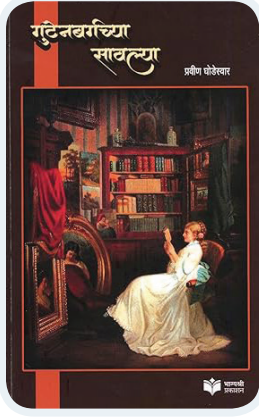
BOOK | ENGLISH | JURY APPRECIATION CITATION

SHINIE ANTONY

'HELL HATH NO FURY' | HACHETTE INDIA

In *Hell Hath No Fury*, Shinie Antony presents a gripping collection of stories that probe the dark, tender, and resilient corners of womanhood. With sharp insight and unflinching honesty, she captures women's rage, vulnerability, and grace in the face of betrayal and constraint. Published by Hachette India, this powerful volume affirms Antony's mastery in portraying the emotional truths of women's lives.





BOOK | MARATHI | NON- FICTION

PRAVEEN GODESHWAR

'GUTENBURG CHYA SAVALYA' | BHAGYASHREE PRAKASHAN

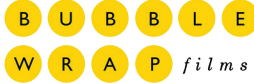
गुटेनबर्गच्या सावल्या (*Gutenberg Chya Savlya*) is a landmark Marathi work that brings together, for the first time, the stories and contributions of women publishers across India in a single, accessible volume. More than an extension of a newspaper column, it stands as an important act of feminist documentation—preserving a vital chapter of history and illuminating the women who shaped India's publishing landscape:

Advertising Awardees

WINNER | CAMPAIGN

BUBBLEWRAP FILMS

STAR SPORTS | JERSEY WAHI TOH JAZBA WAHI



Jersey Wahi Toh Jazba Wahi celebrates women's cricket by featuring female cricketers' names on India team jerseys, championing equal recognition, inspiring fans, and highlighting the talent, dedication, and spirit of women athletes across the country.

WINNER | CSR

OGILVY

TITAN COMPANY | AAGE BADHEGI | #MOTHERSDAY

Titan's CSR initiative extends its mission of educating underprivileged girls to also empower mothers, celebrating the transformative power of maternal support. The campaign combines the warmth of a mother's love with the timeless Titan tune to inspire and uplift communities.

WINNER | CSR

OGILVY

NANHI KALI | LESSONS FROM A FOOTBALL

Nanhi Kali's campaign goes beyond classroom education for underprivileged girls, using sports to teach resilience, teamwork, and self-belief. Through the story of a simple football, the initiative conveys that the most important lesson for every girl is discovering her own strength

WINNER | PRODUCT

P se PICTURE

SABHYATA | #CELEBRATINGMOTHERHOOD

Sabhyata's campaign highlights the often-overlooked challenges women face around childbirth and maternity leave, calling attention to the urgent need for maternity rooms and supportive workplaces. The film continues the brand's commitment to celebrating women and fostering gender-sensitive workplace practices.



WINNER | PRODUCT

NIRVANA FILMS

VINSMERA JEWELS | TRULY IRRESISTIBLE

This campaign breaks stereotypes by celebrating joy, self-expression, and inclusivity, featuring superstar Mohanlal trying on jewellery. It challenges conventional gender norms while making the case that elegance and desire transcend traditional boundaries.

WINNER | SERVICE

IDEAZ FARM

MYNTRA | #FASHIONKIADALAT | NO JUDGEMENT

Myntra's campaign celebrates individuality by challenging judgment of personal fashion choices. Written in the language of youth and enlivened by Archana Puran Singh as the judge, it delivers a bold, fun, and empowering message about self-expression.



CONSISTENT GENDER ADVOCATE

TANISHQ

Tanishq has continually championed gender-sensitive advertising, bringing nuanced conversations about women's choices, individuality, and equality into public consciousness. From celebrating her decisions in *Rivaah | Everything Changes? Some Yours, Some Ours*, to highlighting shared responsibilities in marriage, and promoting gender-equal inheritance in *Brothers, Written By Sisters | Raksha Bandhan*, the brand has consistently celebrated women's agency with sensitivity and creativity.

GRAND PRIX

DDB MUDRA GROUP

STAYFREE | #BETASTAYFREELEAANA

Stayfree's campaign takes a bold step in normalising conversations around menstruation, encouraging families—especially boys—to support girls in managing periods. By promoting awareness, empathy, and behavioural change, it drives a meaningful cultural shift in attitudes toward menstruation.



Film & Web Series



BEST REGIONAL FILM

STHAL

MARATHI | JAYANT SOMALKAR

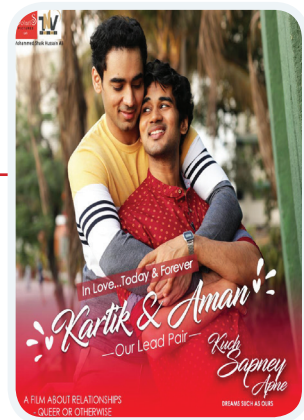
Set in rural Maharashtra, *Sthal* lays bare the ritualised commodification of young women through the practice of bride-viewing. Through the eyes of 16-year-old Savita, the film captures the quiet violence of patriarchy that renders girls voiceless, valued only as objects of barter under the guise of custom. With restraint and empathy, Jayant Somalkar crafts a deeply unsettling narrative that transforms an everyday ritual into a mirror reflecting systemic gender inequality.

BEST LGBTQIA+ FILM

KUCH SAPNEY APNE

HINDI | SRIDHAR RANGAYAN & SAAGAR GUPTA

Kuch Sapney Apne is a tender, quietly powerful exploration of love, identity, and acceptance within the LGBTQIA+ community. Set in everyday India, it portrays queer lives with honesty and warmth—eschewing melodrama for authenticity. With gentle storytelling and deep empathy, the film celebrates the courage to dream, love, and live on one's own terms



BEST WEB SERIES

DUPAHIYA

HINDI | SONAM NAIR | AMAZON PRIME VIDEO



Dupahiya turns the disappearance of a motorbike into a sharp, darkly humorous lens on patriarchy in rural India. The vehicle's dowry-like symbolism exposes how women continue to be bound by transactional marriages. The series also deftly interrogates colourism. Witty yet empathetic, it dissects the everyday absurdities of patriarchy while affirming women's resilience and agency.

Media Awardees



BABU LAL NAGA

PRINT | ARTICLE | HINDI | "IZZAT" KE NAAM PAR BHENT CHADHTI ZINDAGIYAN' | BHARAT UPDATE

This article takes a hard look at honour killings, backing its arguments with data and law while demanding accountability from police, administration, and elected representatives.

RAHEE SHRUTI GANESH

PRINT | FEATURE | MARATHI | 'UMAR KHALID: VIKHARAT BAHARNARA GULMOHAR' | NABZ EIDOTSAV

The feature boldly confronts how religious hatred and narrow nationalism fracture India's democracy, while affirming that the spirit of humanity and secularism can still prevail. Its sharp title and timely message make it a powerful reminder of the values that bind citizens beyond walls of prejudice.



DEVIKA J

PRINT | MAGAZINE – OP-ED | ENGLISH | 'PUSHING FEMINISM'S FRONTIERS IN KERALA' | FRONTLINE

An incisive exploration of Kerala's evolving feminist landscape, this op-ed deftly weaves together historical insight, academic depth, and contemporary movements to illuminate how women are reshaping public discourse and challenging patriarchal structures.



PRADNYA SINGH

PRINT | NEWS REPORT | MARATHI | 'SHE PERFORMS AUTOPSIES FEARLESSLY AT SASSOON' | DAILY PUDHARI

The report highlights the inspiring journey of Dr. Ashwini Bhosale, who has carved her space in the male-dominated world of post-mortems. A story of courage and determination, it challenges rigid gender stereotypes and celebrates a woman breaking through barriers in an unconventional field.





