

Audio special award films Video web Advertising Media  
News print girl info  
Radio artist child  
campaign Media



Laadli

A Girl Child Campaign  
by Population First

**THE LAADLI NATIONAL MEDIA AWARDS**  
FOR GENDER SENSITIVITY 2011-12



Laadli

A Girl Child Campaign  
By Population First

# 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. Apart from creating awareness about the falling sex ratio and its ramifications, *Laadli* works to influence the two major influencers - media and youth to promote a positive image of girls and women and 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 extra curricular 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 work towards building a gender-just society. Population First is committed to building such a society by engaging the media in discussions on how it can shape, indeed, change such mindsets. Through our media interventions, we hope to accelerate the behaviour change. 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. Presentations were also made at Ad Asia, Portfolio Night etc. We see the media Awards as a tool to promote gender sensitivity in the media. A large number of senior and influential media and communication professionals have been involved in the process as jury members, cultural ambassadors, partners, supporters and participants. We are confident that the heightened media visibility to the issue of pre-birth sex selection and issues related to it in the media will help us achieve our goals of a society where every *Laadli* is welcomed into families. It is a challenge, but with the kind of support and response we are getting, we are confident we would be able to bring about change.

# foreword

The last one year has been quite eventful for the media with media being in the forefront of a number of campaigns which saw people's participation on a scale never seen before, whether it is against corruption or against gender violence. The Dec 16<sup>th</sup> incident has shaken the conscience of the nation and we hope to see action on various fronts that would lead to a more gender sensitive world.

It is the fourth edition of the National *Laadli* Media Awards and the best among the four regional award winners are chosen for the National Awards. The regional award winners focused on a wide range of issues. While the focus of most of the award winning entries from the northern region has been on issues pertaining to lives and rights of tribal women and on gender violence, the electronic entries from the southern region focused on the trials and tribulations of women. They reflected critical thinking on the retrograde social practices and beliefs which abridge the rights and restrict the freedom of women. It is heartening to see the underprivileged and marginalized women receiving such media attention. It is equally encouraging to find Femina, Midday, Hindustan Times, Times of India and Rajasthan Patrika, the mainstream publications covering gender issues in a campaign mode. There is a discernable change even in the traditional Women's Magazines and news papers in regional languages which are focusing on the rights of the woman to pursue her aspirations and negotiate her space and gender roles in the family.

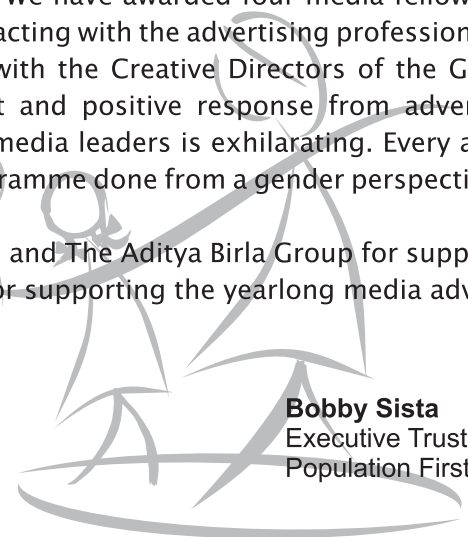
The Amul Girl is the most loved *Laadli* of the nation and it is but natural for us to felicitate her. We are also honoured to present the Life Time Achievement award to Ms. Bhanu Athaiya, who made a name for herself as a world renowned costume designer.

We promise to keep working on opening up communication channels with the audience/ readers as well as the media persons through our initiatives. We have awarded four media fellowships, organized four media workshops, and have been interacting with the advertising professionals on an ongoing basis. 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 and The Aditya Birla Group for supporting the Northern and Western region events and UNFPA for supporting the yearlong media advocacy initiatives.

**Dr.A.L. Sharada**  
Director  
Population First

**Bobby Sista**  
Executive Trustee  
Population First





# western region awards

The Western region awards were held in Rajasthan at Ravindra Manch Auditorium, Jaipur on 22<sup>nd</sup> September 2012. Press conferences were held in Ahmedabad, Mumbai, Rajasthan and over 600 entries were received from Maharashtra, Gujarat, Rajasthan and Goa. Twenty three media persons including nominees for Special Awards from Marathi, Hindi, Gujarati and English media were felicitated at the event.

Special award was presented to Ujjalachadi - a community newspaper in Hindi. The awards were presented by Shri Jitendra Singh, Minister, Information and Public Relations.

The other special guests presented at the event were Mr. A.K. Agarwala (Chairperson, Business Review Council, Aditya Birla Group), Ms. Gulabo (world famous Kalbelia Dancer and a survivor of attempted infanticide), Ms Laad Kumari Jain (Chairperson, Rajasthan State Commission for Women), Ms. Deepali Pant Joshi (Regional Director of Reserve Bank of India), Mr Gulab Kothari (Rajasthan Patrika), Mr. Sunil Thomas (UNFPA,Jaipur)

The Western Region Awards were supported by Rajasthan Patrika, Aditya Birla Group, InfochangeIndia.org and Rajasthan Patrika were our media partners. Maharani Plaza was our Hospitality Sponsor.

## **WESTERN REGION COORDINATORS**

Ms. Revathi Asokan, Ms. Ila Vakharia and Ms. Tanu Dwivedi

# western region awardees



**TANYA CHAITANYA**  
Femina, Maharashtra

PRINT MEDIA-English  
BEST CAMPAIGN-MAGAZINE  
*10/10*



**HINDUSTAN TIMES**  
Maharashtra

PRINT MEDIA-English  
BEST CAMPAIGN-NEWSPAPER  
*Blow The Whistle*



**PRADEEP SINGH BEEDAWAT**  
Rajasthan Patrika, Rajasthan

PRINT MEDIA-Hindi  
CONSISTENT WRITING  
*Multiple Entries*



**POOJA KASHYAP**  
Kutch Mitra, Gujarat

PRINT MEDIA-Gujarati  
BEST HUMAN INTEREST STORIES  
*Multiple Entries For Her Column-Garvai*



