



Laadli

Celebrate Her Life
An Initiative By Population First



presents

The National
Laadli
Media and Advertising
Awards for Gender Sensitivity
2012-13

at TATA Theatre, NCPA, Mumbai on February 20th 2014

ABOUT POPULATION FIRST

Population First (PF) is a communications and advocacy initiative for a balanced, planned and stable population. It was registered in March 2002 under the Bombay Public Trusts Act, 1950. Our key objectives are to help reduce gender imbalances in the population, sensitize the youth to gender and social development issues and work towards gender sensitive and social development oriented health and population programmes.

Laadli is Population First's flagship campaign that addresses the gendered mindsets which discriminate against girls and women denying or abridging their rights. *Laadli* works to influence the three major influencers – media, advertising and youth to promote a positive image of girls and women to bring in greater gender sensitivity and equality in society.

AMCHI – “Action for Mobilization of Community and Health Initiatives” is a community health and village development project which is being implemented in 66 villages in the Shahapur Block of Thane District, Maharashtra. Our focus is on community mobilization and empowerment of women, youth and village institutions to ensure efficiency, accountability and transparency in the implementation of health and social development programmes.

Population First's youth initiatives are implemented through Change Maker's Clubs in colleges which aim to create space for exploring gender issues in curricular, co-curricular and extracurricular activities. Promoting facilitation skills among teachers is yet another important element of *Laadli* Youth Initiatives.

ABOUT LAADLI MEDIA INTERVENTION

The *Laadli* Media Advocacy initiatives focus on promoting gender sensitivity in the media and advertising to build a gender-just society. Population First is committed to building such a society by engaging the media and advertising in discussions on how it can shape, indeed, change such mindsets. A number of programmes have been initiated with the media, such as “Media and Gender” workshops for working and student journalists, *Laadli* Media Fellowships, National Creative Excellence Awards for Creative Professionals, ad analysis and interactive sessions with Creative Directors of general entertainment channels.

This year we had candid and open consultations with the Creative Directors of Advertising Agencies in collaboration with IAA and the CEOs of Media organizations in Hyderabad which helped percolate the discussion on gender sensitivity to the people who are the biggest influencers in the industry.

Two small studies were also commissioned “Drawing the line – gender sensitivity vs Creative Freedom” analyzing the ASCI decisions on indecent representation of women in advertisements and a study on gender sensitivity and equality in Media and advertising organizations. There is a lot that needs to change but with the kind of support and response we are getting, we are confident we would be able to bring about change.



FOREWORD

The media hype post December 16 was expected to die after a few months. However, we are happy that it did not happen. The fact that we received 1700+ entries shows that it is not a fleeting concern but that the media and advertising are seriously concerned about it. It could be because there is growing intolerance towards gender inequality and violence, particularly among the young people. Media and advertising can no longer ignore it. However, it is encouraging to see that the programming and reporting are much more rigorous, honest and analytical. The fact that the jury had a tough time selecting the winners reflects the quality of entries that we received.

It is the fifth edition of the National *Laadli* Media and Advertising Awards and the best among the four regional award winners are chosen for the National Awards. We had received entries not just from the major cities but also from districts and difficult areas like Chhattisgarh and Kashmir. We are also happy to present the award to Madhya Pradesh Government for their very successful campaign “Hum Chhuyenge Aasman” promoting sports among girls.

From this year onwards, *Laadli* is instituting a special award titled “*Laadli* Extraordinaire” for honoring those media persons who have fought against gender violence, discrimination and have shown exemplary courage and conviction in their personal and professional life. This year’s award goes to Rina Mukherji who fought against an established newspaper for gender justice. Her services were terminated when she filed a sexual harassment complaint against a senior colleague.

We are honored to present the *Laadli* of the Century Award to Ms Shaukat Kaifi ji and the Lifetime Achievement Award to Ms Lalita Lajmi. They are an inspiration to a number of women.

The most perceptible change has been in the advertisements with the Tanishq, Bharat Matrimony, Havells, and Bournvita advertisements winning public appreciation and approval for breaking gender stereotypes and challenging discriminatory practices.

We have also made a beginning with the Creative Directors of the General Entertainment Channels. The spontaneous support and positive response from advertising professionals, the field level journalists, editors and media leaders is exhilarating. Every article, editorial, news feature, blog, television and radio programme done from a gender perspective is a source of inspiration for us.

We would also like to thank Tata Group of Companies for supporting the National *Laadli* Media and Advertising Award event, The Aditya Birla Group and United Phosphorous for supporting the regional events and UNFPA for supporting the yearlong media advocacy initiatives.

SV Sista
Executive Trustee
Population First

Dr A L Sharada
Director
Population First

SOUTHERN REGION AWARDS

A combined event for Southern and Eastern Region Awards was held in Hyderabad at Taj Deccan on 13th December, 2013. The winners were felicitated at the event by Mr Chandra Kumar, Honorable High Court Judge and a host of eminent people from Hyderabad.

The Southern and Eastern Region Awards were supported by United Phosphorus Ltd. InfochangeIndia.org and Exchange4media were our media partners and Taj Deccan was our hospitality partner.

More than 300 entries were received from Andhra Pradesh, Karnataka, Kerala, Puducherry, Tamil Nadu, Andaman & Nicobar and Lakshadweep. Press Conferences for Call for Entries were held in Hyderabad and Chennai.

A jury panel of 20 eminent persons selected 25 winners under the various categories.

SOUTHERN REGION COORDINATORS

Ms Bina K Nair, Ms Roopa Vani Koneru, Ms Sudha Swaminathan and Ms Susheela Nair

COLLABORATING AGENCY

Bhumika Women's Collective was started in the year 1994 to provide legal assistance to women in distress. They are running a Helpline, "Bhumika Helpline" which was started in 2006 to support women in distress through telephonic counseling and linkage building. Today "Bhumika" has emerged as an advocacy organization at the state level. Bhumika is also coordinating an initiative called "Support Centre for Women", located in Police Stations, as a support mechanism for survivors of violence.

"Be the heroine of your life, not the victim".