ANUSHREE BHAUMIK

TELEVISION | NEWS FEATURE | ENGLISH | 'WOMEN AND THEIR LANGUAGE OF LEISURE' | WION

A refreshing and insightful exploration of how women reclaim leisure as a language of freedom and self-expression. This feature deftly dismantles the idea that leisure is a privilege for men, instead framing it as a feminist act of autonomy and joy.

VARSHA SRIRAM & MADHUSREE GOSWAMI

WEB | ARTICLE | ENGLISH | 'THEN DON'T DO FILMS': HOW WOMEN ACTORS IN THE BENGALI FILM INDUSTRY ARE 'SILENCED' | THEQUINT.COM

This powerful and deeply researched exposé of sexual harassment and systemic silencing in the Bengali film industry draws on first-hand accounts and parallels from other film industries. The article evokes anger and introspection in equal measure — demanding accountability and envisioning change.



ANUJ BEHAL

WEB | BLOG | ENGLISH | 'HOW EVICTIONS AND RESETTLEMENT UPEND WOMEN'S WORKING LIVES' | BEHANBOX.COM

An evocative and analytically rich piece that lays bare the invisible toll of urban resettlement on women's livelihoods. Blending moving personal stories with solid data and policy critique, the article exposes how displacement disrupts women's economic independence and dignity — urging a relook at the human cost of development.

NEERAT KAUR & AKANKSHA SAXENA

WEB | FEATURE VIDEO | HINDI | 'BOLLYWOOD MEIN #METOO: SILVER SCREEN KI MATMAILI DUNIYA' | DEUTSCHE WELLE GERMANY

This feature video pierces Bollywood's dazzling veneer to expose the harassment, silenced voices, and systemic inequalities spotlighted by the #MeToo movement.





SAGRIKA KISSU

WEB | FEATURE | ENGLISH | 'DANCING WOMEN OF UP AND BIHAR' | THEPRINT.IN

A compelling ground report that peels back the glitter of the dancing industry in Uttar Pradesh and Bihar to reveal the exploitation, coercion, and moral hypocrisy beneath. Sagrika Kissu brings to light the lives of women caught between survival, stigma, and societal judgment — their art reduced to transaction by those who claim to revere it.

VAIVAB DAS

WEB | INVESTIGATIVE STORY | ENGLISH | 'THE REALITY OF INDIA'S TRANSGENDER WELFARE BOARDS: WHAT AN RTI INVESTIGATION REVEALS' | THE WIRE.IN

This RTI-based investigation exposes how most transgender welfare boards remain defunct or tokenistic, failing to address the real needs of trans communities. It highlights the gap between promises of representation and lived realities of neglect.



SHREEHARI PALIATH

WEB | NEWS REPORT | ENGLISH | 'HOW INJURIES IMPACT WOMEN IN AUTOMOBILE SUPPLY CHAIN' | INDIASPEND.COM

This meticulously researched and well-presented report sheds light on a little-known issue in India, drawing attention to how workplace injuries affect women in the automobile supply chain. The report makes a significant contribution to public discourse, influencing accountability and encouraging systemic policy and practice interventions. The jury commends the team for weaving together issues of women's livelihoods, health, and labour rights in a manner that highlights their realities, needs, and entitlements.

SUBHA J RAO

WEB | OP-ED | ENGLISH | 'VIJAY SETHUPATHI FILM MAHARAJA IS AN EXAMPLE OF HOW NOT TO DEPICT VIOLENCE ON SCREEN' | THENEWSMINUTE.COM

An insightful op-ed that critiques the depiction of violence in cinema, this piece combines cinematic perception with gender sensitivity. Persuasive and well-argued, it highlights the responsibility of filmmakers and the potential of cinema as a force for social change.



Special Awardees

LAADLI LIFETIME ACHIEVEMENT AWARD



MAHABANOO MODY-KOTWAL

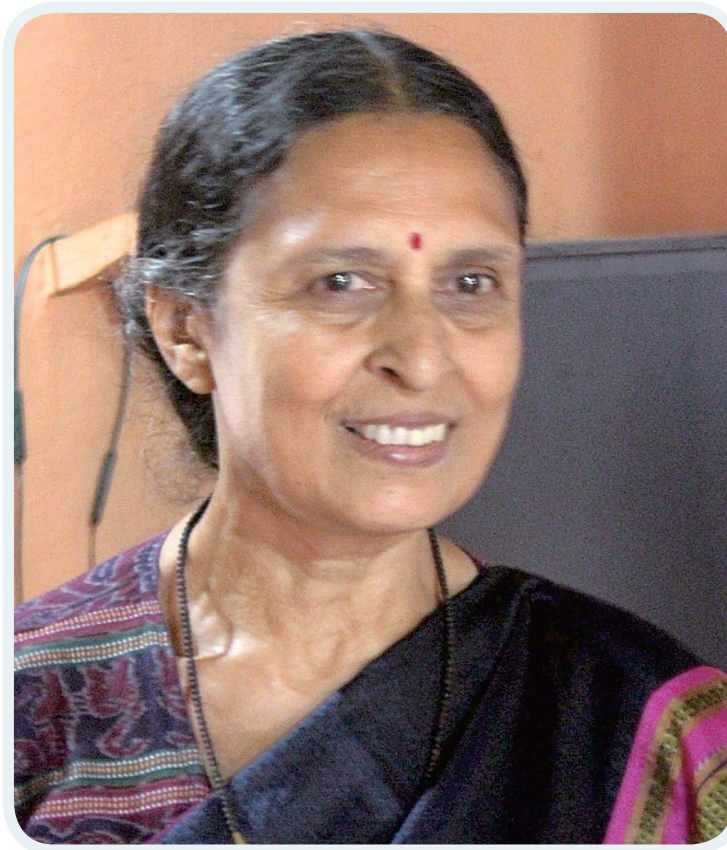
Actor, director, producer, and tireless advocate for gender justice, Mahabanoo Mody-Kotwal has, for over five decades, turned theatre into a space of resistance and renewal. From bringing Eve Ensler's *The Vagina Monologues* to India—breaking the silence around women's bodies and agency—to mentoring generations of women in theatre, she has fused art with activism. With passion, wit, and courage, she has challenged patriarchal taboos and redefined what it means to be a woman on and off the stage.

LAADLI GENDER CHAMPION AWARD



JYOTI MHAPSEKAR

Pioneering feminist thinker, theatre activist, and founder of Stree Mukti Sanghatana, Jyoti Mhapsekar has dedicated her life to advancing gender equality and women's empowerment. Through her powerful street plays, writings, and grassroots initiatives, she has given voice to the struggles and aspirations of working-class women, linking art with social change. Her work continues to inspire generations to question inequality and reimagine a more just and inclusive world.

LAADLI RURAL FEMINIST AWARD**INDAVI TULPULE**

Indavi Tulpule has dedicated her life to empowering rural and tribal women in Thane through Shramik Mukti Sanghatna, addressing gender inequality, women's rights, education, and economic empowerment. She has mobilised communities to challenge patriarchal norms, foster leadership, and create sustainable platforms for collective action, demonstrating the transformative power of grassroots activism.

LAADLI THEATRE AWARD



SARITA JOSHI

A legendary actor with over six decades in theatre and TV, Sarita Joshi has brought rare depth and authenticity to the stage. From Gujarati theatre to national acclaim, she has portrayed women of strength, complexity, and grace, using her art to reflect and reshape social realities.

LAADLI WOMAN BEHIND THE SCREEN AWARD



NAMRATA RAO

One of India's most acclaimed film editors, Namrata Rao has shaped the language of contemporary cinema with her sharp intuition and narrative finesse. From *Kahaani* and *Band Baaja Baaraat* to *Oppenheimer* (India trailer) and *Monica, O My Darling*, her work blends precision with emotional rhythm, giving each story its pulse and power. Her craft exemplifies how women behind the screen redefine storytelling in Indian cinema.