**SHARMISTA CHAUDHURY**  
The Week, Maharashtra

PRINT MEDIA-English  
BEST HUMAN INTEREST STORY  
*Tribal Warrior*



**TEENA BAIRAGI**  
Daily News, Rajasthan

PRINT MEDIA-Hindi  
BEST HUMAN INTEREST STORY  
*Khudi Ko Kar Buland Itna*



**AMITA BADE**  
Prahaar, Maharashtra

PRINT MEDIA- Marathi  
BEST COLUMN  
*Multiple Entries For Her Column - Mahila*



**ALKA AASHLESHA**  
Hamara Mahanagar, Maharashtra

PRINT MEDIA-Hindi  
Best Column  
*Multiple Entries For Her Column - Drishtikon*



**PREETI SHAH**  
Gujarat Samachar, Gujarat

PRINT MEDIA-Gujarati  
Best Column  
*Multiple Entries For Her Column - Aajkal*



**RAVI GADEKAR**  
Lokmat, Aurangabad

Best Investigative Report  
PRINT MEDIA-Marathi  
*Multiple Entries*

# western region awardees



**TAARU KAJAARIA**  
Gujarati Mid-day and Mumbai Samachar,  
Maharashtra  
Best Features  
Print Media- Gujarati  
*Multiple Entries*



**UJJAS**  
Gujarat  
Best Community Magazine  
PRINT MEDIA-Gujarati  
*Multiple Entries*



**MAULIK SHAH**  
Gujmom.com, Gujarat  
Best Blog  
WEB MEDIA-Gujarati  
*Ek Sawal Mane Bahu Dukhi Kare Che*



**MANISHA SHARMA**  
Doordarshan, Gujarat  
ELECTRONIC MEDIA-Gujarati  
BEST ISSUE-BASED PROGRAMME  
*Multiple Episodes - Jeevo Manav Gaurav Thi*



**SHAI VENKATRAMAN**  
NDTV, Maharashtra  
ELECTRONIC MEDIA-English  
Best Documentary  
*Born In Conflict: Valley V/S Gadchiroli*



**Saras Salil Group**  
Gujarat  
Consistent Engagement- Magazine  
PRINT MEDIA-Hindi  
*Multiple Entries*



**FRENY MANECKSHA**  
Indiatogether.com, Maharashtra  
Best Blog  
WEB MEDIA-English  
*Traumatised By Violence*



**SUNITA KASERA**  
India Unheard, Rajasthan  
WEB MEDIA-Hindi  
BEST VIDEO BLOGGING  
*Multiple Entries*



**PRAJAKTA DHULAP**  
IBN-Lokmat, Maharashtra  
ELECTRONIC MEDIA-Marathi  
BEST NEWS FEATURE  
*Kolhapurchya Leki*



**WATERSHED ORGANISATION TRUST (WOTR), Maharashtra**  
ELECTRONIC MEDIA-Marathi  
Best Documentary  
*Kadar Mulichi Anandi Sansarachi*

# western region awardees



**BUSHRA KHAN**  
Saras Salil, Gujarat

SPECIAL AWARD-Hindi  
Special Jury award- Feature



**AMEE YAJNIK**  
Divya Bhaskar, Gujarat

SPECIAL AWARD- Gujarati  
Consistent Writing



**Ujala Chadi**  
Rajasthan

Special Award- Hindi  
Special Jury Award- Newspaper



# western region jury



**Bhupendra Singh Bhatia**



**Shilpa Das**



**Pallavi Patel**



**Dr. Raghuveer Chaudhari**



**Dr. Shobhita Rajagopal**



**Dr. ILa Pathak**



**Sunny Sebastian**



**M.L. Mehta**



**Prof V.S.Vyas**



**Pragya Paliwal Gaur**



**Narayan Bareth**



**Pratima Joshi**



**Shanta Gokhale**



**Chitra Palekar**



**western region  
jury**



# southern region awards

The Southern Region awards were held in Thiruvananthapuram at Karthika Thirunal Theatre on 6<sup>th</sup> October, 2012. Twenty three awardees were felicitated from the southern states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Puducherry. Press conferences were held in Hyderabad, Chennai, Thiruvananthapuram and Bangaluru calling for entries and over 170 entries were received from Tamil, Malayalam, Kannada, Telugu and English media. A jury panel of 13 eminent persons selected the winners under the various categories. Special award was presented to Padmashri Sugathakumari, a well known poet and activist who been at the forefront of environmental and feminist movements in Kerala and also to T.V. Chandran, filmmaker, script writer and actor-known for his art films which have political and feminist undertones.

The awards were presented by Shri. G. Karthikeyan ,Honourable Speaker, Kerala Legislative Assembly.

## **SOUTHERN REGION COORDINATORS**

Ms. Susheela Nair, Ms. Bhuvaneshwari S., Mr. Siby Kattampally and Ms. Satyavati Kondaveeti

## **COLLABORATING AGENCY**



**Kesari Memorial Journalist's Trust**

Kesari Memorial Journalists' Trust is a philanthropic organisation that works for the capacity building and welfare of journalists in Thiruvananthapuram the capital city of Kerala. It was established about four decades ago and many stalwarts of Malayalam Journalism were its office bearers. The name Kesari comes from legendary Malayalam Journalist Kesari Balakrishana Pilla, who shaped Malayalam journalism and played a pivotal role in shaping Malayali culture and thought in the last century.

Kesari Trust has about 500 members and administered by an executive committee chaired by Siby Kattampally. The trust has established a research library with a big collection of age old publications and organises seminars to sensitise journalists and peoples representatives on topical issues.

# southern region awardees



**AKANKSHA MEHROTRA**  
Deccan Chronicle, Karnataka

PRINT MEDIA-English  
BEST INVESTIGATIVE REPORT  
*Widowed By Fate, Robbed By Babus*



**AMUTHA KANAN**  
The Hindu, Tamil Nadu  
PRINT MEDIA-English  
BEST HUMAN INTEREST STORY  
*Ensuring Dignified Burial For  
The Destitute*



**SANGEETHA NEERAJA**  
The New Indian Express, Tamil Nadu

PRINT MEDIA-English  
BEST FEATURES  
*Multiple Entries*



**B.M. PRATHIBHA**  
Adike Patrike, Karnataka

PRINT MEDIA-Kannada  
BEST HUMAN INTEREST STORY  
*Solege Talebagda Jana Shiramajeevi*



**HEMA VENKAT**  
Udavani, Karnataka

PRINT MEDIA-Kannada  
BEST FEATURE  
*Yashodege Avanu Kandanalla*



**HUSSAIN PASHA**  
Mahila Loka, Karnataka  
PRINT MEDIA-Kannada  
BEST COLUMN  
*Multiple Entries For His Column -  
Appa, Kollisabedappa*