Nora Ephron

SOUTHERN REGION AWARDEES



BEST FEATURE

English
Rajeshwari Kalyanam
The Hans India | Andhra Pradesh



BEST FEATURE

Kannada
Suchetana Naik
Sudha | Karnataka



BEST CAMPAIGN

English
The Week
Kerala



BEST HUMAN INTEREST STORY

Kannada
Kiran Prasad Rajanahally
Diksoochi | Karnataka



BEST ARTICLE

English
Ramya Kannan
The Hindu | Tamil Nadu



BEST ARTICLE

Kannada
Na Karanthe Peraje
Udayavani | Kannada



BEST NEWS REPORT

English
S Vijay Kumar
The Hindu | Tamil Nadu



BEST INVESTIGATIVE SERIES

Malayalam
Ashraf Vattappara
Madhyamam Daily | Kerala



BEST INVESTIGATIVE REPORT

Kannada
H Hemalatha
Vijaya Karnatka | Karnataka



BEST ARTICLE

Tamil
Kavin Malar
Ananda Vikatan | Tamil Nadu

SOUTHERN REGION AWARDEES



BEST CAMPAIGN

Tamil
Vaidehi Ranganathan
Kungumam Thozhi | Tamil Nadu



BEST ARTICLE

English
Urmila Chanam
India Water Portal | Karnataka



BEST OP-ED

Telugu
Dattaram Khatri
Eenadu | Andhra Pradesh



BEST COLUMN

Malayalam
Susmitha Narayanan
Mathrabhoomi.com | Kerala



BEST FEATURE

Telugu
Dr Chintakinidi Srinivasa Rao
Sakshi | Telugu



CONSISTENT ENGAGEMENT WITH GENDER ISSUES

English
Uma Sudhir
NDTV



BEST FEATURE

English
Tejaswini Pagadala
Counter Currents | Andhra Pradesh



BEST NEWS FEATURE

Telugu
Swarupa Potlapally
Vidhi Vanchitalu | NTV



BEST PHOTO FEATURE

English
Sindhuja Parthasarathy
The Alternative | Karnataka



BEST HUMAN INTEREST STORY

Telugu
Nandagiri Kistaiah
Ammayilu Akrama Ravana | Vanitha TV

SOUTHERN REGION AWARDEES



BEST DOCUMENTARY
Telugu
Padma Vangapally
Ee Vedana Inkennallu | 10 TV



BEST TV DOCUMENTARY
Tamil
K Parvathi Bama
Puthiya Thalaimurai TV | Tamil Nadu



BEST TOPICAL DISCUSSION
Telugu
Kalyan Krishna Kumar
Gemini News | Andhra Pradesh



BEST DOCUMENTARY
Malayalam
M S Banesh
Jeevan TV | Kerala



BEST RADIO JINGLE
Kannada
Maya Raman
AIR Dharwad | Karnataka

SOUTHERN REGION JURY



Dr RAMU
SURAVAJJULA



Dr K LALITA



Dr K SRINIVAS



MAHESH KUMAR
KATTI



Dr MRUNALINI



KIRANMAYI
INDRAGANTI



JAMUNA



P PRASANTHI



SUNITA KRISHNAN



Dr K B LAKSHMI



C UMA
MAHESHWARA RAO



VEMANA
VASANTHA LAKSHMI



B K KIRANMAI



D YESHODHA



S SUBRAMANIAN



SUNNYKUTTY
ABRAHAM



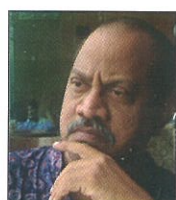
R PARVATHIDEVI



REEMA
NARENDRAN



OVIA



GNANISANKARAN

EASTERN REGION AWARDS

A combined event for Southern and Eastern Region Awards was held in Hyderabad at Taj Deccan on 13th December, 2013. Press Conferences for Call for Entries were held in Guwahati and Bhubaneswar. We received more than 110 entries from Arunachal Pradesh, Assam, Bihar, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Sikkim, Tripura and West Bengal and 14 Awards were given, who were selected by 14 jury members.

Special award was presented to Padmashri Patricia Mukhim, a well known journalist from Meghalaya. She has vast experience in the fields of conflict management, consumer rights, gender sensitization et al.

EASTERN REGION COORDINATORS

Ms Manjira Majumdar, Mr Sanjaya Jena and Mr Ujjal Borah

"It's a great initiative and is much needed. The more we talk about it the more conscious we become aware of the gender insensitivity in our writing. There is a need to reach out to more semi-urban and rural areas to promote greater gender sensitivity in media".

Ms Mrinmayee Ranade, Editor, Madhurima, Mumbai

EASTERN REGION AWARDEES



BEST FEATURE
Bengali
Dolon Ganguly
Aaj Kaal | West Bengal



BEST EDITORIAL
English
Chitra Ahanthem
Imphal Free Press | Manipur



BEST COLUMN
Bengali
Ladly Mukhopadhaya
Khorbor 365 Din | West Bengal



BEST FEATURE
Hindi
Bikash Kumar Sinha
Panchayat Observer | Jharkhand



BEST PHOTO FEATURE
English
Chitragada Choudhury
Live Mint | Odisha



BEST INVESTIGATIVE REPORT
Odia
Rakhi Ghosh
The Sunday Indian | Odisha



BEST NEWS FEATURE SERIES
English
Mohua Das
The Telegraph | West Bengal



BEST FEATURE
Odia
Rudra Ranjan Sejpada
The Sambad | Odisha



**BEST INVESTIGATIVE FEATURE -
MAGAZINE**
English
Ratnadip Choudhury
Tehelka | Assam

EASTERN REGION AWARDEES



BEST HUMAN INTEREST STORY

English
Mazibur Rahman
DY 365 News Channel | Assam

KINDLE
Idea • Imagination • Inspiration

BEST ISSUE CHALLENGING GENDER STEREOTYPES

English
Kindle
West Bengal



BEST RADIO PROGRAMME

Hindi
BBC Media Action
AIR Patna | Bihar



CONSISTENT WRITING ON GENDER ISSUES

Padmashri Patricia Mukhim
Meghalaya



BEST RADIO PROGRAMME

Bengali
Community Radio JU
West Bengal

EASTERN REGION JURY



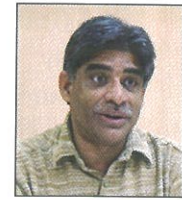
MAINI MAHANTA



**SYED ZARIR
HUSSAIN**



**GOPAL KRISHNA
MOHAPATRA**



JAGADANANDA



**LOPAMUDRA
BAXIPATRA**



**ANANYA CHATTERJEE
CHAKRABORTI**



**BUROSHIVA
DAS GUPTA**



**RATNOTTAMA
SENGUPTA**



**SHOMA A
CHATTERJI**



URMI RAHMAN

NORTHERN REGION AWARDS

A combined event for Northern and Western Region Awards was held in Delhi at Chinmaya Mission Auditorium, on 20th December 2013. The winners were felicitated at the event by Chief Guest Ms Sindhushree Khullar (Secretary Planning Commission), Ms Frederika Meijer (Country Head, UNFPA), Ms Ranjana Kumari (Director, Centre for Social Research) and Mr Rajiv Mishra (CEO, LOK SABHA TV).