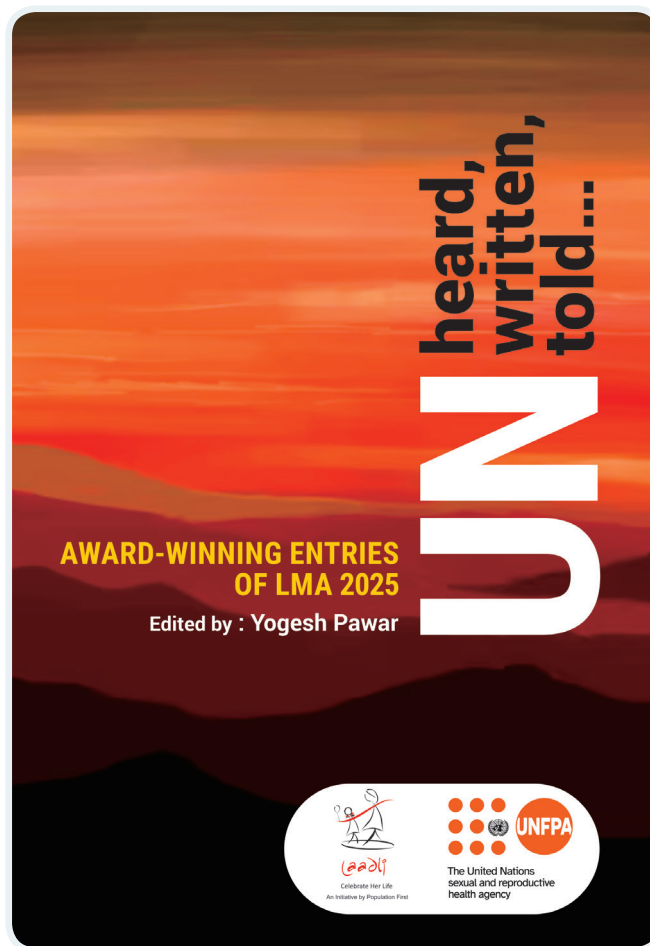
Performance

BY SHUBHADA VARADKAR



Vidushi Shubhada Varadkar is a leading Odissi exponent. This disciple of the legendary Guru Kelucharan Mohapatra, carries forward his legacy with a rare blend of precision, poetry, and emotional depth. A cancer survivor who transformed her art into a journey of healing and empowerment, exploring mythology, gender and spirituality with profound sensitivity, her performances—rooted in tradition yet resonant with contemporary relevance—have captivated audiences across the world. She will be accompanied by her gifted ICCR-empanelled chief disciple, Mitali Varadkar.

LMAAGS 2025 Book-



Unheard, Unwritten, Untold... is a powerful anthology that amplifies voices long pushed to the margins—stories silenced by patriarchy, caste, and class, yet resonant with courage and truth. Spanning eight thematic sections, it captures the intertwined realities of labour, violence, autonomy, identity, and resilience, revealing how women and marginalised genders navigate, resist, and reshape the worlds around them.

More than a compilation, this is a work of feminist documentation—an urgent record of lives that challenge silence with speech and oppression with agency. From women farmers and health workers to queer and trans communities reclaiming space, *Unheard, Unwritten, Untold...* transforms reportage into resistance, standing as both a testament and a tool for those committed to gender justice and social change.

About LMAAGS

On March 8th, 2025, a formal call for entries for the 15th edition of LMAAGS was announced in collaboration with Guru Nanak College, Mumbai, 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 too, 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 715 entries were received, out of which 630 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 28 Jury meetings were conducted to identify the winners. Fifty-seven 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 63 journalists were presented with the

Laadli Media Advertising Award for Gender Sensitivity at Tata Theatre on November 19, 2025, while 33 received the Jury Appreciation Citations.

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



Regional Awardees

EASTERN REGION

NIKITA MOHTA | PRINT | MAGAZINE – FEATURE | ENGLISH | ‘BEYOND THE MAT: THE REALITIES OF HARYANA’S WOMEN WRESTLERS’ | THE CARAVAN

MOYURIE SOM, SHRABANA CHATTERJEE & SHIV SAHAY SINGH

| PRINT | SERIES | ENGLISH | ‘IN KOLKATA, RAPE, MURDER, AND RAMPAGE’ | THE HINDU

AISHWARYA MOHANTY | WEB | FEATURE | ENGLISH | ‘IN KORAPUT’S VILLAGES, WOMEN ARE CHARTING A MAP FOR SUSTAINABLE LIVING’ | BEHANBOX.COM

VAIVAB DAS | WEB | INVESTIGATIVE STORY | ENGLISH | ‘THE REALITY OF INDIA’S TRANSGENDER WELFARE BOARDS: WHAT AN RTI INVESTIGATION REVEALS’ | THEWIRE.IN

ROKIBUZ ZAMAN | WEB | NEWS REPORT | ENGLISH | ‘HOW A GUWAHATI DJ WAS HELD CAPTIVE BY HER FAMILY TO STOP HER MARRIAGE TO A MUSLIM MAN’ | SCROLL.IN

DR ANTARJEETA NAYAK | PRINT | OP-ED | ODIA | ‘PAATHSHAALARA ANTUDISHALA O NARI’ | PRAMEYA

SASMITA SAHOO | PRINT | NEWSPAPER - FEATURE | ODIA | ‘GUNIYA GADHE LO DAHANI’ | SAMBAD

SHATARUPA SAMANTARAY | TELEVISION | SPECIAL SHOWS | ‘SAFARI QUEENS OF DEBRIGARH’ | ARGUS NEWS

JURY APPRECIATION CITATION

SANHATI BANERJEE | PRINT | MAGAZINE – FEATURE | ENGLISH | ‘ONE BILLION RISING, AGAIN’ | FRONTLINE, THE HINDU

CHRISTIANEZ RATNA KIRUBA | WEB | FEATURE | ENGLISH | ‘WHY THE KOLKATA HOSPITAL CRIME COULD BE THE STORY OF ANY HEALTHCARE WORKER’ | NIVARANA.ORG

JYOTI JANGRA | WEB | FEATURE VIDEO | ENGLISH | ‘RELUCTANT WARRIORS: WHY MANIPUR’S YOUTH IS PICKING UP ARMS’ | NEWSREEL.ASIA – YOUTUBE

MAITREYEE BORUAH | WEB | INVESTIGATIVE STORY | ENGLISH | ‘HOW POVERTY IS PERPETUATING TRAFFICKING IN ASSAM’S TEA GARDENS’ | INDIASPEND.COM

POUSALI BHAR | WEB | OP-ED | ENGLISH | ‘CONTRACEPTIVES, COOTIES, AND COMMERCIALS: THE SILENT CODES OF SEXUAL AWARENESS’ | YOUTHKIAWAAZ.COM

Southern Region

DIVYA GANDHI | PRINT | MAGAZINE – FEATURE | ENGLISH | ‘INDIAN WOMEN ENTER STEM FIELDS IN RECORD NUMBERS. BUT WHY DO THEY VANISH FROM ACADEMIC POSITIONS?’ | FRONTLINE

DEVIKA J | PRINT | MAGAZINE – OP-ED | ENGLISH | ‘PUSHING FEMINISM’S FRONTIERS IN KERALA’ | FRONTLINE

NITIN SHARMA | PRINT | NEWS REPORT | ENGLISH | ‘TAUNTED AS A CHILD, DEEPTHI STRIKES GOLD AT WORLD ATHLETICS’ | THE INDIAN EXPRESS

ROHINI LAKSHANÉ | WEB | ARTICLE | ENGLISH | ‘THE CRYING SHAME OF IMAGE-BASED ABUSE’ | FACTORDAILY.COM

SHREEHARI PALIATH | WEB | FEATURE | ENGLISH | ‘WHY A ROBUST GIG WORK LEGISLATION WILL HELP WOMEN WORKERS’ | INDIASPEND.COM