**HAMZA ALUNGAL**  
Siraj Daily, Kerala

PRINT MEDIA-Malayalam  
BEST FEATURE  
*Six-Part Feature - Kolaviliyude Tharat*



**REJI JOESPH**  
Rashtra Deepika, Kerala  
PRINT MEDIA-Malayalam  
BEST ISSUE BASED REPORTING  
*Six Part Series - Izhapottunna  
Thalicharadukal*



**A P RAJA**  
Dinamalar, Pudiyi Thalaimurai, Tamil Nadu

PRINT MEDIA-Tamil  
BEST FEATURE  
*Multiple Entries*



**S. VIJAYKUMAR**  
Dinamani, Tamil Nadu

PRINT MEDIA-Tamil  
BEST HUMAN INTEREST STORY  
*Multiple Entries*

# southern region awardees



**DEEPA RANGANATHAN**  
**The Alternative, Karnataka**

WEB MEDIA-English  
BEST WEB FEATURE  
*Boys Don't Cry*



**STELLA SUNITA PAUL**  
**Worldpulse.com, Andhra Pradesh**

WEB MEDIA-English  
BEST BLOG  
*Bhan, My Sister, My Hero*



**VAISHNAVI VITTAL**  
**Citizen Matters, Karnataka**

WEB MEDIA-English  
BEST WEB INVESTIGATIVE REPORT  
*Government ignores us because we aren't  
educated and rich*



**JESSY NARAYANAN**  
**Healthwatchmalayalam.com, Kerala**

WEB MEDIA-Malayalam  
BEST FEATURES  
*Ellodikkunna Double Decker Driving*



**UMA SUDHIR**  
**NDTV, Andhra Pradesh**

ELECTRONIC MEDIA-English  
BEST TV DOCUMENTARY  
*Early To Wed*



**MAHILA SAMAKHYA**  
**Karnataka**

ELECTRONIC MEDIA-Kannada  
BEST COMMUNITY RADIO PROGRAMME  
*Kelu Sakhi*



**S. MAHESH KUMAR**  
**Manorama News, Kerala**

ELECTRONIC MEDIA-Malayalam  
BEST INVESTIGATIVE REPORTING  
*Adivasi Penkuttikal Vilpanacku*



**P.P. SANDHYA**  
**Asianet News, Kerala**

ELECTRONIC MEDIA-Malayalam  
BEST ISSUE BASED REPORTING  
*Shisuva Vivaham*



**SHINY JACOB BENJAMIN**  
**Jaihind TV, Kerala**

ELECTRONIC MEDIA-Malayalam  
BEST DOCUMENTARY  
*OTTAYAAL*



**ARUNA ATHALURI**  
**HM TV, Andhra Pradesh**

ELECTRONIC MEDIA-Telugu  
BEST TALK SHOW  
*Nissabda Himsa*

# southern region awardees



**KISTIAH NANDAGIRI**  
Vanitha TV, Andhra Pradesh

ELECTRONIC MEDIA-Telugu  
BEST NEWS FEATURE  
*Samasyala Odi Badi*



**RAJESH POTLURI**  
Vanitha TV, Andhra Pradesh

ELECTRONIC MEDIA-Telugu  
BEST ISSUE BASED PROGRAMME  
*498 (A) Varama.? Shapama.?*



**Andhra Pradesh Academy of Rural  
Development (APARD) Mana TV, Andhra Pradesh**  
SPECIAL AWARD-Telugu  
BEST PUBLIC AWARENESS PROGRAMME  
*Andariki Vidya-Aadapillala Vidya-  
Panchayati Raj Patra*



**PADMASHRI SUGATHAKUMARI**  
Lifetime Achievement Award



**T.V. CHANDRAN**  
Lifetime Achievement Award



# southern region jury



**Laxmi Murthy**



**Gita Aravamudan**



**Dr. Mamta Sagar**



**Meena Mysore**



**R.Vaigai**



**N.V.Sankaran**



**T.N.Gopakumar**



**V.N.Murali**



**Dr. Indra Babu**



**G.R.Indugopan**



**P.Prasanthi**



**Kuppili Padma**



**Dr. K.B.Laxmi**

**southern region**  
**jury**

# eastern region awards

The awards ceremony for the Eastern Region was held on 22<sup>nd</sup> November, 2012 at G.D. Birla Sabhaghar, Kolkata. Press conferences were held at Guwahati and Kolkata calling for entries. Over 213 entries were received from Arunachal Pradesh, Assam, Bihar, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Sikkim, Tripura and West Bengal. A jury panel of 13 jury members selected 18 media persons for the awards. Aparna Sen from Kolkata was selected for a special award.

InfochangeIndia.org was the media partner.

## EASTERN REGION COORDINATORS

Ms. Manjira Majumdar, Ms. Manipadma Jena and Ms. Shikha Jyothi Hazarika

## COLLABORATING AGENCY



Kolkata Sanved

Kolkata Sanved pioneered the use of dance movement as an alternative approach to recovery, healing and the psycho-social rehabilitation of victims of violence and trafficking. Kolkata Sanved is working towards establishing itself as a Centre of Excellence for Dance Movement Therapy (DMT) in South Asia. Kolkata Sanved, won the prestigious Beyond Sport Award 2009 in the 'Best Project For Health' category, received the prestigious- *The Diane von Furstenberg (DVF) Award* on 11<sup>th</sup> March 2011 to transform the lives of women and very recently the 24 Ghanta News Maker 2012 award for outstanding achievement.



# eastern region awardees



**LINA CHAKI**  
Batighar-Little Magazine, Kolkata

PRINT MEDIA-Bengali  
BEST FEATURE-Magazine  
*Purush Manush Bage Pelei Thokai*



**DINESH SAHU**  
Charkha Feature Service, Chhattisgarh

PRINT MEDIA-English  
BEST FEATURE-Newspaper  
*The Tribal Mitanins Of Chhattisgarh*