The Northern and Western Region Awards were supported by Aditya Birla Group. InfochangeIndia.org and Exchange4media were our media partners.

We received more than 1100 entries from Chandigarh, Chhattisgarh, Delhi, Haryana, Himachal Pradesh, Jammu & Kashmir, Madhya Pradesh, Punjab, Uttar Pradesh and Uttarakhand.

Press conferences for Call for Entries were held in Delhi, Lucknow and Raipur.

A jury panel of 13 eminent persons selected 20 winners under the various categories.

NORTHERN REGION COORDINATORS

Ms Alka Pande, Ms Kumud Singh, Ms Madhavi Shree and Mr Sohan Singh Rawat

COLLABORATING AGENCY

TRIOs Development Support (P) Ltd, New Delhi, is a national level professional research and consultancy organization established by a group of experienced development professionals. It provides a basket of affordable, competent and high quality innovative solutions and technical support and services to various State Governments, Development Partners/ Donor Agencies, Foundations, Corporate Sector and Civil Society for sustainable social.

“Laadli Media Awards has contributed in a major way in bringing and keeping the focus on gender sensitive reportage. Going by the huge response the awards receive, more and more journalists are consciously reporting on gender issues that they naturally should. More power to Population First”.

Mr Satish Nandgaonkar, The Telegraph, Mumbai

NORTHERN REGION AWARDEES



BEST NEWS REPORT MAGAZINE

English
G Vishnu & A Bhalla
Tehelka | Delhi



BEST REPORTING FROM CONFLICT AREA

English
Sana Altaf
Jammu & Kashmir



BEST FEATURE MAGAZINE

English
Nikita Doval
The Week | Delhi



BEST NEWS REPORT

English
Gaurav Saigal
Hindustan Times | Uttar Pradesh



BEST INFORMATIVE FEATURE

English
Satya Prakash & HT Team
Hindustan Times | Delhi



BEST REPORTING ON PCPNDT

English
Shailvee Sharda
Times of India | Uttar Pradesh



BEST INVESTIGATIVE STORY MAGAZINE

English
Syed Nazakat
The Week | Delhi



BEST INVESTIGATIVE STORY

Hindi
Soma Sharma
Daily Chhattisgarh | Chhattisgarh



BEST INVESTIGATIVE STORY

English
Majid Maqbool
Greater Kashmir | Jammu & Kashmir



CONSISTENT WRITING ON GENDER ISSUES

Hindi
Amarjeet S Gill
Amar Ujala | Haryana

NORTHERN REGION AWARDEES



BEST ARTICLE

Hindi
Ashok Malviya
Daily News Report | Madhya Pradesh



BEST FEATURE

Urdu
Nikhat Parveen
Quami Tanzim | Bihar



BEST INVESTIGATIVE FEATURE

Hindi
Rafi Mohammed Shaikh
Dainik Bhaskar Dbstar | Madhya Pradesh



BEST INVESTIGATIVE STORY

English
Ashutosh Sharma
Kashmir Times | Jammu & Kashmir



BEST HUMAN INTEREST STORY

Hindi
Rajesh Kumar Gaba
Dainik Bhaskar | Madhya Pradesh



BEST INVESTIGATIVE STORY

English
Neha Dixit
Headlines Today | Delhi



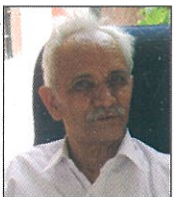
BEST FEATURE - MAGAZINE

Hindi
Shirish Khare
Tehelka | Madhya Pradesh



BEST REPORTING

English
Akansha Pradeep
CNN IBN | Delhi



BEST EDITORIAL

Hindi
Shiv Balak Misra
Gaon Connection | Uttar Pradesh



BEST FEATURE

Hindi
Neetu Rana
IBN7 | Delhi

NORTHERN REGION JURY



Dr GITA BAMEZAI



SUNIL JHA



SUJATA MADHOK



Dr HAMSA NATESA



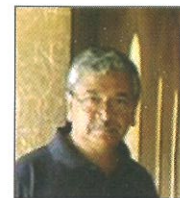
Dr ADITYA ARYA



AMITA VERMA



TAHIRA HASAN



PRADEEP KAPOOR



RAMDUTT TRIPATHI



RAMA ARUN TRIVEDI



ANSHUMALI SHARMA



Dr PRATIMA BHATIA



SHAKEEL SIDDIQUI

WESTERN REGION AWARDS

The combined event for Western and Northern Region Awards held in Delhi at Chinmaya Mission Auditorium, on 20th December 2013 had performances by Ms Kasturi Pattanaik and her disciples.

More than 700 entries were received from Maharashtra, Gujarat, Rajasthan, Goa, Daman and Diu. A jury panel of 17 eminent persons selected 29 winners under the various categories.

WESTERN REGION COORDINATORS

Ms Harita Talati, Ms Revathi Asokan and Ms Tanu Dwivedi

PROGRAMME OFFICER

Ms Miral Gosalia

"I have been very impressed with Laadli's work not only for its commitment to the cause of the girl child but because of its effective use of mass communication to promote that cause. The annual Laadli awards for Gender Sensitivity have grown in prestige over the years and have spurred many media practitioners to focus on women's issues. For this, Laadli deserves our appreciation".

