

Population First

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

(REGIONAL 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're beyond excited to present the 15th edition of the Regional *Laadli* Media and Advertising Awards for Gender Sensitivity 2025! Every year, these awards are our way of saying loud and clear: gender-sensitive, ethical, and impactful storytelling is not just possible—it's happening all around us.

This year, the response was phenomenal: 715 submissions from across the country in 13 languages, covering print, electronic, and digital media. Digital platforms are clearly taking the lead, closely followed by print, and then radio and TV. From the North, South, East, and West, voices from every corner of India poured in, sharing stories that matter. After shortlisting 630 entries, our jury held 28 spirited sessions, finally selecting 63 winners and special mentions—all of whom showcase nuanced, sophisticated, and deeply sensitive storytelling.

A huge shout-out to our jury members, whose guidance and encouragement make this possible year after year. We're also delighted to welcome Veteran Journalist, Author & Columnist, Kalpana Sharma and Executive Chairperson, Ogilvy India, Hephzibah Pathak as our Chief Guests, thank UNFPA for their invaluable support, and express special gratitude to Anuja Gulati, Dr. A. L. Sharada, and Dolly Thakore for their constant guidance. And of course, a standing ovation to Siddhesh Patil for opening the ceremony with a soulful invocation.

Our sincere and deepest gratitude for NCPA and Hitkari who have been our consistent partners.

Finally, my heartfelt thanks to my amazing Population First team—you made the magic happen! Here's to celebrating bold, insightful, and gender-sensitive storytelling that inspires change and makes our world just a little bit better.



Yogesh Pawar

Programme Director
Population First

Introduction to Regional Awards

Welcome to the 15th edition of the Regional *Laadli* Media and Advertising Awards for Gender Sensitivity. The formal call for entries for this edition was announced on 8th March 2025.

Eminent journalists and media professionals from print, digital, and electronic media across the country were invited to submit their work in English, Hindi, and various regional languages. We received an impressive total of 715 entries from across India, with the North region submitting the highest number. The submissions spanned 13 different languages.

A total of 28 jury meetings were held to determine the most deserving recipients. The jury comprised 57 distinguished experts from diverse fields, including academia, media, journalism, social activism, business strategy, authorship, and other areas of expertise. These highly respected jurors represented different parts of the country, along with a few international members.

At our grand Awards Ceremony in Tata Theatre, NCPA, Mumbai, we are honoured to present the *Laadli* Media and Advertising Awards for Gender Sensitivity to 63 outstanding journalists, while 33 journalists receive Jury Appreciation Citations.

We are grateful that UNFPA has continued to be a vital supporter of this initiative over the years, helping us strengthen our mission of promoting gender sensitivity in media.





NIKITA MOHTA

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

This feature challenges the popular empowerment narrative around Haryana’s women wrestlers. It reveals how their pursuit of medals is shaped by parental control, patriarchal norms, caste hierarchies, and pressures of femininity, showing resistance that is quiet rather than defiant.

MOYURIE SOM, SHRABANA CHATTERJEE & SHIV SAHAY SINGH

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

This series goes beyond reporting the brutal rape and murder of a young doctor in Kolkata, tracing how systemic failures in healthcare, governance, and law enforcement enabled both the crime and the violent aftermath. It situates public outrage within larger questions of safety, accountability, and institutional collapse.



AISHWARYA MOHANTY

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



This article highlights the often-overlooked face of climate change in rural Odisha, where environmental degradation threatens livelihoods, food security, and traditions. Focusing on women of Khudiguda and nearby villages in Koraput, it captures their resilience and collective action, blending sharp analysis with their lived experiences and aspirations.

VAIVAB DAS

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





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

This report documents the abduction and confinement of DJ Damini Bhajanka by her own family to prevent her inter-faith marriage, and the months-long inaction of the police across three states. It exposes how patriarchal control, combined with institutional complicity, can strip an adult woman of her autonomy.

DR ANTARJEETA NAYAK

PRINT | OP-ED | ODIA | 'PAATHSHAALARA ANTUDISHALA O NARI' | PRAMEYA

The article foregrounds the invisible labour of homemakers, showing how their contributions remain unrecognised despite being central to family and society. With data, anecdotes, and cultural reflections on Matrubhoomi (Motherland) and Matrubhasha (Mother Tongue), it exposes the irony of symbolic reverence for women alongside everyday gender discrimination.



SASMITA SAHOO

PRINT | NEWSPAPER - FEATURE | ODIA | 'GUNIYA GADHE LO DAHANI' | SAMBAD

The article exposes the brutal practice of witch-hunting in Odisha's tribal belts, where women are branded as witches, stripped of dignity, tortured, and even killed under the guise of superstition. It reveals how such charges are often driven by greed, revenge, or prejudice rather than belief, trapping entire communities in fear and complicity. With voices from activists and rationalists, it lays bare the violence and injustice of an archaic practice that has no place in a modern society.

SHATARUPA SAMANTARAY

TELEVISION | SPECIAL SHOWS | 'SAFARI QUEENS OF DEBRIGARH' | ARGUS NEWS

Set against the wild beauty of Debrigarh, the programme follows two tribal women who have dared to journey into male-only terrain—one behind the wheel as a safari driver, the other leading the trail as a safari guide. As the only women in their teams, they speak of the doubts they braved and the barriers they broke, their courage echoing through both the forest paths they navigate and the communities they inspire.