**RANJITA BISWAS**  
The Statesman, Kolkata

Print Media-English  
BEST NEWS FEATURE  
*Walking The Line*



**NIBEDITA PATTNAYAK**  
Odisha Doot, Odisha

Print Media-Odiya  
BEST FEATURE  
*Revati Ku Suraksha*



**SUSAMA MISRA**  
Margadarshi, Odisha

PRINT MEDIA-Odiya  
BEST ARTICLE  
*Susatha Samaj Gathanare Nari*



**SATYABRATA DAS**  
Nandini-Shokalbela, Kolkata

PRINT MEDIA-Bengali  
BEST ARTICLE  
*Songsare Maayer Rojgar*



**PARTHA PRAWAL GOSWAMI**  
Eclectic Times, Assam

PRINT MEDIA- English  
BEST FEATURE-Magazine  
*Changing The Witch Perception*



**SAADIA AZIM**  
Business Line, West Bengal

PRINT MEDIA-English  
BEST HUMAN INTEREST STORY  
*Bravely Fought The Teen*



**RUDRA RANJAN SEJPADA**  
Sambad, Odisha

PRINT MEDIA-Odiya  
BEST HUMAN INTEREST STORY  
*Chinmaye Aujane Aparajita*



**RINA MUKHERJI**  
Just Femme, West Bengal

WEB MEDIA-English  
BEST FEATURE  
*Taboos Take Their Toll On Women*

# eastern region awardees



**SUNITA MINI**  
Sunitamini.blogspot.com, Bihar

WEB MEDIA-Hindi  
BEST BLOG  
*Bhor*



**ALL INDIA RADIO**  
Assam

ELECTRONIC MEDIA-Assamese  
BEST RADIO PROGRAMME  
*Sabdat Narir Kantha*



**KAMALIKA SEN GUPTA**  
Akash Bangla, West Bengal

ELECTRONIC MEDIA-Bengali  
BEST TV FEATURE  
*Tahader Kotha*



**SHEFALI CHATURVEDI**  
Dhamaal 24, 106.4FM, Jharkhand

ELECTRONIC MEDIA- Hindi  
BEST RADIO FEATURE  
*Hello Mike Testing*



**ODISHA TELEVISION**  
Odisha

ELECTRONIC MEDIA-Odiya  
BEST CAMPAIGN  
*Ortel Dayitwa*



**RAKHI GHOSH**  
Naxatra News, Odisha

ELECTRONIC MEDIA-Odiya  
BEST TOPICAL PROGRAMME  
*Jautuka Na Jibana*



**SASWATI GHOSH**  
Kolkata

SPECIAL AWARD-Bengali  
CONSISTENT WRITING ON GENDER ISSUES



**SARADA LAHANGIR**  
Odisha

SPECIAL AWARD-Odiya  
CONSISTENT ENGAGEMENT WITH  
GENDER ISSUES ACROSS MEDIA



**TONGAM RINA**  
Arunachal Pradesh

SPECIAL AWARD-English  
REPORTING FROM CONFLICT AREAS



**APARNA SEN**  
West Bengal

SPECIAL AWARD  
FILM MAKER EXTRAORDINAIRE

# eastern region jury



**Ratnottama Sengupta**



**Buroshiva Dasgupta**



**Amitava Bhattacharya**



**Shoma A Chatterji**



**Rajashri Das Gupta**



**Ananya Chatterjee Chakraborti**



**Paula Banerjee**



**Nabaneeta Dev Sen**



**Sampad Mahapatra**



**Rajaram Satapathy**



**Jimoni Choudhury**



**Rita Chowdhury**



**Manju Borah**

# northern region awards

The awards ceremony for the Northern Region was held on 13<sup>th</sup> December, 2012 at Sant Gadge Hall, Sangeet Natak Academy, Lucknow. Press Conferences were held in Delhi and Lucknow calling for entries. More than 480 entries were received from the states of Chandigarh, Chhattisgarh, Delhi, Uttar Pradesh, Jammu and Kashmir, Madhya Pradesh, Uttarakhand, Haryana and Himachal Pradesh. A panel of 13 jury members selected a total of 23 media persons for an award. A special award was given to Khabar Lahariya - Community Newspaper.

The awards were presented by Shri Akhilesh Yadav, Honourable Chief Minister, Government of Uttar Pradesh.

The other special guests present at the event were Jayant Krishna (Principal Consultant, Tata Consultancy Services), Mr. Dhanushvir Singh (Resident Editor Times of India), Mr. & Mrs. Navneet Sekera (DIG Lucknow), Mr. Peter Vrooman (Spokesperson US Embassy, New Delhi), Ms. Sehba Hussain (Founder BETI Foundation), Mr. Gomti Yadav (MLA), Ms. Preeti M Shah (PR & Media Relations UNICEF) et al.

The Northern Region event was supported by the TATA Group of Companies. InfochangeIndia.org and Hindustan were our media partners.

## **NORTHERN REGION COORDINATORS**

Ms. Alka Pande, Ms. Madhavi Gupta and Ms. Kumud Singh.

## **COLLABORATING AGENCY**



**SAHAYOG**

SAHAYOG is an NGO working for women's empowerment and emancipation. By providing them with relevant information to poor rural marginalized women, such as Dalits, non-literates and minorities, SAHAYOG helps them access and realize their individual rights and makes them aware of all the privileges they are entitled to. It works with the mission of promoting gender equality and women's health using human rights framework through strengthening partnership-based advocacy.

In order to increase the participation of communities in decisions that affect their lives and the exercise of their rights, SAHAYOG facilitates networks at the State, National and International level.

# northern region awardees



**ADITI BHADURI**  
**Womens Feature Service, Delhi**  
PRINT MEDIA-English  
BEST FEATURE-Special Jury Award  
*Carrying 40kg On Her Head For A  
Better Life: Raipur's Women Porters*



**ADITI TANDON**  
**Tribune News Service, Delhi**  
PRINT MEDIA-English  
BEST INVESTIGATIVE REPORTING  
*Dark Underbelly Of The Games*



**ASHISH TIWARI**  
**Amar Ujjala, Chandigarh**  
PRINT MEDIA-Hindi  
BEST HUMAN INTEREST STORY  
*Banjaro Ki Betio Ne Badal Diya Gaon*



**DEBARSHI DASGUPTA**  
**Outlook, Delhi**  
PRINT MEDIA-English  
BEST ISSUE BASED FEATURE  
*THE YIN WOUNDED*



**DEV KANYA THAKUR**  
**Divya Himachal, Shimla**  
PRINT MEDIA-Hindi  
BEST OPINION-EDITORIAL  
*Grameen Mahilaye Sirf Rubber Stamp Nahi*