Mr Sidharth Bhatia, Commentator, Doordarshan, Mumbai

WESTERN REGION AWARDEES



BEST CAMPAIGN

English
Femina
Maharashtra



BEST INVESTIGATIVE CRIME STORY

English
Vinaya Deshpande-Pandit
The Hindu | Maharashtra



BEST OP-ED - MAGAZINE

English
Nishita Jha
Tehelka | Maharashtra



BEST HUMAN INTEREST STORY - MAGAZINE

Gujarati
Abhiyaan
Gujarat



BEST INVESTIGATIVE STORY

English
Priyanka Vora
Hindustan Times | Maharashtra



BEST CAMPAIGN

Gujarati
Kutchmitra
Gujarat



BEST FEATURE

English
Shubhangi Swarup
Open Magazine | Maharashtra



BEST HUMAN INTEREST STORIES

Gujarati
Lalit Khambhayata
Gujarat



BEST ARTICLE - MAGAZINE

English
Swagata Yadavar
The Week | Maharashtra



BEST COLUMN

Gujarati
Kiran Kanakia
Mid-Day Gujarati | Maharashtra

WESTERN REGION AWARDEES



BEST ARTICLES

Gujarati
Neela Sanghvi
Maharashtra



BEST FEATURE

Hindi
Babulal Naga
Vividha Features | Rajasthan



BEST HUMAN INTEREST STORY

Hindi
Garima Pankaj
Grihshobha | Gujarat



CONSISTENT ENGAGEMENT WITH GENDER ISSUES

Aruna Burte
Marathi
Print | Maharashtra



BEST ARTICLE

Hindi
Deepika Sharma
Navbharat Times | Maharashtra



BEST NEWS FEATURES

Marathi
Janhavi Sarate
Maharashtra Times | Maharashtra



BEST INVESTIGATIVE STORY

Hindi
Adrish Khan
Rajasthan Patrika | Rajasthan



BEST CAMPAIGN

Marathi
Pragati Jadhav-Patil
Lokmat | Maharashtra



BEST CAMPAIGN

Hindi
Ajay Rawat &
Bhuvnesh Pandya
Rajasthan Patrika | Rajasthan



BEST INVESTIGATIVE REPORT

Marathi
Sharmila Kalgutkar
Sakaal | Maharashtra

WESTERN REGION AWARDEES



BEST HUMAN INTEREST STORY

English
Dr Abha Sharma
Women's Feature Service | Rajasthan



BEST INVESTIGATIVE NEWS FEATURE

Hindi
Nishat Shamsi
IBN-7 | Maharashtra



BEST WEB STORY

Gujarati
Aksharnaad.com
Web Portal | Gujarat



BEST ISSUE BASED RADIO PROGRAMME

Hindi
94.3 My FM | Rajasthan



BEST BLOG

Gujarati
Maulika Derasari
Maanrangi | Gujarat



BEST DOCU FEATURE

Marathi
Alka Dhupkar
IBN Lokmat | Maharashtra



BEST E-MAGAZINE

Multi Lingual
Sahityasetu.co.in | Gujarat



BEST RADIO PROGRAMME

Marathi
Anil Desai Deshmukh
AIR Aurangabad | Maharashtra

WESTERN REGION JURY



RANJONA BANERJI



GEETA SESHU



OLGA TELLIS



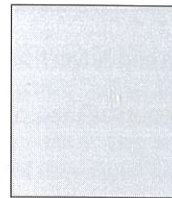
MEENA KARNIK



SMRUTI KOPPIKAR



PRATIMA JOSHI



SADASHIV
AMARAPURKAR



SANGEETA
PRANVENDRA



Dr SHOBHITA
RAJAGOPAL



ISH MADHU TALWAR



PRAGYA PALIWAL
GAUR



BHUPENDRA SINGH
BHATIA



Dr RAGHUVeer
CHAUDHARI



Dr ILA JOSHI



BELA THAKER



VRUNDA MANJEET



SUDHIR RAVAL



NATIONAL AWARDS

The National Awards are the culmination of the four regional awards, where the country's best are felicitated. Around 1740 entries were received from all over the country and 88 regional awards were presented to media persons from 13 languages. The National Award winners were chosen by a panel of distinguished Jury members. These nine winners come from different regions and have written in their respective languages.

The National Awards honor exceptionally talented women who have made seminal contribution to films, theatre, literature and fine arts with *Laadli* of the Century and Lifetime achievement awards. Apart from these we also have nominated awards for books, films and theatre.

The National Awards Event is presented by TATAs. The *Laadli* Media Advocacy initiatives including the awards are supported by United Nations Population Fund (UNFPA).

The National *Laadli* Media and Advertising Awards are co-ordinated by Ms Dolly Thakore, a well known theatre personality.

“Excellent and inspiring initiative which provoked the media to look at the gender issues more sensitively. From the time it started till date there has been a massive change and improvement in the way media is covering the issue. I think Laadli has big role to play in this”.

Ms Ranjona Bannerjee, Freelance Journalist



NATIONAL AWARDEES



BEST HUMAN INTEREST STORY

Garima Pankaj | Gujarat
Print Media | Grihshobha

Garima Pankaj in '*tezabi hamla dard umar bhar ka*' has addressed the issue of acid attacks against women and the urgent need for combating this by highlighting the trauma – physical, emotional and financial, faced by survivors of acid attacks. Citing actual cases she brings out the plight of acid attack survivors and the need to work for them empathetically and calls for a range of interventions to address their needs. Garima has given a detailed analysis of the legal provisions available and provided information on various social organizations working for acid attack survivors.



BEST NEWS REPORT

S. Vijay Kumar | Tamil Nadu
Print Media | The Hindu

Vijay Kumar in his report '*Where protectors couldn't transcend gender*' writes about the gender discrimination faced by transgender people. Citing the story of a promising athlete who was denied a job in the police force because of being transgender, Vijay Kumar reports on how in spite of the Constitution providing for social justice they are being denied their basic rights. He advocates for a support system to educate and empower transgenders, so that they could be mainstreamed in the society and not pushed to the margins.



BEST INFORMATIVE FEATURE

Satya Prakash and HT Team | Delhi
Print Media | Hindustan Times

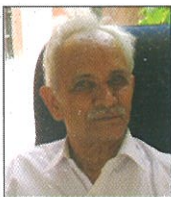
The full-page informative feature '*Enough is Enough*' by Satya Prakash and his team highlights exploitation and subjugation of women throughout their lives. Beginning with pre-birth sex selection, the discrimination continues determining her access to education, nutrition and health care all through her life with violence being perpetrated at home, in public and work places. This feature goes beyond enumerating the issues and gives the readers information about legal options and redressal mechanisms available.



BEST INVESTIGATIVE REPORT

Sharmila Kalgutkar | Maharashtra
Print Media | Sakaal

Sharmila Kalgutkar's '*Paanch hazarat stree beej vikri*' is a shocking story about the commercialization of reproductive technologies – particularly egg donation which has serious health implications for the donors. The process of extracting a woman's egg or harvesting of women's eggs as it is called involves invasive methods, which cause hormonal changes harmful to their health. Sharmila reports on how earlier only married women were donating their eggs under strict medical supervision and for a high remuneration, while now for a mere Rs 5000/- young girls from lower income group are lured into selling their ova on a regular basis without being informed of the side effects.

