

Cause Partner



First Edition South Asia *Laadli* Media and Advertising Awards for Gender Sensitivity 2015-16

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Associate Partner



Friday, May 12, 2017

at The Tata Theatre, NCPA, Nariman Point, Mumbai

We had a dream. A dream for *Laadli*. To make it an international award. We thought it is too far fetched and unrealistic. But as they say, even a dwarf can look farther if he has a giant's shoulders to stand on. Mr. Ramesh Narayan and the IAA team shared our dream and we are here today launching the South Asia Media and Advertising Awards for Gender Sensitivity. The regional teams of IAA from Pakistan, Bangladesh, Sri Lanka, Nepal and Mauritius formed the jury panels and selected the winners. A big **Thank You** to IAA for making our dream come true.

We are thankful to Ashok PIRAMAL group for supporting the South Asia Awards as Associate Sponsor. Our desire to think big is further fuelled by the unconditional support from Colors Viacom18 as our Cause Partners. UNFPA deserves a special mention here for their consistent support over the last 11 years.

It was an exhilarating experience to go through the entries and select the winners. The discussions on LGBTQ+ issues, women's participation in workforce, politics, conflict were much more nuanced while the editorials on social trends and investigations into implementation of the programmes and policies by the government were much more hard hitting. New issues were being taken up and old issues were being analysed from new perspectives.

This is an exciting time when new media is challenging the traditional media by giving voice and space to myriad perspectives and empowering the marginalised to claim their space. We believe that from this chaos and cacophony will emerge a more mature media. We promise you, we will keep the conversation on through our media advocacy initiatives.

We are also happy to share that we are releasing our third volume of award winning entries "Breaking News - Challenging Gender Barriers". We are sure this book would be useful to students as well as working journalists and would make an interesting reading for others as well.

We express our deep gratitude to all who have sent their entries, the jury members who have patiently gone through them and our coordinators and sponsors. Our special thanks to Dolly Thakore for coordinating the National Awards. We would be remiss if we do not acknowledge the hard work put in by our team for over eight months to make this event possible. Our special thanks to Pooja, Srinidhi, Ishmeet and Veena who coordinated the awards at our end.

Congratulations to all the winners. Please be the thought leaders in your profession and be the change makers for gender equality.

A.L. Sharada
Director, Population First

S.V. Sista
Executive Trustee



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South Asia Laadli Media Awards for Gender Sensitivity

In its eighth edition Laadli Medi Awards for Gender Sensitivity have gone international with Awards being presented to five media persons from Bangladesh, Mauritius, Nepal, Srilanka and Pakistan.

The South Asia Awards are a culmination of the regional events. Around 1500 entries in 13 languages were received from all over the country and 94 awards were presented in regional events conducted in Ahmedabad, Delhi and Hyderabad. The National Awards include some of the regional winners who were selected as deserving of a National Award by a fresh panel of distinguished jury members.

It also includes awards for gender sensitive advertisements, books, films, theatre and innovative campaigns that have attempted to break through gender biases.

Kamala Bhasin, a world renowned social activist, who promotes solidarity among gender rights activists across the South Asia region is our Life Time Achievement Ward winner for 2016-17.

The Awards are supported by United Nations Population Fund. While Colors joined us as a cause partner, IAA has supported us by facilitating the selection of winners from Bangladesh, Mauritius, Nepal, Pakistan and Srilanka.

South Asia *Laadli* Media Awards 2014-15 is co-ordinated by Ms Dolly Thakore, well known theatre personality of India.

SOUTH ASIA LAADLI MEDIA AWARDS



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We need to be more gender sensitive. In our social space, our work place and in our personal lives.

Population First and specially the *Laadli* program has been doing yeoman service in this area and we need to salute their dogged efforts on various fronts.

The India Chapter of the International Advertising Association (IAA) has always believed that "what is good, is good for business".

With that as one of its guiding principles, the IAA has launched and associated with several meaningful initiatives. One of the first in this genre was the tie-up with *Laadli* to organize a seminar on Violence On Women (VOW). Here the accent was to sensitize content creators on the nuances of gender sensitive communication. Top creative leaders from the advertising industry, television producers and film personalities came together with experts on women's rights, on this platform and discussed issues in a spirit of cooperation and open-mindedness.

The IAA then partnered with *Laadli* once again and did a survey on women in the advertising industry. This three-city survey was launched at a well-attended seminar and received the acclaim it deserved.

The *Laadli* Media Awards and the advertising community are inexorably entwined. In its tenth year now these awards have grown from strength to strength and are widely regarded for their credibility and stature.

It was almost natural for IAA to partner with *Laadli* to scale up these awards and take them to the South Asian Region. This was of course done under the aegis of the IAA Area Director Mr. Kaushik Roy and the IAA family in the region. The response was enthusiastic and each country has ensured a proper process to ensure the sanctity of the award.

I am sure this awards and this partnership will strengthen in the years to come and wish all concerned the very best.

Ramesh Narayan
Vice President, IAA Global
Founder, Canco Advertising Pvt. Ltd.