**DIVYA GUPTA**  
**The Hindu, Delhi**  
PRINT MEDIA-English  
BEST ARTICLE  
*Lessons From The Ekjut Way*



**JAHID KHAN**  
**Koumi Farman, Madhya Pradesh**  
PRINT MEDIA-Hindi  
BEST ARTICLE  
*Ladki Hone Ki Sazaa*



**NEHA BHATT**  
**Outlook, Delhi**  
PRINT MEDIA-English  
BEST FEATURE-Magazine  
*What A Girl Wants*



**PRAVEEN KUMAR BHATT**  
**Nai Dunia, Uttarakhand**  
PRINT MEDIA-Hindi  
BEST REPORTING ON PROGRAMMES AND  
POLICIES *Sarkar Uttarakhand Mein Lagu Nahi  
Kar Pa Rahi Gharelu Hinsa Kanoon*



**PRIYANKA DUBEY**  
**Tehelka, Delhi**  
PRINT MEDIA-Hindi  
BEST INVESTIGATIVE STORY  
*MaghyaYugeen Pradesh*

# northern region awardees



**RAKHI RAGHUVANSHI**  
Jansatta, Madhya Pradesh

PRINT MEDIA-Hindi  
BEST COLUMN  
*Bhedbhaw Ka Shikar*



**RACHNA VERMA**  
Dainik Jagran, Delhi

PRINT MEDIA-Hindi  
BEST ARTICLE ON SEX SELECTION  
*To Akal Pad Jayega Betion Ka*



**SALMAN ABDUS SAMAD**  
Hindustan Express Daily, Uttar Pradesh

PRINT MEDIA-Urdu  
BEST ARTICLE  
*Moashra Ki Sitam Rosida Hen Khawateen*



**SUKHBIR SIWACH**  
Times of India, Chandigarh

PRINT MEDIA-English  
BEST ISSUE BASED INVESTIGATIVE  
STORIES *Series On Khap Panchayat*



**SWATI SHARMA SHAIWAL**  
Naidunia Media LTD, Madhya Pradesh

PRINT MEDIA-Hindi  
BEST FEATURES  
*Akhir Tum Din Bhar Karti Kya Ho*



**Womens Feature Service**  
Delhi

PRINT MEDIA-Hindi  
BEST ISSUE BASED FEATURE SERIES  
*Employment As Empowerment*



**KULSUM MUSTAFA**  
[www.boloji.com](http://www.boloji.com), Uttar Pradesh

WEB MEDIA-English  
BEST FEATURE  
*Getting Her Goat-Food And Finance  
Come On Four Legs*



**MRINAL VALLARI**  
[Vallarionly.blogspot.in](http://Vallarionly.blogspot.in), Delhi

WEB MEDIA-Hindi  
BEST BLOG  
*Numaindagi Ka Jhunjhuna Aur  
Vyavastha Ki Saazishen*



**PUJA AWASTHI**  
India Together, Uttar Pradesh

WEB MEDIA-English  
BEST HUMAN INTEREST STORY  
*Banding Together, For Their Rights*



**RAJU KUMAR**  
The Sunday Indian, Madhya Pradesh

WEB MEDIA-Hindi  
BEST HUMAN INTEREST STORY  
*Nirakshar Mahila Kar Rahi Hai Sakshar*

# northern region awardees



**BHAWNA NAYAR**  
Lok Sabha TV, Delhi

ELECTRONIC MEDIA-Hindi  
BEST FEATURE  
*Bol Ke Lab Azad Hain Tere*



**TRIDIP KANTI MANDAL**  
CNN-IBN, Delhi

ELECTRONIC MEDIA-English  
BEST FEATURES  
*Multiple Entries*



**SHIVANI SHARMA**  
ETV Uttar Pradesh, Uttar Pradesh

ELECTRONIC MEDIA-Hindi  
BEST NEWS story  
*News Story On Womens Day*



**KHABAR LAHARIYA**  
Uttar Pradesh

Special Award- Bundeli  
SPECIAL JURY AWARD

# northern region jury



**Ruchi Kumar**



**Shahira Naim**



**Dr Neelam Singh**



**Rakesh Chandra**



**Ram Dutt Tripathi**



**Shaista Amber**



**Rama Arun Trivedi**



**Pranshu Mishra**



**Madhavi Kuckreja**



**Sunil Jha**



**Sujata Madhok**



**Mannika Chopra**



**Vivek Dube**



**northern region  
jury**





# national awards

The National Awards are the culmination of the four regional awards, where the country's best are felicitated. Around 1,380 entries were received from all over the country and 58 regional awards were presented to media persons from 12 languages. The National Award winners were, chosen by our Distinguished Jury members. These 9 winners come from different regions and have written in their respective languages.

Ms. BHANU ATHAIYA has been awarded the *Laadli* Lifetime Achievement Award. Many other Special Awards are also being bestowed on the women, men and agencies behind important contributions in the fight against gender discrimination. The National awards are supported by Air India, Trident, Essar Foundation, Priyadarshini Taxi Service, Godrej, Q Theatre Productions, Reliance, NCPA, Hitkari, Fratelli Wines, Desmondji, Indus Pride, AFL Private Limited, United Phosphorus Ltd., Melting Momentz, POSTSCRIPT ADVT, Puncham and TAO Foundation.

United Nations Population Fund (UNFPA) has supported the *Laadli* Media Awards, 2011-12.

## COORDINATORS

Ms. Dolly Thakore, Mr. Bhairav Desai, Ms. Miral Gosalia & Ms. Bhakti Vasani.



**AMITA BADE, Prahaar, Mumbai**

**BEST COLUMN - MAHILA**

**PRINT MEDIA - MARATHI - *Kacharavechak Nave...Swachata Vyavasthapak***

Amita Bade had been writing a regular column titled *Mahila*. In her eight years in Journalism, she has written consistently about gender issues. In her article, *KACHARAVECHAK NAVE...SWACHHATA VYAVASTHAPAK*, the columnist alerts us to the modus operandi of the women who sort and collect reusable and recyclable garbage, braving infection, cuts and rat bites in the process. Their contribution to waste management forms a vital but invisible part of urban living, and if the invisible army stopped work, the repercussions on environment, economy and urban life would be noticeably unpleasant.

Bade's write-up ensures that the next time we notice a woman bent-over garbage to put into her oversized plastic bag, we respect the contribution she makes to our lives in no small measure. Amita Bade is presently working as sub-editor in Loksatta.



**DEEPA RANGANATHAN, The Alternative, Bangalore**

**BEST WEB FEATURE**

**WEB MEDIA - English - *Boys Don't Cry***

Deepa Ranganathan's feature, *BOYS DON'T CRY* looks at the prevalence of male child sex abuse in a society that pushes this horrendous crime under the carpet. On a more general level, the article takes a singular case and attempts to explore the way victimization affects a male child, and by extension, affects his future masculinity. Her feature looks at the psyche of the abuser and talks to organizations who are engaged in counseling such victims. It argues for the need of sex education as a possible solution.