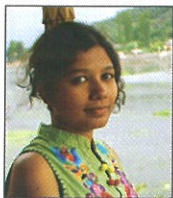


BEST EDITORIAL

Shiv Balak Misra | Uttar Pradesh
Print Media | Gaon Connection

In his editorial '*Bharatiya samaj me bhadta yaun utpeedan*' Shiv Balak Misra enumerates the reasons for the increasing violence against women. He brings out the fact that while there has been a lot of social and economic development in our country, we are witness to a streak of violence and recklessness amongst the youth which is manifesting itself in the increased incidences of crimes more so against women in the form of rape, domestic violence, sexual abuse etc.

NATIONAL AWARDEES



BEST FEATURE - MAGAZINE

Shubhangi Swarup | Maharashtra
Print Media | Open Magazine

Shubhangi Swarup has in 'Stealth Revolution' written about the regressive issue of Female Genital Mutilation, widely known as FGM a practise prevalent among the members of Indian Dawoodi Bohra community. Shubhangi has very sensitively tackled this issue with interviews and discussions with women who have gone through this trauma and who are opposing this practise even at the risk of being ostracized by the community. What stands out in her feature is the courage and strength of women. One of the women who spoke on record was subsequently invited by the US Govt on an International Visitor Leadership Programme.



BEST ARTICLE - MAGAZINE

Swagata Yadavar | Maharashtra
Print Media | The Week

The harmful and unethical practice of pre-birth sex selection has been brought out in detail by Swagata Yadavar through her documentation of the horrific happenings at the infamous Munde Hospital in Beed. 'Lethal Prescription' exposes the nexus between the local authorities and the Doctors and the modus operandi used for doing sex determination etc through interviews with activists, lawyers and affected family members.



BEST INVESTIGATIVE STORY - MAGAZINE

Syed Nazakat | Delhi
Print Media | The Week

Syed Nazakat's feature 'Like cattle, from Kabul' reveals the disturbing story of how Afghanistan has become a source, transit point and destination for sex trafficking. Through interviews with trafficked women both in Delhi and Kabul as well as with social workers, human rights experts and other officials/Agencies, Syed explores the reasons for trafficking, the various methods through which it is carried out, and how various Agencies are working towards combating it. His interviews with women give us a very detailed insight into how poverty makes women the easy targets of traffickers.



BEST CAMPAIGN - MAGAZINE

The Week | Kerala
Print Media

The Week started 'Section 376' in January 2013, as a sustained, year-long campaign against sexual violence. It is their initiative towards creating awareness on the legal aspects of rape and abuse. These series address a wide range of issues relating to rape, with the intention of making readers, police and governments better understand and prevent crimes against women. Besides dealing with the trauma of rape victims, the series has examined unprofessional, unscientific and inhuman methods of evidence collection by investigators and doctors as well as apathy shown to victims at police stations. While discussing the everyday hazards faced by girls and women, it also informs readers about precautions that they can take against sexual predators.



BEST REPORTING

Akansha Pradeep | Delhi
Electronic Media | CNN IBN

In a span of just two minutes Akansha Pradeep has sensitively documented the intrusive investigation that rape survivors in India are subjected to. Her film 'Trauma of the two finger test' captures the true story of a 26 year old rape survivor with mature tenderness and empathy bringing out the apathy and insensitive treatment that the health providers mete out to rape victims. Her film is a pointer to the urgent need to institutionalize a more humanistic approach not only among the law enforcement agencies but also among the health service providers making a strong case for banning the two finger test.

NATIONAL AWARDEES



BEST INVESTIGATIVE STORY

Neha Dixit | Delhi

Electronic Media | Headlines Today

In her story 'Misogynists of Mewar' Neha Dixit reaches into the core of patriarchy by investigating the life of women in the rural hinterlands of Rajasthan who are controlled by the regressive samaaj panchayats. Through some wonderful visuals she brings out how empowerment of women has remained just a slogan in these areas. What makes Neha's report powerful is the way the camera almost in an unobtrusive way becomes an expression of women's tales of woe and their fight for a new beginning. Neha's is a wakeup call for all to fight this system and ensure a better society for women.



BEST ISSUE BASED RADIO PROGRAMME

94.3 MY FM | Rajasthan

Electronic Media

'Satakshi : save the girl child' is a 94.3 MY FM's initiative for the rescue and rehabilitation of an abandoned girl child. A little girl was found crying in a dustbin and the FM team helped finding her a home and mobilized sponsors for her education, medical aid etc. By presenting this true story in a song based format, encouraging the listeners to come up with a name for the child, sponsor her education etc., the programme managed to sensitize the listeners' towards girl child. The programme is successful in picking up an issue and taking it to a logical positive conclusion.



BEST PHOTO FEATURE

Sindhuja Parthasarathy | Karnataka

Web Media | The Alternative

Sindhuja Parthasarathy's story 'Mr and Mrs Koovagam' is her attempt to create awareness about the struggle of the transgender community for social and economic inclusion in the society. She writes about the Koothadavar festival of Koovagam village in Tamil Nadu as a modern struggle for gender identity finding expression in the hoary tradition of marriage and widowhood. Her visit to this village has led Sindhuja to an active engagement with many sexual minority groups.

"Women who break down barriers are those who ignore limits".

Arnold Schwarznegger



BEST CAMPAIGN ON GIRL CHILD

Department of Sports and Youth Welfare, Government of Madhya Pradesh
Multi Media Campaign | Hum Chhuyenge Aasman

The 'Hum Chhuyenge Aasman' campaign of Madhya Pradesh Government is a comprehensive multi media campaign that promoted sports among girl children through various interventions. The well designed campaign had a direct impact on the participation and performance of girls in a number of sports events at state, national and international levels.

BEST ADVERTISEMENT-PRODUCT



Ogilvy and Mather
TVC | Aadatein Mother and Son - Bournvita

The advertisement, 'Aadatein: mother and son' shows a mother inspiring her child to greater heights by enhancing rather than subduing her own skills so that he actually 'competes' with her. It shows the mother having the confidence to step out of the home and be a high-energy, high-action role model for her child with a compelling message that a mother can bring out the best in her child by bringing out the best in her.