GANGADHARAN B | WEB | INVESTIGATIVE STORY | ENGLISH | ‘THE HARROWING QUEER STRUGGLE OF ACCESSING STI CARE IN INDIA’ | QUEERBEAT.ORG

SHIVANI KAVA, NANDINI CHANDRASHEKAR & ANISHA SHETH | WEB | NEWS SERIES | ENGLISH | ‘PRAJWAL REVANNA TAPES: THE AFTERMATH’ | THENEWSMINUTE.COM

SUBHA J RAO | WEB | OP-ED | ENGLISH | ‘VIJAY SETHUPATHI FILM MAHARAJA IS AN EXAMPLE OF HOW NOT TO DEPICT VIOLENCE ON SCREEN’ | THENEWSMINUTE.COM

GITA CHADHA | WEB | PODCAST | ENGLISH | ‘GENDER IN/OF SCIENCE: FEMINIST CONVERSATIONS’ | NCBS COMMUNICATIONS @BLISCINDIA

CHITHRA RANGARAJAN | WEB | BLOG | TAMIL | ‘IRAVUM PENKALUM’ | HERSTORIES.XYZ

HEMA RAKESH | WEB | FEATURE VIDEO | TAMIL | ‘ANRU BOY; INRU NIVĒTHĀ; KAIVITTĀ PARENTS; THATTHEDUTTA TRANS; +2VIL VENNRA THIRUNANGAIYIN VERRI KADHAI’ | BBC TAMIL

KADALI MOHAN & NAKKA NAGARJUNA | TELEVISION | NEWS FEATURE | TELUGU | ‘OLYMPIC GARMENTS ORDER FROM PARIS TO WEST GODAVARI’ | VANITHA TV

ESWARA RAO SALADI | TELEVISION | SPECIAL SHOW | TELUGU | ‘AKASHAMANTHA’ | VANITHA TV

JURY APPRECIATION CITATION

DIYA MARIA GEORGE | PRINT | BODY OF WORK | ENGLISH | THE NEW INDIAN EXPRESS

SOFIA BABU | WEB | BLOG | ENGLISH | ‘DEAR MR. VANGA, WHY NOT GIVE US A MAXIMAL: A FLAWED YET POWERFUL FEMALE LEAD’ | YOUTHKIAWAAZ.COM

AKSHITA PRASAD | WEB | FEATURE | ‘SAVING’ MUSLIM WOMEN: HOW HINDUTVA EXPLOITS FEMINISM TO PROPAGATE ISLAMOPHOBIA’ | FEMINISMININDIA.COM

RASIYA BANU | WEB | FEATURE | 'FOR FIVE POTS OF WATER A DAY, WOMEN OF VYASARPADI MORTGAGE LIVES AND HEALTH' | QUESTIONOFCITIES.ORG

JOHANNA DEEKSHA VICTOR | WEB | INVESTIGATIVE STORY | ENGLISH | 'INDIA'S IPHONE FACTORY IS KEEPING WOMEN WORKERS ISOLATED' | SCROLL.IN

SHOBANA RADHAKRISHNAN | WEB | NEWS SERIES | ENGLISH | 'HOW UNPLANNED STATE-LED EVICTIONS PROPEL DOMESTIC VIOLENCE IN RESETTLEMENT AREAS OF CHENNAI' | CITIZENMATTERS.IN

ANUSHA RAVI | WEB | OP-ED | ENGLISH | 'IF YOU ARE DONE HATING THE MALAYALAM FILM INDUSTRY, LEARN FROM ITS WOMEN' | THESOUTHFIRST.COM

MEGHNA BALI, BHAT BURHAN & SOM PATIDAR | TELEVISION | DOCUMENTARY | ENGLISH | 'INDIAN MOTHERS WHO LOST CHILDREN IN THE TSUNAMI REVERSED STERILISATION TO BECOME PARENTS AGAIN' | ABC

INDU GUNASEKAR | PRINT | ARTICLE | TAMIL | CLIMATE CHANGE IMPACTS WOMEN MORE | HINDU TAMIL

Northern Region

SATVIKA MAHAJAN & ASHNA BUTANI | PRINT | ARTICLE | ENGLISH | 'HOMES FOR TRANSGENDER PEOPLE: A SAFE SPACE, THREATENED' | THE HINDU

RAKHI BOSE | PRINT | MAGAZINE – FEATURE | ENGLISH | 'CRIMINAL AMNESIA: MANIPUR SEXUAL VIOLENCE SURVIVORS FACE ERASURE, YEAR AFTER 'VIRAL VIDEO'' | OUTLOOK

VARSHA SRIRAM & MADHUSREE GOSWAMI | WEB | ARTICLE | ENGLISH | 'THEN DON'T DO FILMS': HOW WOMEN ACTORS IN THE BENGALI FILM INDUSTRY ARE 'SILENCED' | THEQUINT.COM

ANUJ BEHAL | WEB | BLOG | ENGLISH | 'HOW EVICTIONS AND RESETTLEMENT UPEND WOMEN'S WORKING LIVES' | BEHANBOX.COM

ZIJAH SHERWANI & JASPREET SINGH | WEB | DOCUMENTARY | ENGLISH | 'THE KAURS OF 1984' | THEQUINT.COM

SAGRIKA KISSU | WEB | FEATURE | ENGLISH | 'DANCING WOMEN OF UP AND BIHAR' | THEPRINT.IN

TAPASYA T & BHUMIKA SARASWATI | WEB | FEATURE SERIES | ENGLISH | 'WOMEN SAFETY SERIES' | REPORTERS-COLLECTIVE.IN

PRABHAT KUMAR & BHAGIRATH S | WEB | FEATURE VIDEO | ENGLISH | 'JAL SAHELI: WOMEN IN PARCHED BUNDELKHAND VILLAGES PIONEERING WATER CONSERVATION EFFORTS' | DOWNTOEARTH.ORG.IN

NIDHI SURESH | WEB | INVESTIGATIVE STORY | ENGLISH | 'HOSTAGE IN HATHRAS: FOUR YEARS LATER, DALIT VICTIM'S FAMILY STILL AWAITS RELOCATION AND JUSTICE' | NEWSLAUNDRY.COM

SHREEHARI PALIATH | WEB | NEWS REPORT | ENGLISH | 'HOW INJURIES IMPACT WOMEN IN AUTOMOBILE SUPPLY CHAIN' | INDIASPEND.COM

TANYA MALIK | WEB | OP-ED | ENGLISH | 'HEY FILMMAKERS, IT'S TIME TO POP THE BUBBLE AND HIT HARD WITH REALITY' | BOMBAYTIMES.COM

DEVINA GUPTA | RADIO | COMMENTARY | ENGLISH | 'HOW CAN NIGHT SHIFTS BE MADE SAFER FOR WOMEN IN INDIA' | BBC WORLD SERVICE

ANUSHREE BHAUMIK | TELEVISION | NEWS FEATURE | ENGLISH | 'WOMEN AND THEIR LANGUAGE OF LEISURE' | WION

BHANU PRAKASH RANA | PRINT | MAGAZINE – ARTICLE | HINDI | 'KHETI MEIN BHARPOOR KAAM PHIR BHI MAHILA KISAN HONE KA NAHI SAMMAN' | FARM N FOOD (DELHI PRESS)

ANURAG KUMAR SRIVASTAVA | PRINT | MAGAZINE – FEATURE | HINDI | 'NASBANDI - MAHILAYEIN HEE KYON ZIMMEDAR?' | YATHARTHWADI

CHANDRABHAN YADAV | PRINT | NEWS REPORT | HINDI | 'MAHILAON KO ANGADAAN KARNE SE PARHEZ KARTE HAIN PURUSH' | AMAR UJALA

NIKKU KUMARI | WEB | BLOG | HINDI | 'MERA PEHLA PERIOD AANE SE PEHLE MERI SHAADI HO CHUKI THI AUR MUJHE KUCH NAHIN PATA THA' | YOUTHKIAWAAZ.COM

SANTOSH SHARMA & SUMAN PARMAR | WEB | FEATURE | HINDI | DAAYAN HONE KA KA KOYI PRAMAAN THODE HOTA HAI? | THETHIRDEYEHINDI.IN

SHADES OF RURAL INDIA | WEB | FEATURE-VIDEO | HINDI | 'KURMA GHAR MEIN PERIOD KE DAURAAN MAHARASHTRA KI ADIVASI LADKIYAN REHANE KO KYUN HAI MAJBOOR?'