Jury Appreciation Citation



SANHATI BANERJEE

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

This feature examines how the brutal rape and murder of a doctor in Kolkata sparked unprecedented protests across West Bengal, exposing the hollowness of Mamata Banerjee’s women-centric image. It highlights how the movement grew beyond outrage over one crime into a broader call against systemic gender violence, corruption, authoritarianism, and state complicity.

CHRISTIANEZ RATNA KIRUBA

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

Written in the aftermath of the shocking rape and murder of a young female doctor at RG Kar Medical College, Kolkata (August 2024), this article powerfully expands the discussion beyond the crime itself. It exposes how poor funding, collapsing infrastructure, and lack of safety make women healthcare workers across India vulnerable to similar assaults.



JYOTI JANGRA

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



Through the voice of a young Kuki woman, this compelling feature captures the emotional landscape of Manipur’s ongoing conflict — a rare, ground-level account of what drives youth, especially women, to the brink of militancy. The film balances empathy and realism, foregrounding the female perspective within a narrative dominated by violence and displacement.

MAITREYEE BORUAH

WEB | INVESTIGATIVE STORY | ENGLISH | 'HOW POVERTY IS PERPETUATING TRAFFICKING IN ASSAM'S TEA GARDENS' | [INDIASPEND.COM](https://indiaspend.com)

This story reveals how poverty and low wages in Assam's tea gardens push children out of school and make women and girls vulnerable to trafficking and gender-based violence.



POUSALI BHAR

WEB | OP-ED | ENGLISH | 'CONTRACEPTIVES, COOTIES, AND COMMERCIALS: THE SILENT CODES OF SEXUAL AWARENESS' | [YOUTHKIAWAAZ.COM](https://youthkiawaaaz.com)



A personal yet sharp reflection on how secrecy, stigma, and coded advertising around contraceptives fail young people, and why open conversations on safe sex and reproductive health are urgent.



*Jury
Appreciation
Citation*

DIVYA GANDHI

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



A deeply researched and compelling feature that examines the paradox of women’s growing presence in STEM education and their stark underrepresentation in academia. Through a seamless blend of data, case studies, and human stories, the article exposes the structural and cultural barriers that push women out of the system.

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.



NITIN SHARMA

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

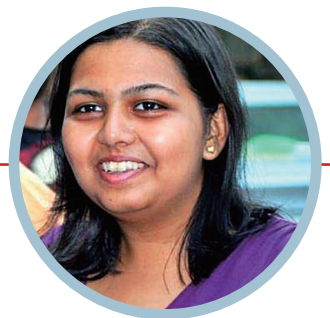


A moving account of para-athlete Deepthi’s journey from ridicule to global glory, this story captures her grit, spirit, and triumph over prejudice — a testament to how perseverance can turn pain into pride.

ROHINI LAKSHANÉ

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

A deeply researched and impactful piece on the growing menace of image-based abuse, this article explains with clarity how technology enables such violations and why women are disproportionately affected. Combining facts, trends, and analysis, it raises urgent questions and makes a compelling case for public awareness and systemic action.



SHREEHARI PALIATH



WEB | FEATURE | ENGLISH | 'WHY A ROBUST GIG WORK LEGISLATION WILL HELP WOMEN WORKERS' | [INDIASPEND.COM](https://indiaspend.com)

The article examines the rapidly expanding gig workforce in India through a gender lens, highlighting how domestic responsibilities and family demands uniquely shape women's work experiences. It underscores the precarious conditions, lack of welfare benefits, and the urgent need for legislation informed by the realities of women's gig work to safeguard their income and rights.

GANGADHARAN B

WEB | INVESTIGATIVE STORY | ENGLISH | 'THE HARROWING QUEER STRUGGLE OF ACCESSING STI CARE IN INDIA' | [QUEERBEAT.ORG](https://queerbeat.org)

A courageous investigation into the discrimination queer people face in accessing STI care, this piece blends reportage with lived experience to expose systemic neglect and harmful medical attitudes.



SHIVANI KAVA, NANDINI CHANDRASHEKAR & ANISHA SHETH



WEB | NEWS SERIES | ENGLISH | 'PRAJWAL REVANNA TAPES: THE AFTERMATH' | [THENEWSMINUTE.COM](https://thenewsminute.com)

An exemplary series on a national crime story, this reportage courageously investigates the sexual crimes allegedly committed by a sitting MP. It sensitively documents the trauma of survivors, the impact on families and communities, and the political, social, and administrative hurdles to justice, while also questioning media ethics and accountability.



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.



GITA CHADHA

WEB | PODCAST | ENGLISH | 'GENDER IN/OF SCIENCE: FEMINIST CONVERSATIONS' | NCBS COMMUNICATIONS @BLISCINDIA



An illuminating series that explores the intersections of gender, power, and knowledge in science, bringing feminist thought into a field that often sidelines it. The conversations are rigorous yet accessible, expanding the discourse on what it means to create inclusive scientific spaces.

CHITHRA RANGARAJAN

WEB | BLOG | TAMIL | 'IRAVUM PENKAḶUM' | HERSTORIES. XYZ

A vibrant, diary-style reflection on women reclaiming the night—celebrating freedom, courage, and solidarity in the after-hours. Through encounters with women who work, sell, and survive through the night, the blog beautifully weaves together their diverse worlds in a shared spirit of defiance and sisterhood.