BEST ADVERTISEMENT- SERVICE



Lowe Lintas
Print | Bhagyalakshmi - LIC HFL

The advertisement for the Bhagyalakshmi Scheme of LIC for women's home loans is a path breaking one which highlights the right of a woman to own her own house independent of her father's house or husband's house. This is a particularly radical thought in a world where women own less than 1% of global property.

BEST PROGRAMME PROMO



Leo Burnett
TVC | Ladki Hui Hai - Kaun Banega Crorepati

The promo, 'Ladki hui hai' depicts the story of a woman fighting gender discrimination from birth to the Kaun Banega Crorepati chair. It sensitively showcases scenes of discrimination which are still everyday occurrences in most parts of India. Her triumph at the end and the never-say-die spirit all through the commercial is greatly inspiring to all women and particularly to parents of girls.

SPECIAL JURY APPRECIATION CERTIFICATES



BEST INVESTIGATIVE STORY

**Priyanka Vora | Maharashtra
Print Media | Hindustan Times**

Priyanka Vora's story 'Healthy meal : more out of reach for girls' is an investigation into how girl children are denied basic nutrition thanks to society's prejudices against them. Focusing on the slums of Mumbai she details what causes malnutrition - ranging from poverty to lack of knowledge about healthy food to children being born underweight due to repeated pregnancies of the mother. But what stands out is that even in such dire conditions, girls are discriminated against- more neglected, more malnourished and more underweight than boys who themselves are dangerously malnourished. Priyanka adds bits of information that tell the readers what they can do to help.

BEST BRAND PROMOTION

**IBD India
TVC | She Can You Can - Saloni - Tupperware**

The advertisement, 'She can you can - Saloni' celebrates women's entrepreneurial and leadership skills to make a difference to the lives of other women. The inspirational story of Saloni draws a parallel between her and the increasing number of women who earn money and are empowered through the direct marketing of the Tupperware products.

ADVERTISEMENT-PRODUCT

**Lowe Lintas
TVC | Hindi | Hawa Badlegi - Court Marriage - Havells Fans**

The series of ads speak about inclusiveness and are very sensitively crafted to highlight the need to initiate change to stop discrimination and inequality. The aspect of bringing out a breath of fresh air in societal norms is well highlighted in the entire campaign, with every commercial featuring both genders equally across generations, with the woman leading the conversation. Specifically, female empowerment is emphasized in the "Court Marriage" ad where a husband offers to take on his wife's surname indicating a steep departure from the repressive traditions where a woman loses not just her surname but her identity as well on marriage.

"I am just a person trapped inside a woman's body".

Elaine Bosier



LAADLI EXTRAORDINAIRE



Ms Rina Mukherji

Laadli has instituted the *Laadli* Extraordinairé Award in this fifth round of the *Laadli* Media and Gender Awards. The Award honors those journalists and media persons who have shown exemplary courage, tenacity, and commitment in fighting against gender violence and for gender justice.

The first *Laadli* Extraordinairé is being presented to Ms Rina Mukherji, who won after more than 10 years of relentless pursuit, her case challenging her illegal termination arising out of a complaint of sexual harassment at the workplace against the Statesman. The judgment, delivered by the Industrial Tribunal in Kolkata was the first such delivered in India, which ordered that she be reinstated with full back wages.

THEATRE



Ramanjit Kaur

Baawre Mann Ke Sapne

The play '*Baawre Mann Ke Sapne*' is an all women production enacted by homemakers who have gone through vigorous training of discipline of time, space and body, besides sessions on acting, communication etc. The protagonist Amma, an elderly woman decides to visit her daughter in London, and before this she gets together all the women in her family to share their stories – each being a ruthless commentary on the social evils that plague us to this day. Excerpts from various stories by Indian women writers like Jhumpa Lahiri, Lalitambika Antarnjanam, dealing with tradition and skepticism, collective responsibility and individual choice, have been woven into the narrative.

BOOK NON-FICTION



Dr Lakhbir Kaur Verma

Desh Vibhajan Aur Naari Ki Trasadi

Lakhbir Kaur's book '*Desh Vibhajan aur Naari ki Trasadi*' published in two volumes is an analysis of more than 40 novels and 100 short stories written in a number of languages during partition and post partition period. The author analyzes the projection of women in these writings and also the impact of the partition on women. What happened to the thousands of women during partition? Women who were violated, raped abducted? Women who were left homeless? Women who went missing? Children who were born out of rape? These were the questions which had driven the study but unfortunately the literature of one of the most traumatic periods of our history does not provide many answers.

FEATURE FILM



Mrinal Kulkarni

Prem Manjhe Prem Manjhe Prem Asta!?

The Marathi movie Prem Manjhe Prem Manjhe Prem Asta! directed by Mrinal Kulkarni brings out the nuances of changing gender equations by portraying the romance between two single parents, Anushree Pradham and Rohit Phadnis. Prem Manjhe.. while sensitively portraying Rohit as taking over the responsibilities of childcare and household responsibilities without any reservations or regret, also shows how Anushree, picks up the pieces and gets on with her life. The coming together of the two and the sudden appearance of their estranged spouses into their lives brings face to face the traditional expectations of the society from the woman to return to her husband and her desire to get on with her own life with her new companion. The portrayal of the mother-in-law who supports Anushree and not the absconding son, and the question that is raised by Anushree to Kedar – would he have accepted her if she were to have walked out of the marriage?, leave the audience questioning the gender stereotype that it is the responsibility of the woman to sustain the marriage even if the man is unfaithful to her.

LAADLI OF THE CENTURY



Ms Shaukat Kaifi

Shaukat Kaifi's is a name that stands for seven decades of sincerity and dedication. A face that is remembered as Pagli in the play 'Pagli', as the black woman in 'Africa Jawan Pareshan', as Amma in 'Garm Hawa', as Ranjha's Bhabhi in 'Heer Ranjha', as the glamorous Khanam Jaan in 'Umrao Jaan', as Chuhiya Begum in 'Anjuman', as the 'Madam' of the brothel in 'Salaam Bombay' and many more

She has played diverse characters - ranging from the meekest to the vilest person.

She showed the world glimpses of the reality of a woman's life, because she, being a social activist has seen closely the reality of women's lives in India.

Shaukat Kaifi had always been attracted towards theatre. Her theatrical journey began with Prithvi Theatre --playing various characters in plays like Deewar and Ahooti,'Africa Jawan Pareshan', Naukrani Ki Talaash and Pagli. While with IPTA, Shaukat Kaifi acted in one of her most beautiful films, Garm Hawa in 1974 directed by M S Sathyu.