SUMAN PARMAR | WEB | NEWS REPORT | HINDI | 'PRASAV AUR GARIMA: SWASTHYA KE NAAM PAR GARBHAVATI MAHILAON KE SAATH HINSA' | THETHIRDEYE.IN

MANVENDRA SINGH | WEB | PODCAST | HINDI | 'MOUNT EVEREST DEATH ZONE – MEGHA PARMAR'S JOURNEY TO THE TOP OF THE WORLD' | GAONCONNECTION.COM

JURY APPRECIATION CITATION

SONAL KHETERPAL & SONALI ACHARJEE | PRINT | MAGAZINE – FEATURE | ENGLISH | 'SAFETY OF WOMEN @ WORKPLACE' | INDIA TODAY

SANSKRITI TALWAR | WEB | ARTICLE | ENGLISH | 'WHY DALIT WOMEN FARMERS IN PUNJAB ARE GIVING UP ON ORGANIC CULTIVATION' | 101REPORTERS.COM

AMBIKA SHARMA | WEB | BLOG | ENGLISH | 'DO YOU KNOW THE COST OF DENYING PATRIARCHY'S EXISTENCE?' | YOUTHKIAWAAZ.COM

SUDIPTA DAS | WEB | FEATURE | ENGLISH | 'HOW INDIA CONTINUES TO DENY ITS GENDERQUEER CITIZENS ACCESS TO TOILETS' | QUEERBEAT.ORG

ASHWINI SHUKLA | WEB | FEATURE | ENGLISH | 'THIS IS HARD WORK, THE MONEY IS NOT ENOUGH' | RURALINDIAONLINE.ORG

MANSI VIJAY | WEB | INVESTIGATIVE STORY | ENGLISH | 'HOW WOMEN IN UTTAR PRADESH CONFRONT A NEGLECTED DISEASE AND STIGMA' | INDIASPEND.COM

AYESHA QURESHI | WEB | OP-ED | ENGLISH | 'ARE WOMEN REALLY GOLD-DIGGERS OR JUST VICTIMS OF BIAS?' | YOUTHKIAWAAZ.COM

PRIYAM VERMA | WEB | ARTICLE | HINDI | 'SAGAR HATYAKAND: 5 SAAL MEIN AAROPIYON KA BADHTA GAYA KHAUFF, AAKHIR MEIN PIDITA KO HEE SAZA-E-MAUT' | THEQUINT.COM

PRITI KHARWAR | WEB | FEATURE | HINDI | 'MANORANJAN KI DUNIYA MEIN LGBTQ+ SAMUDAAY KI MOUJUDGI, VASTAVIK SAMASYAEIN AUR CHUNAUTIYAN' | HINDI. FEMINISMININDIA.COM

VISHNUKANT TIWARI | WEB | FEATURE VIDEO | HINDI | 'NATRA JHAGDA TRADITION KYA HAI, JISME LADKI KO SHAADI SE BAAHAR AANE KE LIYE MOTI RAKAM DENI HOTI HAI' | BBC NEWS HINDI

PRINCE MUKHERJEE | WEB | NEWS REPORT | HINDI | 'GHARELU KAMGAR MAHILAYEIN: KAM PAISA, ATYADHIK KAAM & KAAM SE NIKALE JAANE KA DARR' | MOJOSTORY.COM

Western Region

POOJA BIRAIA | PRINT | MAGAZINE – ARTICLE | ENGLISH | 'THE BULLY AND THE BULLIED' | THE WEEK

PUJA CHANGOIWALA | PRINT | MAGAZINE – FEATURE | ENGLISH | 'THE LONELY CRUSADE AGAINST CASTE' | NIEMAN REPORTS

SUMEDHA RAIKAR MHATRE | PRINT | OP-ED | ENGLISH | 'WASTE PICKERS SCRIPT THEIR FUTURE' | MID-DAY

NILEENA SURESH | WEB | ARTICLE | ENGLISH | 'GARIMA GREH'S STRUGGLE FOR TRANSGENDER REHABILITATION AMID FUNDING DELAYS' | INDIASPEND.COM

NIDHI JAMWAL | WEB | BLOG | ENGLISH | 'THE VILLAGE CLASSROOM: RURAL INDIAN WOMEN CAN TEACH ABOUT CLIMATE RESILIENCE, FIGHT FOR SURVIVAL' | KASHMIR TIMES

RITU SHARMA & SWADESHA SHARMA | WEB | FEATURE | ENGLISH | 'STATE REASSURES PROTESTING ASHAS... ONCE AGAIN' | RURALINDIAONLINE.ORG

JASHVITHA DHAGEY | WEB | NEWS REPORT | ENGLISH | 'SAVING RANI BAGH WITH WOMEN'S POWER AND COLLABORATIVE CAMPAIGNS' | QUESTIONOFCITIES.ORG

ARRÉ VOICE | WEB | SOCIAL MEDIA CAMPAIGN | ENGLISH | '#PASSTHEMIC CAMPAIGN'

PUNITA VAIDYA | PRINT | MAGAZINE-ARTICLE | GUJARATI | 'START-UP NI DUNIYAA... KUDIYAAN KA HAI ZAMAANA!' | DIVYA BHASKARMAITRI DAVE | PRINT | FEATURE | GUJARATI | 'VIVAHIT BALATKAR' | THE SANDESH NEWS

TEJAS VAIDYA | WEB | FEATURE-VIDEO | GUJARATI | 'TRANSGENDER WOMAN: MY DAUGHTER CALLS ME PAPA' –GUJARAT GOVERNMENT OFFICER WHO TRANSITIONED FROM MALE TO FEMALE' | BBC NEWS GUJARATI

BABU LAL NAGA | PRINT | ARTICLE | HINDI | "IZZAT" KE NAAM PAR BHENT CHADHTI ZINDAGIYAN' | BHARAT UPDATE

CHETAN DWIVEDI | PRINT | INVESTIGATIVE STORY | HINDI | '5 SAAL TAQ KI LEASE PAR BIK RAHI BETIYAN: MATA-PITA HEE PARIVAR KA KARZ UTAARNE KO UP-MP TAQ BHEJ RAHE' | DAINIK BHASKAR

KAVITA SWAMI | PRINT | NEWS REPORT | HINDI | 'WOH 5 DIN... PERIODS KE DINON MEIN EK HEE PAD MEIN CHOURAHE PAR KHADE REHKAR 10 GHANTE DUTY KI, MAHILAON KE LIYE WAHAAN WASHROOM TAQ NAHIN' | DAINIK BHASKAR

SHYAMVEER SINGH | WEB | FEATURE | HINDI | 'MAZDOOR MAHILA KA SAPNA, BETI AUR POTI KO KUSHTI MEIN PRASHIKSHIT KAR BADAL RAHIN UNKI TAQDEER – DALIT GIRLS IN WRESTLING' | ETV BHARAT

NEERAT KAUR & AKANKSHA SAXENA | WEB | FEATURE VIDEO | HINDI | 'BOLLYWOOD MEIN #METOO: SILVER SCREEN KI MATMAILI DUNIYA' | DEUTSCHE WELLE GERMANY