HEMA RAKESH

WEB | FEATURE VIDEO | TAMIL | AṆṬU BOY; IṆṬU NIVĒTHĀ; KAIVIṬṬA PARENTS; THATTHEDUṬṬA TRANS; +2VIL VENṬRA THIRUNAṆGAIYIṆ VERRI KADHAI | BBC TAMIL



This moving video features Nivetha, a transgender girl who left home in Class IX, found family within the trans community, re-enrolled in school, and passed her board exams. Her journey from rejection to resilience is both a story of hope and a call for parental acceptance and social inclusion.

KADALI MOHAN & NAKKA NAGARJUNA

TELEVISION | NEWS FEATURE | TELUGU | 'OLYMPIC GARMENTS ORDER FROM PARIS TO WEST GODAVARI' | VANITHA TV



A heartwarming television feature tracing how women lace-makers from Narsapuram, a small town in Andhra Pradesh, wove their artistry into the global spotlight by crafting lace products for the 2024 Paris Olympics. The story beautifully threads together tradition, perseverance, and pride as these rural artisans turn their delicate craft into a symbol of empowerment and international recognition.



ESWARA RAO SALADI

TELEVISION | SPECIAL SHOW | TELUGU | 'AKASHAMANTHA' | VANITHA TV



For nearly two decades, Eswara Rao Saladi has used television as a platform to centre women's voices amid the din of political discourse. Through *Akashamantha* and other Vanitha TV programmes, he has consistently spotlighted gender stereotypes, women's health, education, and access to essentials — while celebrating women who defy the odds.

Jury Appreciation Citation

DIYA MARIA GEORGE

PRINT | BODY OF WORK | ENGLISH | THE NEW INDIAN EXPRESS

A thoughtful and diverse body of work that spans social, cultural, and political landscapes with a consistently gender-sensitive lens. From examining accessibility barriers for senior citizens and persons with disabilities during elections, to highlighting queerphobia in public spaces, unpacking colourism in festive narratives, and probing inequality in everyday contexts, each piece reflects empathy, depth, and journalistic integrity.





SOFIA BABU

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

A persuasive and eloquent blog that critiques violent cinema while making a strong case for more powerful female protagonists. Engaging and perceptive, it captures the gender zeitgeist with evocative language, sharp insights, and a provocative call to action.

AKSHITA PRASAD

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

The feature demonstrates a strong commitment to journalism that merges gender sensitivity with emergent social and political trends. Through a topical and socially relevant lens, it examines how narratives around women can be co-opted to propagate broader prejudices, delivering incisive arguments that challenge prevailing assumptions.



RASIYA BANU

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

Through powerful images and incisive text, the essay brings to life the daily grind of women in water-starved Vyasarpadi, whose backs, arms, and time bear the cost of their families’ survival. It captures not just physical exhaustion but the social impact—girls missing school, women’s health compromised—turning a familiar issue into an urgent, human story.



JOHANNA DEEKSHA VICTOR

WEB | INVESTIGATIVE STORY | ENGLISH | ‘INDIA’S IPHONE FACTORY IS KEEPING WOMEN WORKERS ISOLATED’ | SCROLL.IN

A sharp piece of investigative business journalism, this story exposes how India’s iPhone factory replicates China’s “dormitory labour regime” by isolating women workers. Blending reportage with research, it links working conditions, migration, profit-driven models, and unionisation with clarity and depth.



SHOBANA RADHAKRISHNAN



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

A well-reported four-part series that links unplanned state-led evictions in Chennai to rising domestic violence in resettlement areas. It highlights systemic gaps, women's well-being, and economic insecurity while presenting multiple perspectives and emphasising solutions.

ANUSHA RAVI

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

A sharply argued op-ed that highlights the struggles of women in the Malayalam film industry, from sexual harassment to entrenched inequality. Centring the Justice Hema Committee report, it calls out systemic silences within the industry and beyond, while powerfully affirming women's resilience and agency.



MEGHNA BALI, BHAT BURHAN & SOM PATIDAR

TELEVISION | DOCUMENTARY | ENGLISH | 'INDIAN MOTHERS WHO LOST CHILDREN IN THE TSUNAMI REVERSED STERILISATION TO BECOME PARENTS AGAIN' | ABC



A poignant exploration of loss, resilience, and the profound centrality of motherhood, this documentary follows women who, after losing their children in the 2004 tsunami, chose to reverse sterilisation in their journey to rebuild their lives. With compelling visuals and deeply humane storytelling, it captures the emotional complexity of grief, hope, and societal expectations of women.

INDU GUNASEKAR

PRINT | ARTICLE | TAMIL | 'CLIMATE CHANGE IMPACTS WOMEN MORE' | HINDU TAMIL

A succinct and timely article that spotlights how climate change disproportionately affects women, deepening existing vulnerabilities. It urges greater awareness, policy focus, and gender-responsive climate action.



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

An empathetic and sharply reported feature that reveals how *Garima Grehs* — once envisioned as sanctuaries for transgender persons — now stand neglected and under threat. Satvika Mahajan and Ashna Butani's story highlights how bureaucratic apathy and fading institutional will jeopardise one of India's few state-backed safe spaces for the trans community.

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

A searing cover story that confronts the haunting aftermath of the Manipur ethnic violence, *Criminal Amnesia* chronicles the silencing and erasure of sexual violence survivors long after the headlines faded. Rakhi Bose's fearless, balanced, and deeply humane reportage lays bare the state's apathy and the nation's collective forgetting.