Deepa is currently pursuing her Masters in Gender Studies from TISS.

# national awardees



**NEHA BHATT, Outlook, Delhi**  
**BEST FEATURE-Magazine**  
**PRINT MEDIA - English - *What A Girl Wants***

Neha Bhatt's article, *WHAT A GIRL WANTS*, depicts the adventures of grassroots women journalists. The feature is supported by interviews and photographs of village women who have broken taboos to run a community radio station in Bundelkhand and those who own and run a rural newspaper.



**P.P. SANDHYA**  
**ASIANET NEWS, KERALA**  
**ELECTRONIC MEDIA-Malayalam**  
**BEST ISSUE-BASED REPORTING - *Shisuva Vivaham***

Sandhya's report *SHISUVA VIVAHAM* brings out the irony of the existence of child marriage in a hundred percent literate State like Kerala. Through comprehensive data, Sandhya has been able to bring out the consequences of child marriage, a growing problem that needs our urgent attention, to prove that it is detrimental, and sometimes fatal, for the child. She appeals to people to refrain from the practice and to propagate its harmful consequences. Sandhya is the winner of Kerala State Media Award (2008), Leela Menon Award, Surendran Neeleswaram Award.



**PRAJAKTA DHULAP**  
**IBN-Lokmat, Maharashtra**  
**ELECTRONIC MEDIA-Marathi**  
**BEST FEATURE - *Kolhapurchya Leki***

Prajakata Dhulap has done more than 100 episodes of the show, Reportage, a weekly issue-based feature. The episode titled KOLHAPURCHYA LEKI is a shining example of responsible journalism. The feature highlights the innovative work of dedicated people and deployment of technology to effectively tackle the heinous crime of sex selective abortion in Kolhapur district. Prajakata is Associate Editor with IBN-Lokmat, producing and scripting features.



**PRIYANKA DUBEY, Tehelka, Delhi**  
**BEST INVESTIGATIVE STORY**  
**PRINT MEDIA - Hindi - *MadhyaYugeen Pradesh***

Priyanka Dubey's story, *MADHYAYUGEN PRADESH* is a three part investigative story, focusing on the interstate trafficking network, honour killing and the selling of young girls in the Bachchada Community, practices which are suggestive of the middle ages rather than modern times. The story showcases today's Madhya Pradesh set in a backward and pathetic time. The story, an eye-opener calling for immediate action, is thoroughly researched and well-documented.



# national awardees



**SHARMISTA CHAUDHURY, The Week, Mumbai**  
**BEST HUMAN INTEREST STORY**  
**PRINT MEDIA - English - *Tribal Warrior***

Sharmista wins the award for her intensive study of the problems in tribal society focusing on the women in particular. She has managed to identify, isolate and list the problems that, to most of us living in urban communities, are almost invisible. Enumerating these issues is the first step to getting some action at the societal and government level to correct the imbalances and ensure the tribal woman gets her right as a free and equal citizen of India. Sharmista Chaudhury, correspondent with The Week magazine, has been going beyond the metros and writing on a range of topics on the real India.



**SHINY JACOB BENJAMIN**  
**Jaihind TV, Kerala**  
**ELECTRONIC MEDIA-Malayalam**  
**BEST DOCUMENTARY - *Ottayaal***

Shiny Jacob Benjamin in her documentary, *OTTAYAAL* depicts Dayabai's solitary quest for truth. She gave up life in a Convent to seek her own path of service to the poor and marginalized people. After working as social worker, she settled down among the Gonds of Chindvaada in Madhya Pradesh. Living amongst them, she began to fight for their rights. *Ottayaal* received a National Award in 2010.



**SUSAMA MISRA, Margadarshi, Bhubaneswar**  
**BEST ARTICLE**  
**PRINT MEDIA - Odiya - *Susatha Samaj Gathanare Nari***

*SUSATHA SAMAJ GATHANARE NARI* is carefully presented article written by Susama Misra which focuses on the strength of women. Citing the Vedas and Scriptures, Susama points out that women held positions of power and played a prominent role in a family and society in ancient times.. She emphasizes that on one hand, women are the pillars of a strong family but at the same time women do not get due recognition or reward when they step out into the professional arena. She comments on the general status of women and calls for change in the mindset. Susama is a passionate freelance essayist and poet and has won a number of State Awards

# special awards film



**Gauri Shinde, Eros International, Mumbai**  
**BEST MAINLINE FILM: Hindi - *English Vinglish***

If a woman decides to overcome her weakness, there is no one who can stop her. That's what *ENGLISH VINGLISH* is about. Here Shashi, role played by Sridevi, represents those thousands of women in our country who are embarrassed due to their lack of knowing English because of which their kids mock them. Sometimes it is their husbands who are almost embarrassed in their company and at times it is society. Shashi overcomes her lack of proficiency in English, finds her sense of self and proves to everyone that she is no less than anybody. In this film, English might be the point of unhappiness but in life, women face many more situations. The only way to be happy is to get rid of the barriers that stop her from moving ahead.



**K P Suveeran, Thanneer Films, Calicut**  
**BEST FEATURE FILM: Beary - *Byari***

*BYARI* is the first feature film to be made in Beary language, spoken by Muslim communities located in Karnataka and some parts of Kerala. It showcases the strict laws and rules that bind the women of their community and the way Islam under certain law-makers decides their fate after divorce.

The film, through its female protagonist, poses a question to the law-makers and society that decide her future without her permission.

*BYARI* won the National Film Award for Best Feature Film in 2011.