Later on she wrote a book on memoirs, "Yaad Ki Rehgujar", which was translated into Marathi, Hindi, Gujrathi, Japanese and in English as "Kaifi and I". A play based on this book "Kaifi aur Mai" is written by Javed Akhtar. This book is selected in 14 universities in USA as a referential for the South Asian Departments for rising above the personal and encompassing socio-cultural milieu of those times in a voice that is distinctly female.

She has lived her life the way every individual should, every *Laadli* should with freedom, equality and dignity.

LAADLI LIFETIME ACHIEVEMENT AWARD



Ms Lalitha Lajmi

A self-taught artist Lalitha Lajmi's journey in the world of art began as a young five year old participating in an art competition and winning the prize much to the amazement of everyone that a painting of that caliber could be done by so young a child. A true multi-tasker, Lalitha juggled her time teaching arts in a school during the day and devoting late hours to experimenting with her paintings. She used all mediums from pastels, to water colors to oils to etching on wood, lino, copper and moved from small sized canvases/paintings to large ones.

Lalitha Lajmi's life has always been a conflict between traditional values and modern ways of life. Her paintings portray women with mirrors – symbolizing self-reflections and masks, indicating how everyone puts on a mask to conceal their true feelings. Her focus has always remained on women and man-woman relationship. Her paintings are now exhibited all over the world.

PERFORMANCE



The Creative Arts

The play '*Baawre Mann Ke Sapne*' by The Creative Arts from Kolkata is an all woman production. The uniqueness of this project is that it uses theatre as therapy with homemakers who have gone through vigorous training of discipline of time, space and body, besides sessions on acting, communication, etc. The play consists of excerpts from various stories by Indian women writers which through improvisations have been woven together as one piece. While the original play is for an hour and a half the Group has taken a small segment of it and put it together for this event.



NATIONAL JURY



MONICA WAHI

Monica Wahli is the Founder and Director of Southasian Children's Cinema Forum, a network of film industry, film festival and film education professionals from 8 South Asian countries, committed to nurturing a commercially viable and socially relevant children's film industry in the region. Previously she was the Creative Head of Children's Film Society India, Monica is also the founder of Himmat, a woman's collective in Ahmedabad formed by those widowed in the Gujarat carnage of 2002.



MRINMAYEE RANADE

Mrinmayee Ranade has worked for over two decades in various newspapers in Mumbai, including Times of India, Indian Express, Maharashtra Times. She is the editor of Madhurima, a weekly supplement for women, published with Dainik Divya Marathi, a Dainik Bhaskar group Marathi newspaper. As a researcher and translator, she has assisted journalists from the BBC, The National Geographic, The Guardian. She has also taught reporting and editing at Wilson College, V.G. Kelkar College, and Rai University.



DILIP DSOUZA

Dilip Dsouza started his career as a computer scientist but switched to become a writer and journalist. He has several Awards to his credit, including The Daily Beast award for South Asian commentary, The Statesman Rural Reporting Award, the Times of India/Red Cross prize, the Outlook/Picador (nonfiction) prize, the Sanctuary Magazine prize and more. His most recent book is "The Curious Case of Binayak Sen."



MONICA TATA

With over 23 years of media experience primarily with Star TV and Turner TV. Monica Tata is presently Managing Director, South Asia for HBO India Pvt Ltd.. Adjudged as one of India's hottest young executives of the media industry in 2009 and identified as 'next 30' most powerful women to look out for in 2010 by Business India she was also identified as one of the top 50 influential women in media and marketing by the leading media magazine IMPACT. Monica is a Managing Committee Member and the Hon. Secretary of the International Advertising Association- India Chapter. She is also an active member of ASCI.



LYNN DE SOUZA

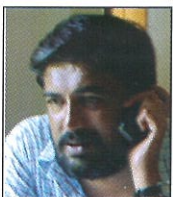
Lynn de Souza has had 25-year long innings in the advertising media, working for Ogilvy, Grey and Lintas. She is one of the most influential women in the country featuring regularly in the power lists of top media titles for several years. Animal welfare is dear to her, and she serves on the Board of many non-profits. After a four year term as the Chairperson and CEO of Lintas Media Group, she stepped down to focus her energies on driving reform through the power of communication. Born out of this, is Social Access Communications.

NATIONAL JURY



SHOBHAA DE

Shobhaa De is a senior writer, national columnist and the author of 18 books. As an important social commentator and opinion shaper, she has written extensively on gender issues for the past three decades, especially in her widely read column 'The Sexes' in 'The Week'.



SATISH NANDGAONKAR

Satish Nandgaonkar works as Senior Editor with The Telegraph. A journalist with over 20 years experience he has worked with publications like The Independent, The Indian Express, Horizontal Portal Indya.com, Wire Service Associated Press as a stringer. A cultural activist, he is associated with the film society movement, and photojournalism-related activities in Mumbai. He is one of the founder members of the Media Foundation of India, and is an Art Think South Asia Fellow. He has been credited with the research for Ram Gopal Varma's film, Satya.



SIDHARTH BHATIA

Sidharth Bhatia a Mumbai based journalist and author has been in the media, print and electronic, for over three decades. He was among the founding editors of the Mumbai-based English daily DNA. He also was the first Indian correspondent to be based in South Africa, covering the historic transition to democracy. In 1990 he was made a Press Fellow of Wolfson College - Cambridge University. A regular commentator in national newspapers and on TV channels on current affairs, he has authored - Cinema Modern The Navketan Story, Amar Akbar Anthony and India Psychedelic: The Story of a Rocking Generation.



KV SRIDHAR aka POPS

Widely respected as a creative leader in Indian Advertising K V Sridhar or Pops, as he is popularly known, is the Chief Creative Officer, India Sub continent of Leo Burnett and is credited with the emergence of Leo Burnett as a creative powerhouse in India. Known for his vision and understanding of where brands and brand communications are going he has won more than 22 Cannes Lions and has over 500 Indian Awards and over 230 International recognitions Pops has been on many Indian & International award juries. In 2008, he was recognized by the United Nations for his contributions made against Gender bias in Media & Advertising



RANJONA BANERJI

Ranjona Banerji has been in the media for close to 30 years. She started in advertising but switched to journalism and has worked for a diverse group of journals from Bombay magazine to Mid-Day, The Times of India and DNA. She is currently a columnist with Mid-Day and a contributing editor to the media website mxmindia.com. She writes on political and social issues, apart from critiquing the media. In 1997, she co-wrote and co-edited a book on 50 years of Indian Independence with Ayaz Memon, entitled, India 50: The Making of a Nation

NATIONAL JURY



SHISHIR JOSHI

A lawyer by education Shishir Joshi has been associated as a Journalist, team Leader and senior Management member with respected brands like NDTV, CNN.com, TV Today, Indian Express and MiD-DAY, over the last 25 years, in his editorial avatar. He quit Journalism to teach, co-founding the Journalism Mentor Foundation, engaged in Journalism research, Archiving and Education, among which was school journalism and a citizen journalism programme. He is a Chevening fellow of the British Government,. Presently CEO, Joining Dots and Founder Trustee of Engage India Foundation, a not for profit aimed at empowering citizens. Shishir is also a Psychological Counselor.