**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.



ZIJAH SHERWANI & JASPREET SINGH

WEB | DOCUMENTARY | ENGLISH | 'THE KAURS OF 1984' | THEQUINT.COM

A deeply moving and visually arresting documentary that brings to light the long-silenced stories of Sikh women who survived the 1984 violence. Through testimonies, memory, and reflection, it foregrounds their resilience and grief with dignity and restraint.



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.





TAPASYA T & BHUMIKA SARASWATI

WEB | FEATURE SERIES | ENGLISH | 'WOMEN SAFETY SERIES' | REPORTERS-COLLECTIVE.IN

A compelling series of investigative reports that lay bare failures of government schemes meant to ensure women's safety and empowerment. Through meticulous documentation and first-hand narratives expose systemic apathy and deliberate underperformance. Combining rigorous inquiry with empathy, it draws attention to how well-intentioned policies often collapse in implementation, leaving women unprotected.



PRABHAT KUMAR & BHAGIRATH S

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



Set against the arid backdrop of Bundelkhand, this feature video documents how women are leading grassroots water conservation movements. Through intimate storytelling and compelling visuals, it showcases the courage and ingenuity of women determined to reclaim control over their most precious resource — water.



NIDHI SURESH

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



A haunting investigation into the lingering trauma of the Hathras case, this story documents the Dalit victim's family's continuing struggle for justice and dignity. Through empathetic reporting and courageous truth-telling, Nidhi Suresh exposes the systemic apathy and caste oppression that perpetuate their suffering.

SHREEHARI PALIATH

WEB | NEWS REPORT | ENGLISH | 'HOW INJURIES IMPACT WOMEN IN AUTOMOBILE SUPPLY CHAIN' | [INDIASPEND.COM](https://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.



TANYA MALIK

WEB | OP-ED | ENGLISH | 'HEY FILMMAKERS, IT'S TIME TO POP THE BUBBLE AND HIT HARD WITH REALITY' | [BOMBAYTIMES.COM](https://bombaytimes.com)



A sharp, impassioned op-ed that calls out the complacency of mainstream cinema in perpetuating gendered stereotypes and unsafe narratives for women. Tanya Malik urges filmmakers to move beyond the glossy illusion of empowerment and confront the harsher truths of women's lived realities.

DEVINA GUPTA

RADIO | COMMENTARY | ENGLISH | 'HOW CAN NIGHT SHIFTS BE MADE SAFER FOR WOMEN IN INDIA' | [BBC WORLD SERVICE](https://bbc.com)

A crisp, engaging exploration of women's safety during night shifts — balancing expert insights, lived experiences, and policy perspectives with clarity and empathy. The commentary's accessible flow keeps the audience hooked while driving home an urgent concern.



ANUSHREE BHAUMIK

TELEVISION | NEWS FEATURE | ENGLISH | 'WOMEN AND THEIR LANGUAGE OF LEISURE' | [WION](https://wionews.com)



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.

BHANU PRAKASH RANA

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

An incisive feature that questions why women, despite being the backbone of India’s agriculture, remain invisible as farmers. Drawing on data, field voices, and sharp structural critique, Bhanu Prakash Rana exposes the deep-rooted gender bias that denies women both recognition and rights in farming.

**ANURAG KUMAR SRIVASTAVA**

PRINT | MAGAZINE – FEATURE | HINDI | ‘NASBANDI - MAHILAYEIN HEE KYON ZIMMEDAR?’ | YATHARTHWADI

A bold and timely feature that interrogates the gendered burden of family planning in India. With strong analysis and fearless feminist framing, Anurag Kumar Srivastava exposes how patriarchy, systemic neglect, and social conditioning make women solely responsible for sterilisation — revealing the inequity embedded in public health policy.

**CHANDRABHAN YADAV**

PRINT | NEWS REPORT | HINDI | ‘MAHILAON KO ANGADAAN KARNE SE PARHEZ KARTE HAIN PURUSH’ | AMAR UJALA

A hard-hitting report that uncovers a striking gender imbalance in organ donation — where women overwhelmingly donate, while men predominantly receive. Backed by data, expert insights, and sharp social commentary, Chandrabhan Yadav exposes the patriarchal mindset that extends even into life-saving healthcare decisions.

**NIKKU KUMARI**

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

An honest, moving first-person narrative that captures the vulnerability of a young girl caught between childhood and marriage. With simplicity and emotional truth, Nikku Kumari writes of menstruation, innocence, and social neglect — forcing readers to confront the harsh realities that shape so many young lives.



SANTOSH SHARMA & SUMAN PARMAR

WEB | FEATURE | HINDI | DAAYAN HONE KA KA KOYI
PRAMAAN THODE HOTA HAI? | THETHIRDEYEHINDLIN



A powerful and deeply humane exploration of witch-hunting in India, this feature lays bare how superstition, patriarchy, and social exclusion intertwine to target women. Through lived experiences and incisive commentary, the writers illuminate the violence of labelling and the resilience of women who resist being silenced.



SHADES OF RURAL INDIA

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



This video lays bare the isolation of Adivasi girls forced into *kurma ghar* huts during menstruation — exposing stigma, unsafe conditions, and the urgent need for dignity and awareness around menstrual health.

SUMAN PARMAR

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

A deeply researched and powerfully articulated report that exposes the everyday violence faced by pregnant women in the name of healthcare. Suman Parmar weaves analysis with empathy, grounding her arguments in lived realities and relevant examples.



MANVENDRA SINGH

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



An inspiring conversation that celebrates a woman's determination to conquer not just the world's highest peak but also the barriers of gender and geography. Through thoughtful questioning, the episode becomes a guide for navigating social resistance and personal struggle, offering a role model from within the community.