SHYAMVEER SINGH | WEB | NEWS REPORT | HINDI | 'SAMAJ NE DUTKARA, PHIR BHI ANTARRASHTRIYA STAR PAR CHAMAK BIKHER RAHI BHARATPUR KI PARA PLAYER SONIA CHOUDHARI' | ETV BHARAT

RAHEE SHRUTI GANESH | PRINT | FEATURE | MARATHI | 'UMAR KHALID: VIKHARAT BAHARNARA GULMOHAR' | NABZ EIDOTSAV

PRADNYA SINGH | PRINT | NEWS REPORT | MARATHI | 'SHE PERFORMS AUTOPSIES FEARLESSLY AT SASSOON' | DAILY PUDHARI

APSARA AGA | WEB | FEATURE | MARATHI | 'PAANI KAMRECHYA VAR PARYANT AALA ANN APANG ASLYACHI PAHILYANDACH PRAKARSHANE JAANIV JHAALI' | BAIMANUS MEDIA RESEARCH FOUNDATION

RUSHIKESH MORE | WEB | FEATURE-VIDEO | MARATHI | 'FOREST GUARD : VANNVA, VRIKSHATOD AANI SHIKARIPASUN JUNGLE VACHAVNARI DHAADSI VANPAAL! | TADOBA TIGER RESERVE' | BAIMANUS MEDIA RESEARCH FOUNDATION

JURY APPRECIATION CITATION

HEENA KHANDELWAL | PRINT | FEATURE | ENGLISH | 'KASHISH, THE LONE WOMAN STUNT RIDER IN HANUMANKIND'S 'BIG DAWGS'' | THE INDIAN EXPRESS

MANASI PHADKE | WEB | FEATURE | ENGLISH | 'GOA ISN'T JUST A PARTY CAPITAL, IT IS A START-UP HUB TOO. AND WOMEN ARE DRIVING IT' | THEPRINT.IN

RADHESHYAM JADHAV | WEB | NEWS REPORT | ENGLISH | 'HOW A BANK FOR WOMEN TRANSFORMED DROUGHT-STRICKEN MANDESH' | THE HINDU BUSINESS LINE

SANKET JAIN | WEB | NEWS REPORT | ENGLISH | 'HOW FLOODS ARE CONTRIBUTING TO PREGNANCY LOSS IN INDIA' | HEATMAP.NEWS

NEETU SINGH | PRINT | ARTICLE | HINDI | 'BACHCHİYON KO TASQARI SE NIKAL UNHE BACHAANE KI MUHIM MEIN JUTI HAI LEENA KEJRIWAL' | DAINIK BHASKAR

KAMLA BADONI | WEB | FEATURE | HINDI | 'AANCHAL SHARMA KO STAGE 3 BREAST CANCER HUA, SASURAL MEIN MAAR KHAYI, PATI KA GHAR CHHOOTA, ABB ROGIYON KA DARD BAANTATI HAI' | NAVBHARAT TIMES

SHAILAJA TIWALE | PRINT | FEATURE | MARATHI | 'FROM CLASSROOM TO CLINIC: THE URGENT NEED FOR GENDER-SENSITIVE MEDICAL TRAINING' | LOKSATTA

DIPALI JAGTAP | WEB | FEATURE-VIDEO | MARATHI | 'SHE'S MANIFESTO PART 2 MAHARASHTRA RATNAGIRI: DAPOLI MADHIL FISHERWOMEN CHYA YA NIVADNUKITUN KAAY AAHET MAAGNYA?' | BBC NEWS [MARATHI-YOUTUBE.COM](https://www.bbc.com/news/marathi-youtube.com)

Our Jury

1. **AKHILESHWARI RAMAGOUD** - Journalist with over 30 years at *Deccan Herald*, acclaimed Washington-based foreign correspondent, and recipient of the Telangana Government's Best Woman Journalist award.
2. **ALKA DHUPKAR** - Senior Assistant Editor at *TOI Plus*, this journalist's incisive reporting spans gender, politics, rural Maharashtra, and urban poverty. A recipient of the Ramnath Goenka, Chameli Devi Jain, and multiple *Laadli* Awards, she is known for blending rigorous investigation with deep social insight and innovative storytelling.
3. **AMMU JOSEPH** - Independent journalist and author for nearly five decades, this pioneering voice on gender, media, and culture has penned six acclaimed books and held founding roles in the Network of Women in Media, India, and leading media schools.
4. **ANUJA GULATI** - A development professional with over 30 years in gender and rights, Gulati is a Programme Management Specialist at UNFPA India. She has spent more than two decades at UNFPA, leading training and policy initiatives on gender-based sex selection, sexual harassment, and inclusive reproductive health.
5. **ARATHI P M** - Director of the School of Gender Studies at Mahatma Gandhi University, specialising in public health law, gender justice, and feminist research methodology.
6. **ARITRA BHATTACHARYA** - This journalist-researcher has reported on human rights for leading national outlets. A doctorate on interdisciplinary study of Maharashtra's *shahiri* tradition, he has researched on bonded labour and digital technologies.
7. **ASHA MATALE** - For over three decades in leading Marathi and national media, this seasoned journalist has specialised in politics, health, and editorial strategy. A *Saamana* columnist and multilingual editor, she has covered landmark elections and now teaches at the University of Mumbai
8. **BARKHA DUTT** - This award-winning journalist, author, and TV anchor for 30 years in broadcast/digital media, is known for fearless reporting and incisive commentary which shapes national conversations on politics, gender, and social change
9. **BISAKHA DUTTA** - This feminist digital rights advocate, leads the non-profit Point of View and co-founded the award-winning *Deep Dives*. She channels her journalistic and filmmaking skills to pioneer research on digital obscenity and serves on global boards like Wikimedia Foundation.
10. **DR. DAYA KRISHNA MANGAL** - This medicine post-grad with over 40 years of experience in public health, currently serves as an Adjunct Professor at the Johns Hopkins Bloomberg School of Public Health, USA.
11. **DIVYA GUPTA** - This communications specialist and former journalist with 25 years of experience, is a senior consultant with the World Bank, India. An award-winning journalist, she has led communications for WHO and UN Women and holds advanced degrees from Columbia and John Hopkins.

12. **DEEPA GAHLOT** – National awardee critic, columnist, and author writes on cinema, theatre, the arts, and women’s issues for leading publications and *deepagahlot.com*, she has edited several cinema journals and authored books like *The Prithviwallahs*, *Take 2*, *Sheroes*, apart from biographies of Shah Rukh Khan and Shammi Kapoor.
13. **DOLLY THAKORE** - This TV anchor, commentator and columnist is a Communication & PR consultant, author, associate publisher, editor, casting director, and actor among other things.
14. **DR. MALTI MEHTA** - A seasoned media professional, educator, and filmmaker, she has shaped media education in Gujarat. She leads initiatives at Gujarat University and the Ahmedabad Management Association while advancing women’s representation and gender policy in the state.
15. **DR. MINAXI SHUKLA** - This child rights advocate and co-founder of CHETNA, now consults for “Promoting Learning for Life.” She advises government and civil society on child health, nutrition, and education, including as State Consultant for UNICEF and the Government of Bihar.
16. **DR PAM RAJPUT** - This Padmashri awardee academic and feminist-activist, renowned for advancing gender equity headed a national panel on women’s status.
17. **DR. SINDHU MANJESH** - An independent writer, editor, researcher, and media scholar, she is both a Fulbright Fellow and Chevening Scholar with over two decades of global experience as a journalist and academic..
18. **DR. SHEFALI ROY** - This distinguished professor with nearly three decades of experience, specialises in gender and political sociology. As former Head of Department and Director at Patna University, she has authored several influential works on women’s rights.
19. **ENA SINGH** - For over two decades, Singh served as Assistant Representative at UNFPA India, leading programmes on gender, reproductive health, and population issues. Her pioneering work on gender-biased sex selection is widely recognised.
20. **GITA ARAVAMUDAN** - Pioneering journalist and Bangalore’s first woman reporter, Aravamudan tackles critical social issues in her non-fiction, including *Baby Makers* and *Disappearing Daughters*. Her bestselling *ISRO: A Personal History* and work on *KGF* further showcase her compelling storytelling.
21. **GITALI VINAYAK** - Chief Editor, Miloon Saryajani, a Marathi magazine and a social activist.
22. **GOKUL KRISHNAMOORTHY** - This Independent Content Consultant and Marketing Columnist with over two decades of experience spanning events, PR, journalism, and brand strategy, has written and served in senior editorial roles across *Campaign India*, *The Hindu Businessline*, and *The Times Group* and has authored books on advertising and marketing.
23. **GOVIND CHATURVEDI** - A veteran journalist, Associated with Dainik Navjyoti, UNI, Rajasthan Patrika.