SATHYA SARAN

One of India's leading journalists, Sathya Saran has been the editor of popular magazines Femina and Me, one of DNA's many publications. Sathya has authored several books - Night Train and other Stories , a biography - 10 years with Guru Dutt: Abrar Alvi's Journey, From Me to You: on love, life, learnings. Besides articles on cinema she has also written extensively on issues concerning women. She has won a number of awards for her contribution to journalism. She is passionate about Hindi cinema and its music.



NANDINI SARDESAI

A doctorate in Research with a focus on 'Sociology of Sports' Nandini Sardesai is presently a visiting Professor at St Xavier's College, Jai Hind College and K C College as also a member of Censor Board of Film Certification. She is also a representative of Maharashtra Women's Commission on the Consumer Complaints Council of the Advertising Standards Council of India (ASCI). She has led a movement to achieve gender parity at the Bombay Gymkhana and is actively involved in issues of social concern.



VISHWANATH SACHDEV

A prolific writer Vishwanath Sachdev has had an illustrious career of nearly thirty years with The Times of India the last being as Editor of their prestigious Publication Navbharat Times. He is currently the editor of Navneet journal published by Bhartiya Vidya Bhavan.

GLIMPSSES OF AWARDS



Lightening of the lamp at Southern and Eastern Region Award event.



Deepika Sharma receiving an award from Guest of Honor: Rajiv Mishra, CEO Lok Sabha TV, Chief Guest: Ms Sindhushree Khullar, Secretary Planning Commission and Dr A L Sharada, Director, Population First at Northern and Western Region Event



Chief Guest: Mr Chandra Kumar, Honourable High Court Judge felicitating M S Banesh at the Southern and Eastern Region Event



Chief Guest Ms Sindhushree Khullar with Northern and Western Region Award Winners

PROGRAMME SCHEDULE

- Hosted by Ms Simone Singh
- Addresses by Hon. Health Minister Shri Suresh Shetty, TATA, Starbucks Ltd CEO, Ms Avani Davda and UNFPA Representative Ms Ena Singh
- Presentation of *Laadli* of the Century Award to veteran theatre and cinema personality Ms Shaukat Kaifi
- Presentation of *Laadli* Lifetime Achievement Award to eminent painter Ms Lalitha Lajmi
- National *Laadli* Media and Advertising Awards presentation to print, electronic, web and Advertising media
- Presentation of Special Awards for Book, Theatre and Film and the *Laadli* Extraordinaire Award
- Performance of excerpts of the play 'Bawre Mann ke Sapne' by The Creative Arts

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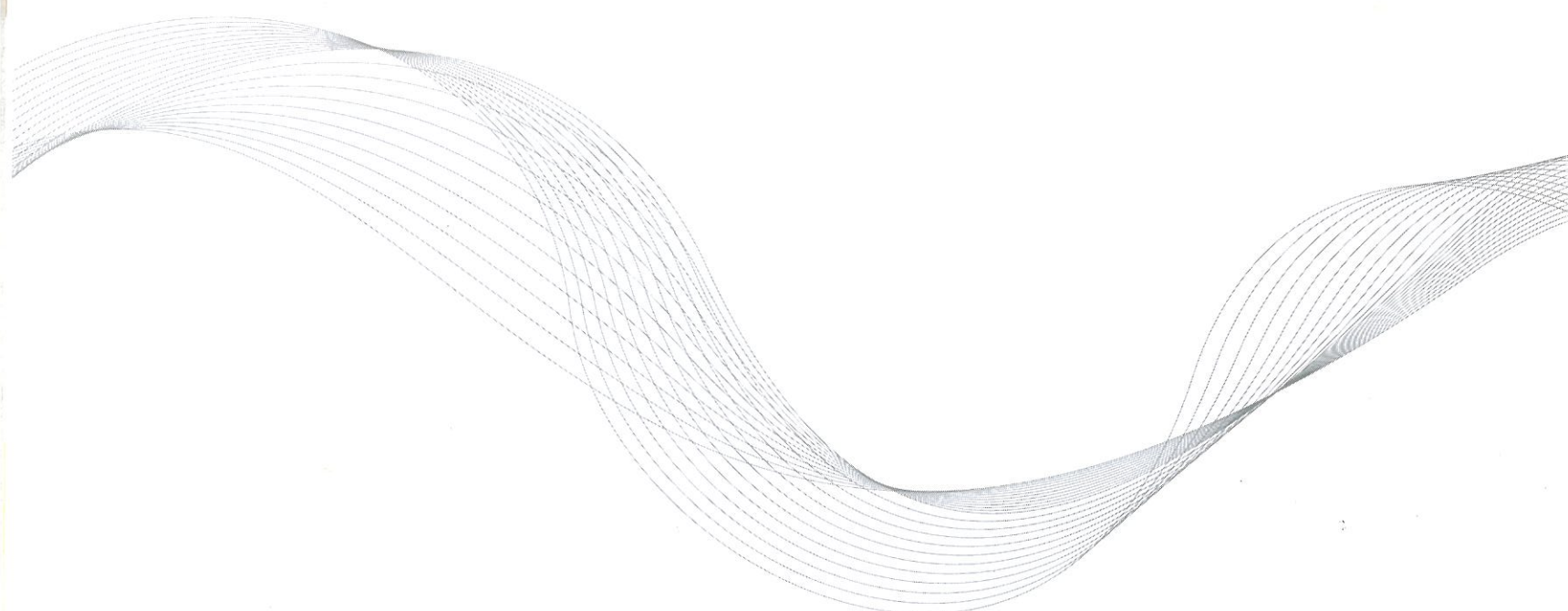
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