Jury Appreciation Citation



SONAL KHETERPAL & SONALI ACHARJEE

PRINT | MAGAZINE – FEATURE | ENGLISH | ‘SAFETY OF WOMEN @ WORKPLACE’ | INDIA TODAY

A comprehensive and timely exploration of the persistent challenges surrounding women’s safety at work, this feature combines hard data, expert insight, and human stories to reveal how institutions continue to fall short in protecting women employees. It captures the urgency of systemic reform in the wake of high-profile cases that have shaken public trust.



SANSKRITI TALWAR

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

This deeply reported piece examines the intersections of gender, caste, and land rights through the experiences of Dalit women farmers in Punjab who are giving up organic cultivation. Meticulously researched and sensitively told, it humanises systemic inequities and prompts reflection on similar struggles faced by marginalised women across India.



AMBIKA SHARMA

WEB | BLOG | ENGLISH | ‘DO YOU KNOW THE COST OF DENYING PATRIARCHY’S EXISTENCE?’ | YOUTHKIAWAAZ.COM



A sharp, thought-provoking piece that translates the idea of patriarchy from theory into tangible, everyday realities. By exposing its social and economic costs, the blog compels readers to confront how denial perpetuates inequality. Accessible yet impactful, it succeeds in making a complex issue relatable and urgent.

SUDIPTA DAS

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

A powerful and necessary report that exposes the daily indignities faced by genderqueer citizens who are still denied access to something as basic as safe public toilets. Sudipta Das foregrounds a critical yet neglected aspect of inclusion — the right to dignity in everyday infrastructure.



ASHWINI SHUKLA

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



Set in a remote hamlet of Jharkhand, this evocative feature captures the lives of sal leaf workers with warmth and quiet dignity. Through a gently flowing narrative enriched by striking photographs, it traces the daily struggle of rural women whose labour sustains households yet remains undervalued. With facts woven seamlessly into the prose, the piece bridges the urban-rural disconnect and spotlights the resilience of women working at the margins of India's economy.

MANSI VIJAY

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

An empathetic and meticulously reported investigation that highlights how women battling lymphatic filariasis in Uttar Pradesh face not only a neglected disease but also deep social stigma. Mansi Vijay's work humanises the health crisis through stories of resilience, neglect, and courage.



AYESHA QURESHI

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



A perceptive and thought-provoking op-ed that dismantles the "gold-digger" stereotype, revealing how such labels reflect deep-rooted misogyny rather than moral judgement. Ayesha Qureshi's essay challenges societal bias and calls for a fairer understanding of women's choices and aspirations.

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

A sensitively reported and sharply written piece that revisits the Sagar murder case through the eyes of the victim's family. Priyam Verma's careful balance of empathy and investigation lends the article rare integrity and emotional force.

**PRITI KHARWAR**

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



An insightful and timely feature that examines how the entertainment industry represents — and often misrepresents — LGBTQIA+ individuals. By blending media critique with first-hand voices, Priti Kharwar challenges stereotypes and advocates for authentic, respectful visibility.

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

This hard-hitting feature video investigates the oppressive *Natra Jhagda* tradition in Madhya Pradesh, where girls engaged in childhood are forced to pay hefty sums to exit marriages, exposing the cycle of patriarchy, violence, and exploitation that binds them.

**PRINCE MUKHERJEE**

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



Focusing on the precarious lives of domestic workers, this report brings attention to the most invisibilised, unprotected women who bear the double burden of low wages and job insecurity. The piece amplifies voices rarely heard, exposing everyday struggles of women negotiating dignity, survival, and rights within informal labour structures.



POOJA BIRAIA

PRINT | MAGAZINE – ARTICLE | ENGLISH | ‘THE BULLY AND THE BULLIED’ | THE WEEK

A powerful deep-dive into bullying in India—inside classrooms and online—tracing its scars on victims and perpetrators alike, and underlining the urgent need for awareness, counselling, and systemic response.

PUJA CHANGOIWALA

PRINT | MAGAZINE – FEATURE | ENGLISH | ‘THE LONELY CRUSADE AGAINST CASTE’ | NIEMAN REPORTS

A powerful account of journalist Meena Kotwal’s fight against caste and gender bias through *The Mooknayak*. The feature captures her courage amid threats, abuse, and financial struggle, while championing the need for inclusive, diverse voices in Indian media.



SUMEDHA RAIKAR MHATRE

PRINT | OP-ED | ENGLISH | ‘WASTE PICKERS SCRIPT THEIR FUTURE’ | MID-DAY

A compelling Op-ed that reclaims the narrative of Pune’s waste pickers through *Antarangatil Katha (The Stories Within)*. It celebrates their dignity and resilience, spotlighting women waste pickers as agents of change and enterprise while challenging systemic invisibility and stigma.



NILEENA SURESH

WEB | ARTICLE | ENGLISH | ‘GARIMA GREH’S STRUGGLE FOR TRANSGENDER REHABILITATION AMID FUNDING DELAYS’ | INDIASPEND.COM

A deeply reported piece that exposes the challenges facing Garima Greh shelter homes for transgender persons amid funding delays and policy gaps. Blending data with lived experiences, it highlights their role in providing safety, dignity, and livelihood, while underscoring the urgent need for sustained institutional support.