# special awards theatre



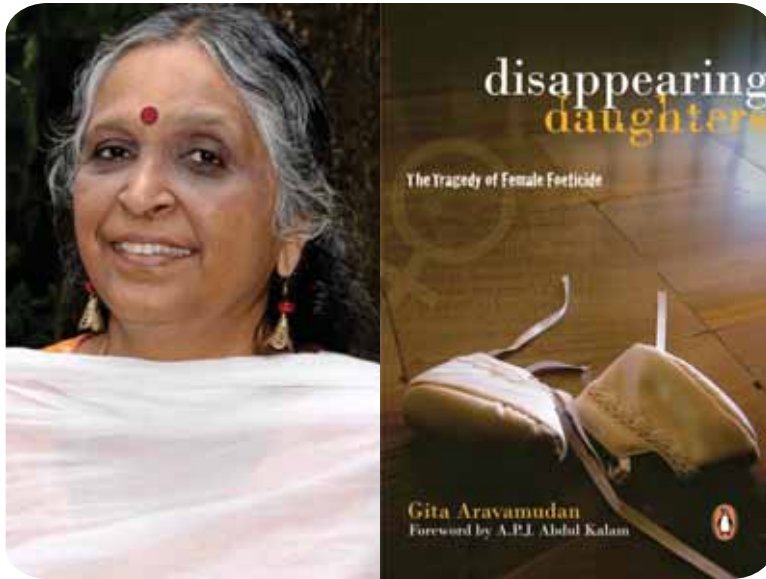
**Purva Naresh, Mumbai  
SPECIAL JURY AWARD FOR  
THEATRE: Hindi and  
English - *OK Tata Bye Bye***

The play is based on the Bachchda women who, by tradition, are sex workers. They are the bread winners in their family and hence the community follows the matrilineal system.

The play is based on filmmakers trying to capture them on camera but they soon realize that these girls may be naïve but not fools. Soon the filmmakers are the ones facing some hard questions.



# special awards books

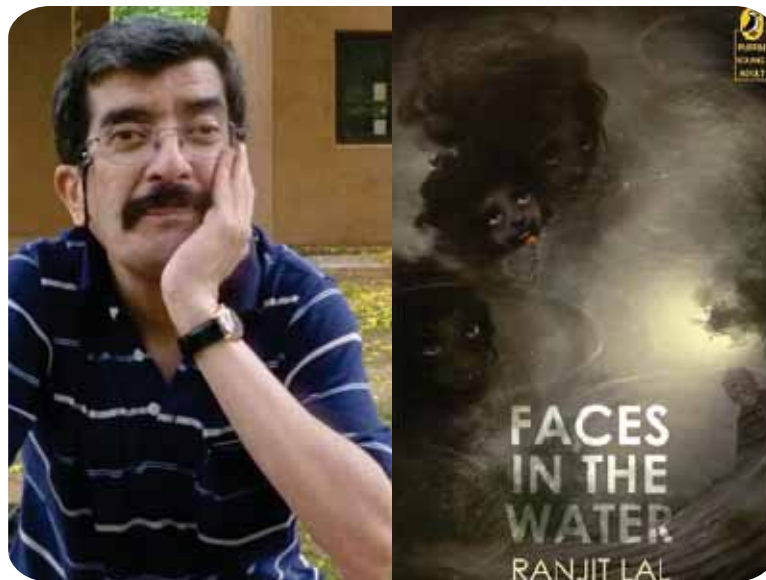


Gita Aravamudan, Penguin Books India, Bangalore

**SPECIAL JURY AWARD FOR BEST BOOK - NON-FICTION: English**

***Disappearing Daughters: The Tragedy Of Female Foeticide***

In her book, *DISAPPEARING DAUGHTERS*, Gita Aravamudan, calls "female foeticide" "an organized crime", with the assistance of ultrasound technology to determine the child's sex. It is a valuable study of a pernicious social trend. According to the writer, it is a silent and smoothly executed crime because of which almost two generations of women have been exterminated in many parts of the country.



Ranjit Lal, Penguin Books India, Delhi

**SPECIAL JURY AWARD FOR BEST BOOK - Fiction: English**

***Faces In The Water***

It is a thought-provoking book that deals with a serious subject of son preference in a reader-friendly and non-preachy style which has appeal across generations. Sensitive and immensely powerful, *Faces in the Water* is the story of girls who go missing to appease our society's insatiable hunger for male children, and the price families pay for it's sake.

# special awards advertising



## Sylvester Da Cunha, Mumbai Advertising Special Jury Award for the Amul Moppet

Arguably the most beloved and recognisable characters to grace our hoardings for over fifty years, the Amul moppet continues to enthrall us with witty, topical and tongue-in-cheek humour. Trading in her characteristic polka-dotted dress for other costumes,

the versatile moppet adapts to virtually any scenario to instantly connect with the viewer in one of the longest and most successful creations of Indian advertising.

## DDB Mudra BEST PUBLIC SERVICE ADVERTISEMENT: Hindi - *Age of Marriage*

DDB<sup>®</sup>mudragroup

DDB Mudra's *AGE OF MARRIAGE* uses masculinity as a tool to overcome one of the most important problems which our country faces at present. It is a well-produced and scripted ad which enables others to recognize the importance of girl child education and development. It uses humor and usual bravado of men to break the silence on the right age of marriage.

## Sumanto Chattopadhyay Ogilvy & Mather Best Advertisement: Hindi - TATA Steel - *Tejaswini*

Ogilvy

The corporate film of TATA's, Tejaswini, made by Ogilvy and Mather, highlights the efforts of TATA's to empower women and provide opportunities of alternative livelihoods through vocational education. The tribal women members near Kalinganagar area in Odisha are being trained to undertake various activities and become self-sufficient. The ad reflects the success of Asha Hansda, who took training for two months to become a heavy vehicle driver under this project. This ad is a slice of real life.

THE ECONOMIC TIMES  
**BRAND EQUITY**

Air India Awarded India's  
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# The Most Trusted Airline!

Voted in the Brand Equity Survey 2012.

Air India has been India's National Carrier since over seven decades, giving wings to millions of Indian dreams. We are moved to be chosen, once again, as the country's most trusted airline...

**Thank You India!**



Call Toll free: 1800 180 1407 or visit [www.airindia.in](http://www.airindia.in)

# life time achievement award



Photo Credit: Vikas Muniipalle

## **Bhanu Athaiya, Mumbai** **The *Laadli* Lifetime Achievement Award**

From starting as a freelance fashion illustrator to Indian cinema's most well-respected costume designer, Bhanu Athaiya née Rajopadhye has achieved great success and recognition in an industry that reserves fame to glamorous film stars.

Having worked for over 100 films, since 1950s, with noted filmmakers like Guru Dutt, Yash Chopra, Raj Kapoor, Ashutosh Gowariker, and International Directors like Conrad Rooks and Richard Attenborough.

She made her debut as a film costume designer with the film C.I.D. in 1956, and followed it up with other Guru Dutt classics like *Pyasa* (1959), *Chaudhvin Ka Chand* (1960) et al. In her career spanning 50 years she has received numerous awards, including the Academy Award for Costume Design, for her work in 1982 film, *Gandhi*, which made her the first Indian to win an Oscar or Academy Award, and also two National Film Awards, in 1991 and 2002.