24. **GOURAHARI DAS** -Distinguished Odia author and rare two-time Sahitya Akademi awardee, Das has over 75 books to his name. He led media as Principal of the Sambad School of Media and Culture and guided seminal cultural institutions like the theatre group Satabdira Kalakar.
25. **JYOTSNA HABIBULLAH** - Climate leader and CEO of Lucknow Farmers Market, Habibullah uses her marketing expertise to connect farmers and artisans with conscious consumers. She champions women's empowerment and drives climate action by reducing carbon footprints and promoting ecological restoration.
26. **KANCHAN MATHUR** - Ex-officiating director at IDSJ, Jaipur until 2018 and Professor (Honorary) until 2023.
27. **KANCHAN SRIVASTAV** - Senior Editor at Exchange4media Group with 16 years of experience at Times Group, Zee Group, and Free Press Journal.
28. **KANKSHI NETRI** - Founder of NETRI Foundation and policy researcher. Recognised for championing women's rights and driving technology-based political opportunities in India.
29. **KARISHMA DOLASHA** - This dedicated Sociology educator and subject expert integrates real-world perspectives into learning, combining research-driven teaching with a commitment to holistic student growth.
30. **KUNAL PUROHIT** - This award-winning journalist and documentary-maker has spent two decades investigating development and inequality. His recent focus on hate crimes and Hindu nationalism, culminated in the acclaimed book *H-Pop*.
31. **KV SRIDHAR** - KV Sridhar aka "Pops," is 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
32. **LAKSHMI LINGAM** - A distinguished gender and media scholar with over three decades of experience, she served as Dean at the Tata Institute of Social Sciences, Mumbai. Specialising in women's studies, public health, and digital citizenship, she has held prestigious fellowships, including two Fulbright awards.
33. **LEENA PUJARI** - This feminist-sociologist who heads the Sociology Department at Mumbai's K C College, specialises in Gender Studies, feminist pedagogy, and jurisprudence.
34. **MEENA KARNIK** - A veteran journalist of 40 years, Karnik co-edits the award-winning *Akshar*, has authored and translated over ten books on cinema and Hindi film romance, and serves as an international film critic and jury member at festivals including Ankara and Kerala.
35. **MEERA SUNDARAJAN** - This Chennai-based social development professional with 30+ years of experience is a TISS Social Work post-grad who has worked on economic empowerment, gender-based violence, and disaster management, shaping programmes and policy across multiple states.
36. **MITALI PAREKH** - This versatile editorial professional since 2000, has served as the Gender and Sexuality editor for *DNA* and a Contributing Editor for *Sunday Mid-Day*, with her incisive writing on gender, mental health, and urban life featured in publications like *The Guardian*, *Caravan*, and *Scroll.in*.

37. **MOHAMMED KHAN** - Mohammed Khan is the Indian advertising legend who set up some of the country's best agencies, including Contract, Rediffusion and Enterprise Nexus.
38. **NILESH DHOTRE** - This Delhi-based journalist has 18 years of experience across TV, radio, and digital media. He leads planning and commissioning for BBC News Marathi, specialising in political analysis and human-interest stories that amplify underrepresented voices, particularly within the LGBTQIA+ community.
39. **PAMELA PHILIPOSE** - This veteran journalist and author is the ombudsperson for *The Wire* and former Editor-in-Chief of the Women's Feature Service, with a career spanning senior editorial roles at *The Indian Express* and acclaimed books on media, politics, and society.
40. **PRATIMA JOSHI** - Writer and social activist for over 30 years, this award-winning investigative journalist has authored short stories, edited two non-fiction books, and actively supports multiple non-profit organisations
41. **PROF. SHOBHITA RAJAGOPAL** - This retired feminist-researcher from the Institute of Development Studies, Jaipur spent three decades advancing gender equity. Her work on women's rights, education, and health has shaped policy and practice across India and South Asia.
42. **RADHIKA BORDIA** - Senior journalist with over 30 years' experience, Bordia shaped long-form programming at NDTV, including *24 Hours*, *Witness*, and *India Matters*. She reports on development, identity, and gender at the grassroots and directs the Delhi programme at the Missouri School of Journalism
43. **RAJAN MAHAN** - This distinguished NDTV journalist for over two decades, is now a reputed journalism professor and socio-political commentator, blending reporting with academic insight through his books, columns, and media analysis.
44. **RANJONA BANERJI** - With over 40 years in media, Banerji has worked across advertising and publications like *India Today*, *Mid-Day*, *The Times of India*, and *DNA*. Based in Dehradun for the past 11 years, this independent journalist covers media, politics, gender, and is actively involved in local environmental issues.
45. **RICHA S MUKHERJEE** - This TEDx speaker, award-winning author, ex-journalist, and advertising professional's novels—set in small-town India—blend humour, heart, and social insight. Author of *Kanpur Khoofiya Pvt. Ltd.*, *The Curse of Kuldhara*, and *Vigil-Aunties*, she also writes for leading publications.
46. **REVATHI SIVAKUMAR** - This journalist, writer, and poet whose work for national and international publications explores developmental, social, and political issues, often seeks the profound meaning held within the spaces between words.
47. **REVATI LAUL** - This independent journalist, filmmaker, and author of *The Anatomy of Hate*, who has reported for *NDTV*, *Tehelka*, and *Hindustan Times* is the Director of Sarfaroshi Foundation.

48. **SANDEEP SAHU** - This journalist with over 40+ years of experience, is a seasoned BBC correspondent and political columnist for platforms like OTV and *Sambad*. He has authored President Droupadi Murmu's biography for Penguin and produces content in Odia, Hindi, and English, including his own YouTube show.
49. **SATYAVATHI KONDAVEETI** - Women's rights activist and founder Editor of the first feminist magazine in Andhra Pradesh – 'Streevada Patrika' – Bhumika in 1993
50. **SATHYA SARAN** - Sathya Saran is a 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*.
51. **SAUMYA BAIJAL** - This feminist bilingual writer-poet is a storyteller, radio presenter, theatre artist, guest lecturer, and activist..
52. **SHAHINA KK** - Recipient of the 2023 International Press Freedom Award, she is Senior Editor at *Outlook* with 27 years of experience across television, print, and digital media, reporting on human rights, public health, gender, caste, and politics.
53. **SHEFALI CHATURVEDI** - An award-winning audio professional and communication consultant with 20 years' experience, she has led media and humanitarian initiatives with WHO and BBC Media Action.
54. **SHRIRANG KHATAVKAR** - This versatile Marathi theatre professional—actor, voice artist, writer, and director—began as an IT professional in the mid-90s and briefly explored the food industry before establishing his niche in theatre and on screen. He is celebrated for his inclusive, gender-equality advocacy.
55. **SOHIT MISHRA** - This fearless independent journalist, spent over seven years at NDTV before leaving mainstream media to launch his own channel. His work spans ground-breaking COVID coverage and political reporting which reaches thousands.
56. **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*.
57. **SUDIPTA BASU** - Currently Senior Editor at *Hindustan Times*, this seasoned journalist has held key editorial roles at *The Telegraph*, *MidDay*, *Mumbai Mirror* and *The Indian Express*.
58. **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.
59. **SUNNY SEBASTIAN** - This journalist and political commentator is the founder vice-chancellor of Haridev Joshi University of Journalism and Mass Communication.
60. **SUPRIYA SHARMA** - This Executive Editor of Scroll.in who champions independent digital journalism recipient of both the Ramnath Goenka Award and the Chameli Devi Jain Award. She has over two decades of experience in covering politics, conflict and development.