NIDHI JAMWAL

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

A powerful reflection on rural women who lead India's fight against climate change through lived wisdom and resilience. The blog highlights women farmers and environmental stewards as agents of sustainability and survival.

RITU SHARMA & SWADESHA SHARMA

WEB | FEATURE | ENGLISH | 'STATE REASSURES PROTESTING ASHAS... ONCE AGAIN' | RURALINDIAONLINE.ORG

This feature offers a comprehensive and moving account of ASHA workers—the backbone of India's community health system—whose tireless efforts contrast sharply with the state's neglect. Categorised as “volunteers,” they are underpaid, often unpaid on time, and yet remain steadfast in addressing women's health and reproductive issues while supporting one another in their struggles. With compelling case studies, striking photographs, and sharp political context, the article lays bare both their resilience and the systemic apathy they face.

**JASHVITHA DHAGEY**

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

A stirring account of how a determined group of Mumbai women united to save Rani Bagh—one of the city's oldest green lungs—from commercial redevelopment. Through relentless research, RTIs, campaigns, and collaboration, they preserved a priceless botanical heritage, proving that citizen action and women's leadership can triumph over bureaucratic apathy.

ARRÉ VOICE

WEB | SOCIAL MEDIA CAMPAIGN | ENGLISH |
‘#PASSTHEMIC CAMPAIGN’

An engaging and inclusive campaign that urged digital audiences to listen to and amplify women’s voices. Through creative storytelling and participatory content, #PassTheMic turned social media into a space of shared narratives and solidarity.



PUNITA VAIDYA

PRINT | MAGAZINE-ARTICLE | GUJARATI | ‘START-UP
NI DUNIYAA... KUDIYAAN KA HAI ZAMAANA!’ | DIVYA
BHASKAR



The article celebrates young women stepping into entrepreneurship and shaping India’s economic future. Through compelling data and inspiring success stories, it shows how women-led startups are driving innovation, challenging norms, and motivating others to follow their lead. It also highlights the need for supportive policies and environments that enable more women to turn ideas into impactful ventures.

MAITRI DAVE

PRINT | FEATURE | GUJARATI | ‘VIVAHIT BALATKAR’ |
THE SANDESH NEWS

The feature confronts the hidden violence of marital rape, a violation often ignored by society, families, and even the law. Breaking the silence around this abuse, it exposes the denial and neglect that strip women of dignity and agency, urging society to acknowledge and act on this urgent issue.



TEJAS VAIDYA

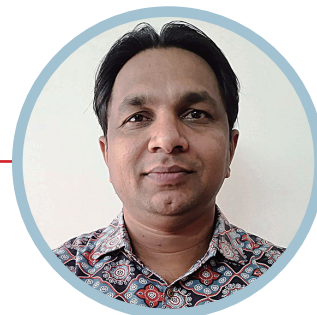
WEB | FEATURE-VIDEO | GUJARATI | ‘TRANSGENDER
WOMAN: MY DAUGHTER CALLS ME PAPA’ –GUJARAT
GOVERNMENT OFFICER WHO TRANSITIONED FROM
MALE TO FEMALE’ | BBC NEWS GUJARATI



The web feature confronts the discrimination and marginalisation faced by transgender individuals, shedding light on the systemic biases and societal prejudices that hinder their dignity and inclusion. By amplifying the voice of a transgender woman, it challenges entrenched gender stereotypes and calls for recognition, respect, and equal acceptance of the third gender in society.

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.

**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**

A hard-hitting investigation exposing the shocking practice of families leasing out young daughters for years to repay debts in parts of Madhya Pradesh and Uttar Pradesh. The report lays bare the intersections of poverty, patriarchy, and exploitation, demanding urgent social and policy intervention.

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**

A sharp, timely report exposing the harsh realities faced by women constables during menstruation—long hours on duty without basic facilities like toilets or sanitary support. The piece underscores the urgent need for gender-sensitive workplace policies and infrastructural reforms in public service sectors.

**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’ | ETVBHARAT.COM**

This feature tells the inspiring story of a Dalit labourer who trains her daughter and granddaughter in wrestling, defying poverty and prejudice. Their dreams of Army service and Olympic medals embody resilience and aspiration, even as the piece gestures to the sport’s caste hierarchies in Haryana.

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.



SHYAMVEER SINGH

WEB | NEWS REPORT | HINDI | 'SAMAJ NE DUTKARA,
PHIR BHI ANTARRASHTRIYA STAR PAR CHAMAK BIKHER
RAHI BHARATPUR KI PARA PLAYER SONIA CHOUDHARI'
| ETVBHARAT.COM



This report goes beyond medals to capture Sonia Chaudhary's struggle and resilience. Born with a disability and facing rejection from society and even her father, she found strength in her mother, coach, and later her husband and in-laws. Alongside her sporting achievements, the story highlights her commitment to supporting other disabled people and children.

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.



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.

APSARA AGA

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

The feature lays bare the horrific discrimination disabled women endure, showing how climate change multiplies their vulnerabilities and pushes them further to the margins. With unflinching honesty and deep sensitivity, it calls attention to the urgency of recognising their struggles and ensuring empowerment, dignity, and protection for one of society's most neglected groups.

RUSHIKESH MORE

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

Amidst the dense forests she protects, tribal forester Soni Pandhare emerges as a striking symbol of empowerment—brave, tireless, and deeply sensitive to her surroundings. Rushikesh More's video captures her trailblazing journey with compelling visuals that shatter gender stereotypes, showing how one woman's resolve can light the way for many others. It is a story of grit, grace, and inspiration rooted in the heart of the wilderness.