# **national jury**



**Pradyuman Maheshwari**  
Media Professional



**Vishwanath Sachdev**  
Writer, Former Editor, Navbharat Times



**Prakash Bal Joshi**  
Artist and Author



**Sathya Saran**  
Executive Director, Enclomedia



**Mahesh Bhatt**  
Director, Producer & Screen Writer



**Juhi Chaturvedi**  
Screen Writer & Advertising  
Professional



**Deepa Gahlot**  
Writer & Journalist



**Aanand Mahendroo**  
Screen Writer, Producer & Director



**Vimla Patil**  
Social Activist & Media Person

# **national jury**



**Ramesh Narayan**  
Advertising Professional



**Neeru Nanda**  
Write



**Pradeep Guha**  
Managing Director, 9X Media  
Pvt. LTD



**Mrinmayee Ranade**  
Editor - Madhurima, Dainik  
Divya Marathi



**Sameera Khan**  
Journalist & Writer



**Goutam Rakshit**  
Advertising Professional



Photo Credit: Nandu Nimbalkar

## Padma Shri Shubha Mudgal

A popular performer and composer, Shubha Mudgal has been trained by some of the finest classical musicians of the country, namely, Pt. Ram Ashreya Jha, Pt. Vinaya Chandra Maudgalya, Pt. Vasant Thakar, Pt. Jitendra Abhisheki, Pt. Kumar Gandharva and Smt. Naina Devi. Her readiness to experiment makes her a versatile performer in the fields of both North Indian art music as well as contemporary popular music.

She has been awarded the National Film Award for Best Non-Feature Film Music Direction for '*Amrit Beej*' in 1996. For her music in the film, *Dance of the Wind* (1997), she received the Gold Plaque Award for Special Achievement in Music, at the 34th Chicago International Film Festival in 1998. She received the Padma Shri in 2000. Her album, '*Mann Ke Manjeere*' celebrates the spirit of women and is well appreciated in the social sector.



## Saxophone Sisters

Saxophone Sisters- Lavanya & Subbalaxmi are quite different from other musicians you meet. What sets them apart is their choice of instrument and talent. They are the only accomplished women Saxophonists in India today. At the age of 15, they began to learn saxophone from the Indian Saxophone maestro, Padmashree Dr. Kadri Gopalnath. Saxophone sister's appearances throughout the world include, The Little Chilli Festival of Asian Music at Purcell Hall, The Bath International Music Festival at Bath Guild Hall. They have been entered in the Limca Book of Records for being the only women Saxophonists in the country.

## Shiamak's Victory Arts Foundation



**SHIAMAK'S**  
*Victory Arts Foundation*

Shiamak's Victory Arts Foundation is a small way to give back to the community. The woman is strength, she is the emotion, she makes the home and she works tirelessly. She is the daughter, she is the mother, and she brings life on Earth. And as we progress ahead, we must stand up for her. Represented in this performance, is the strength of a woman, through dance movement by '*Salaam Bombay Foundation*', a NGO partner with '*Shiamak's Victory Arts Foundation*' choreographed & directed by Mr. Shiamak Davar.

# about *laadli* logo, wave and trophy



*laadli*

A Girl Child Campaign  
by Population First

*laadli* Logo shows the girl child and the woman in an exuberant and happy mood, spreading sunshine and hope. The *Laadli* logo brings home the fact that a girl child can bring so much pride and joy. The tag line 'Celebrate Her Life' captures this spirit.

The wave in the logo is being depicted independently as an untied red ribbon with the words 'Celebrate Her Life' to denote the freedom from bondage, independent spirit and moment. The wave is indicative of the potential of the girl child once she is allowed to achieve her ambitions, freedom and aspirations.



The *Laadli* trophy extends the same analogy, with a golden ribbon engraved with the words 'Celebrate her Life'. The trophy captures movement, free spirit and reaches out to the sky denoting unlimited potential. The trophy was designed by Arzaan Khambhatta.



# programme schedule

- Hosted by Barkha Dutt.
- Performances by Shubha Mudgal, The Saxophone Sisters, Shiamak Davar's Victory Arts Foundation and more.
- Addresses by Chief Minister Prithviraj Chavan and UNFPA Representative Frederika Meijer.
- Lifetime Achievement Award presentation to India's first Oscar Winner, Bhanu Athaiya.
- National Media Awards for Gender Sensitivity for print and electronic media.
- Special awards to Advertisements, Books, Films and Theatre.
- Launch of *Sense & Sensitivity* - a collection of award winning entries on gender issues.

## an appeal

*Dear Friend,*

*Did you enjoy the programme? Do you want to make a difference?*

*If 'YES', you can help our campaigns which target two major influencers – media and the youth – by making a small contribution.*

*We believe that if we influence the major influencers, they could be instrumental in promoting gender sensitive policies and programmes as well as redefine gender equations at home, on the streets and the workplaces. That would make a big difference to the girls and women in India.*

*You can write a cheque in favour of Population First, address on the back cover.*

*Or*

*Log on to [www.populationfirst.org](http://www.populationfirst.org) and pay online.*

*Or*

*You can also contact us if you would like to volunteer or partner with us in our forthcoming events.*



# artistes

## Koli Dance and Group Song by students of Government primary schools under AMCHI Project



Population First reaches out to people of 66 villages in Shahapur block of Thane district through its programme 'Action for Mobilization of Community Health Initiatives' (AMCHI). As part of AMCHI, we work with students of Zilla Parishad schools on sanitation and hygiene issues. The students are equipped with skills and are motivated to work in their school, family and community on these issues in order that sanitation and hygiene levels improve. The students of Zilla Parishad School APTA present a group song 'Arogya Shikshan' emphasizing the importance of health care while Swapnali, a student of 7<sup>th</sup> std. from Zilla Parishad School ALYANI, performs a *Koli* Dance.



# glimpses of awards



Eastern Region Award winners with the organisers



Chief Guest Shri. Akhilesh Yadav with Northern Region Awards Winners



Dr. A.L. Sharada, T.V. Chandran, Chief Guest Shri. G Karthikeyan, S.V. Sista at Southern Region Awards



Chief Guest Shri. Jitendra Singh, Manish Pachouly (receiving award on behalf of Hindustan Times), M L Mehta, Dr Sharada at Western Region Awards



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