● 15th NLMAAGS

61. **TERESA REHMAN** - An award-winning journalist, author, and media educator based in northeast India.
62. **USHA THORAT** - Former Deputy Governor of the Reserve Bank of India and a champion of financial inclusion.
63. **VANAJA C** - Award-winning journalist, TV presenter, and filmmaker.
64. **VASANTHI HARIPRAKASH** - This award-winning journalist, radio & TV anchor, and founder of Pickle Jar Media has had a career spanning print, radio and TV—including NDTV 24x7 and BBC World News. She now focuses on storytelling, media training and creating platforms for under-represented voices
65. **VIDYOTAMA SHARMA** - This journalist and content strategist now applies her extensive experience as Founder & CEO of the *Only Women* community and her content agency. Having led launches for top media houses and corporate initiatives, she is a sought-after moderator, speaker, and trainer.
66. **VIKRANT PANDE** - A translator of 12 Marathi classics into English, this polyglot awardee author, and former corporate professional is a renowned expert on Indian brand leadership and consumer insights.
67. **VINAYA DESHPANDE** - This senior journalist specialises in gender-sensitive reporting, and investigative work on issues such as workplace sexual harassment. She has held leadership roles in major Indian news organisations and is a Chevening Fellow and former IVLP participant
68. **YASIM SAIT** - This professional has leveraged her expertise of three decades in retail and entertainment, as an author, life purpose coach, and founder of a finishing school to empower.

Programme Sheet

- Opening Address by Yogesh Pawar, Programme Director, Population First
- Dance Performance by Shubhada Varadkar & disciple
- Welcome address by KV Sridhar, Executive Trustee, Population First
- Curtain Raiser
- Address by Dr A L Sharada, Trustee, Population First
- Presentation of Book Awards
- Presentation of Special Awards
- Address by Anuja Gulati, Program Management Specialist, UNFPA India
- Launch of LMA Book
- Tribute to Piyush Pande
- Presentation of Advertising Awards
- Address by Dolly Thakore, National Coordinator, Laadli Media Awards
- Presentation of Film Awards
- Presentation of OTT Award
- Presentation of Journalism Awards
- Address by Chief Guest Lillete Dubey, Indian actress and theatre director
- Vote of thanks

ABOUT UNFPA



ANDREA M. WOJNAR

**Resident Representative for UNFPA India and
the Country Director for Bhutan**

“When the media chooses to tell stories through a gender lens—showing men and women in diverse roles, challenging stereotypes, and creating gender-neutral narratives—it does more than inform; it transforms. To those of you who have embraced this responsibility, congratulations, you are shaping a media landscape that reflects equality, amplifies every voice, and inspires a more inclusive world.”

UNFPA, the United Nations Population Fund, is the sexual and reproductive health agency of the UN. It works to uphold the rights and choices of women, girls and young people across more than 150 countries. Our aim is to ensure that every pregnancy is wanted, every childbirth is safe, and every young person can fulfil their potential.

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

ABOUT US

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 THE LAADLI TROPHY

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

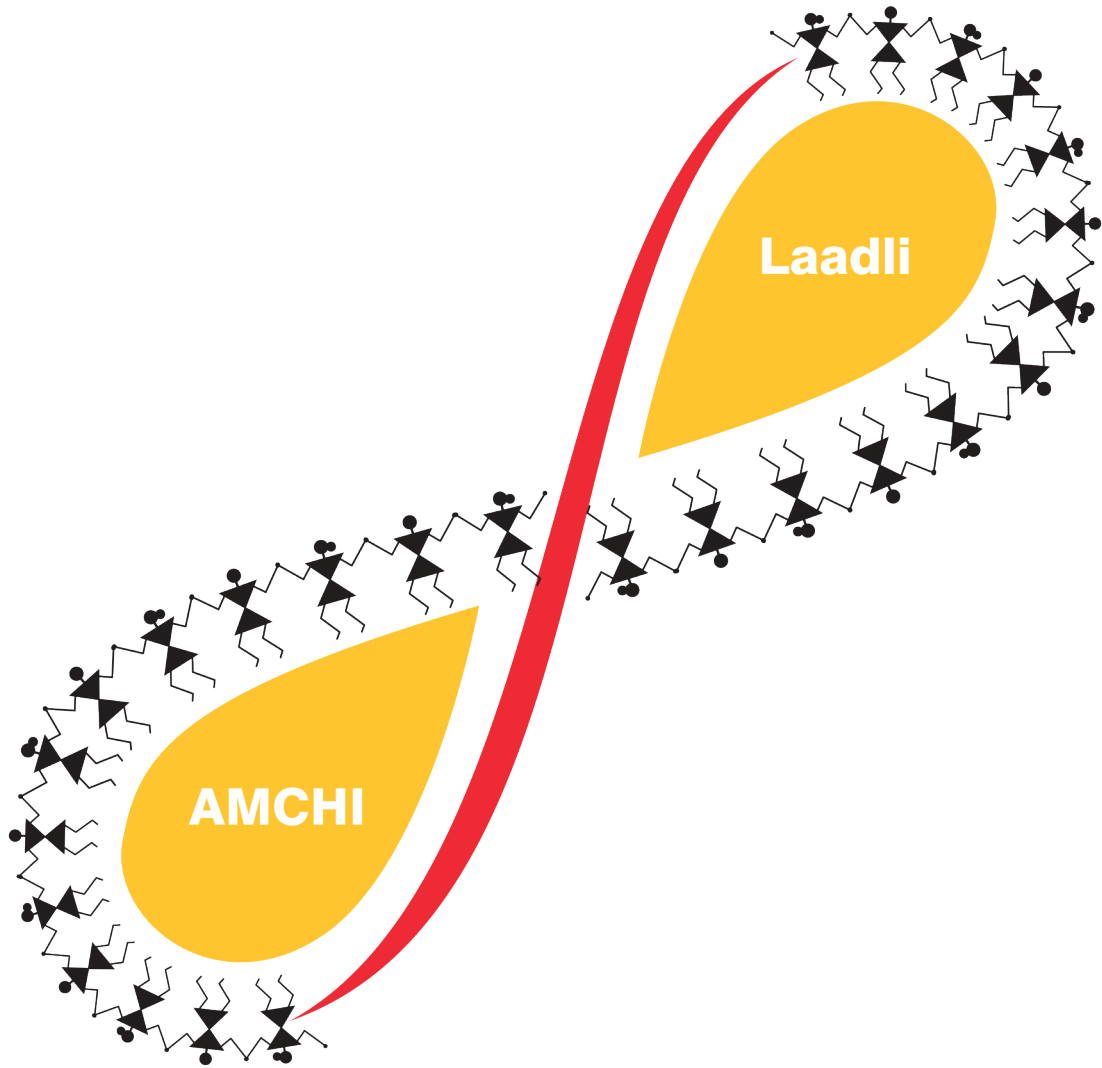
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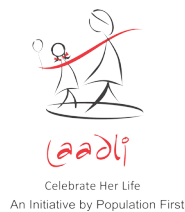
MADISON
OUT OF HOME



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



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Population First

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Next VITS Sharnam hotel, Eastern Express Highway, Thane - 400604

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