***Jury Appreciation Citation*****HEENA KHANDELWAL**

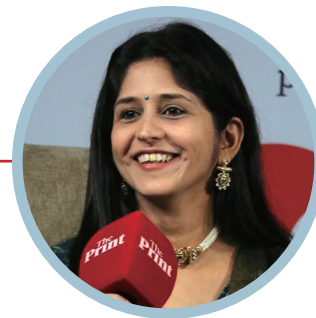
PRINT | FEATURE | ENGLISH | 'KASHISH, THE LONE WOMAN STUNT RIDER IN HANUMANKIND'S 'BIG DAWGS'' | THE INDIAN EXPRESS

A gripping portrait of Kashish Sheikh, the only woman stunt rider in the perilous world of *maut ka kuan* (well of death). The feature captures her defiance of fear and patriarchy as she preserves a fading tradition with grit and grace, offering a rare glimpse into courage, companionship, and cultural survival.

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

This feature shines a light on young Goan women entrepreneurs, reshaping the state's image from party capital to thriving start-up hub. With business acumen, creativity, and zest for life, they are carving new paths in finance and enterprise, embodying a spirit of independence and innovation that inspires.



RADHESHYAM JADHAV

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

A compelling report on how a women-led bank empowered drought-affected communities in Mandesh. By enabling financial inclusion, entrepreneurship, and collective leadership, the initiative transformed livelihoods, strengthened resilience, and inspired self-reliance in a region long plagued by scarcity.



SANKET JAIN

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

A meticulously reported piece examining the link between climate-induced floods and increased pregnancy loss in India. Combining scientific data with personal accounts, the report highlights the heightened vulnerability of pregnant women during extreme weather events and the urgent need for gender-sensitive disaster response.



NEETU SINGH

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

A compelling feature on artist-activist Leena Kejriwal's mission to combat the trafficking of young girls. Through her own voice and experiences, the article highlights the urgency of awareness, prevention, and collective responsibility in protecting girls from exploitation.



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

This feature traces Aanchal Sharma's journey as a breast cancer survivor who endured domestic violence and abandonment, yet rebuilt her life by supporting fellow patients. While moving and personal, the story remains limited in scope beyond individual inspiration.

**SHAILAJA TIWALE**

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



The article boldly underscores the need for gender-sensitive medical training in classrooms, highlighting how such an approach can transform healthcare and inspire future generations of professionals. Widely read and timely, it combines topical relevance with an engaging style to make a compelling case for systemic change.

DIPALI JAGTAP

WEB | FEATURE-VIDEO | MARATHI | 'SHE'S MANIFESTO PART 2 MAHARASHTRA RATNAGIRI: DAPOLI MADHIL FISHERWOMEN CHYA YA NIVADNUKITUN KAA YAAHET MAAGNYA?' | BBC NEWS MARATHI-YOUTUBE.COM

The video powerfully documents the struggles of fisherwomen in Konkan, who fight against mounting odds to protect their livelihoods. It exposes how technology and unchecked "development" have devastated traditional fishing practices, while capturing the women's courage, assertiveness, and determination to defend their rights.



*Jury
Appreciation
Citation*

Performance



SIDDHESH PATIL

Siddhesh Patil is a versatile vocalist and multi-instrumentalist with over 15 years of experience. Trained in Hindustani classical vocal music since age seven, he made his debut on Akashvani the same year. A finalist on Sa Re Ga Ma Pa – Little Champs and an actor in the Oscar-winning Slumdog Millionaire, Siddhesh has featured on shows like India's Got Talent, Satyamev Jayate, and Bade Acche Lagte Hain.

PROGRAMME SHEET

- Welcome
- Curtain raiser
- Opening performance by Siddhesh Patil
- Address by Yogesh Pawar, Programme Director, Population First
- Presentation of the *Laadli* Media and Advertising Awards (Eastern Region)
- Presentation of the *Laadli* Media and Advertising Awards (Southern Region)
- Address by Chief Guest Veteran Journalist, Author & Columnist, Kalpana Sharma
- Presentation of the *Laadli* Media and Advertising Awards (Northern Region)
- Presentation of the *Laadli* Media and Advertising Awards (Western Region)
- Address by Chief Guest Executive Chairperson, Ogilvy India, Hephzibah Pathak
- Vote of thanks

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. **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.
3. **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.
4. **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.
5. **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.
6. **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
7. **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
8. **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.
9. **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.
10. **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.

11. **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.
12. **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.
13. **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..
14. **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.
15. **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.
16. **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.
17. **GITALI VINAYAK** - Chief Editor, Miloon Saryajani, a Marathi magazine and a social activist.
18. **GOKUL KRISHNAMOORTHY** - Co-founder and Group Consulting Editor, Uplift MediaNews4u & Editor, The Free Press Journal BrandSutra.
19. **GOVIND CHATURVEDI** - A veteran journalist, Associated with Dainik Navjyoti, UNI, Rajasthan Patrika.
20. **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.
21. **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.
22. **KANCHAN MATHUR** - Ex-officiating director at IDSJ, Jaipur until 2018 and Professor (Honorary) until 2023.

23. **KANCHAN SRIVASTAV** - Senior Editor at Exchange4media Group with 16 years of experience at Times Group, Zee Group, and Free Press Journal.
24. **KANKSHI NETRI** - Founder of NETRI Foundation and policy researcher. Recognised for championing women's rights and driving technology-based political opportunities in India.
25. **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.
26. **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*.
27. **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.
28. **LEENA PUJARI** - This feminist-sociologist who heads the Sociology Department at Mumbai's K C College, specialises in Gender Studies, feminist pedagogy, and jurisprudence.
29. **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.
30. **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.
31. **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*.
32. **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.
33. **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.

34. **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
35. **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.
36. **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
37. **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.
38. **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.
39. **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.
40. **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.
41. **SATYAVATHI KONDAVEETI** - Women's rights activist and founder Editor of the first feminist magazine in Andhra Pradesh - 'Streevada Patrika' - Bhumika in 1993
42. **SAUMYA BAIJAL** - This feminist bilingual writer-poet is a storyteller, radio presenter, theatre artist, guest lecturer, and activist..
43. **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.
44. **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.
45. **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.

46. **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.
47. **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*.
48. **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.
49. **SUNNY SEBASTIAN** - This journalist and political commentator is the founder vice-chancellor of Haridev Joshi University of Journalism and Mass Communication.
50. **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.
51. **TERESA REHMAN** - An award winning journalist, author, and media educator based in northeast India.
52. **USHA THORAT** - Former Deputy Governor of the Reserve Bank of India and a champion of financial inclusion.
53. **VANAJA C** - Award-winning journalist, TV presenter, and filmmaker.
54. **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
55. **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.
56. **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
57. **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.

ABOUT UNFPA



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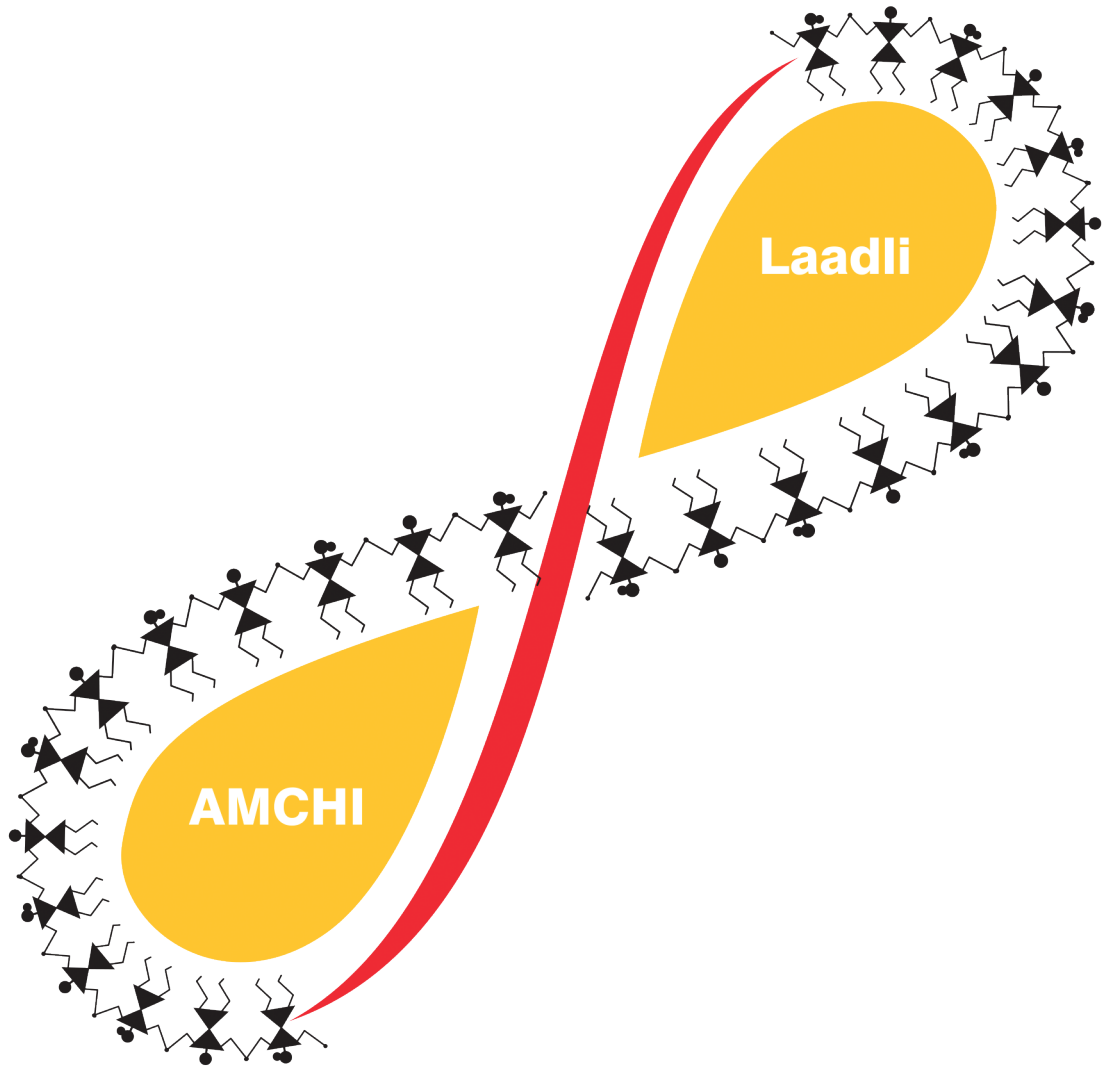
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Laadli and *Amchi* are Population First's flagship programmes addressing gender inequality and poor social development.

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



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Population First

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