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PRADEEP GUHA

Pradeep Guha is the Vice President, IAA Global and Managing Director, 9x Media Pvt. Ltd., a television broadcasting company (with satellite and digital channels) aimed at youth audiences. Pradeep was associated with the print medium for 29 years and was President and Executive Director of The Times of India Group. Pradeep is fascinated by cinema and had a production house of his own. Over the last 37 years of his career, Pradeep has spanned the entire gamut of media and entertainment.

RAMESH NARAYAN

Ramesh Narayan is the Vice President, IAA Global and Founder, Canco Advertising Pvt. Ltd. Variously described as an adman, writer and photographer, Ramesh ran Canco Advertising a successful advertising agency. He has Chaired the Abby awards twice and was the first Indian to judge the finals of the Effies at New York in 2000. He was honored with the Lifetime Achievement Award by the AAAI in 2014. He has also shown a keen interest in the development sector through the Rotary Club of Bombay.



KAUSHIK ROY

Kaushik Roy is the Vice President - Area Director, Asia Pacific, IAA Global and President - Brand Strategy & Marketing Communication, Reliance Industries Limited. Kaushik Roy has spent over three decades in the sphere of media and communication. He has been unanimously elected as Area Director for IAA Asia Pacific for the 2016-2018 term. Branching out from his regular day job, Kaushik has had several art exhibitions and has written and directed a critically acclaimed feature film "Apna Asmaan".

NEERAJ ROY

Neeraj Roy is the President, IAA India Chapter and Managing Director & CEO, Hungama Digital Media Entertainment Pvt. Ltd. Under his leadership, Hungama today is the largest Digital Media Company in South Asia. Neeraj is known for his innovative ideas, and sought for his vision in the digital and mobile media and entertainment industry.



SRINIVASAN SWAMY

Srinivasan Swamy is the Senior Vice President, IAA Global and Chairman & Managing Director, R K Swamy BBDO Pvt. Ltd. He was recently conferred with the Lifetime Achievement Award by The Advertising Agencies Association of India (AAAI). Earlier he was chosen as IAA Champion by IAA Global. Advertising Club Madras also conferred on him the Distinguished Service Award. He is also actively involved in girls education.

TEAM FROM IAA



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SARMAD ALI

Sarmad Ali is Managing Director at the Jang Media Group, Pakistan's largest media conglomerate having presence in print, broadcast and the digital space. Sarmad has around 30 years of experience in marketing, advertising and media management.

LAILA GUNESKERE-MARTENSTYN

Laila Gunsekere-Martenstyn is one of only two women leaders in the Sri Lankan advertising field to ascend to a leadership role. Today she functions as Vice President at Dentsu Grant.



RAVIN LAMA

Ravin Lama is the Managing Director, Mind Initiatives and Chairman, Brand Magic Summit. He is known for his extensive work in building newspapers and advertising agencies over the years.

PRAKASH RIMAL

Prakash Rimal is the Editor of The Himalayan Times, Nepal. He is commended for his great journalistic rigour and for running a sustainable newspaper organisation even during difficult political times in Nepal.



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CHRISTINA MEETOO

Senior Lecturer in Media and Communication Studies at the Faculty of Social Studies and Humanities, University of Mauritius

TOURIA PRAYAG

Editor l'express Weekly



VINO SOOKLOLL

President, ACA (Advertising & Communication Agencies) Mauritius

RAVIN LAMA

Managing Director, Mind Initiatives and Chairman, Brand Magic Summit



PROF CHIRANJIVI KHANAL

Head of the central department of journalism and mass communications at Tribhuvan University.

ANURADHA KOIRALA

Nepal's acclaimed social activist working in the area of girls trafficking



MAHENDRA BISTA

President of Federation of Nepali Journalists

GUNA RAJ LUITEL

Editor from Nagarik daily



PRAKASH RIMAL

Editor of The Himalayan Times

INTERNATIONAL JURY



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LUBNA JERAR NAQVI

Lubna Jerar Naqvi has 25 years of experience in journalism and covers gender issues in Pakistan. She is engaged with International Federation of Journalists (IFJ) as gender safety expert. She has written extensively on sexual harassment, violence against women, honour killings, child marriage and gender equality at large in Pakistan.

DINITHA RATHNAYAKE

Dinitha Rathnayake has over a decade's experience in journalism in Sri Lanka. She is currently the Deputy Manager –Current Affairs in one of Sri Lanka's major radio channels “Neth FM”. She has worked on several investigations with regards to women's concerns in the country and speaks evocatively on women's rights issues.



RAMKALA KHADKA

Ramkala Khadka is a senior journalist of over 15 years experience with a leading Nepali newspaper, Annapurna Post. She specialises in writing on women's issues. She has written critically about the citizenship rights of women and inheriting citizenship from both parents. She has also covered the affects of domestic violence on the children at home.

MARTINE LUCHMUN

Martine Luchmun is a senior journalist with Le Sentinelle. Her journalistic work covers women's rights issues for the average Mauritian women readers ensuring these women have a greater understanding of their rights. She has written feature stories that showcase women role models who have overcome various odds and are still fighting on.



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PRINT | BEST INVESTIGATIVE SERIES
 'SERIES ON SEXUAL ASSAULT' | DNA

PREETI DAS

This series of investigative stories follows a gang-rape survivor's progress from discovery of her pregnancy due to rape and the legal response to the same. It looks at her journey after being forced to continue her pregnancy by the court and the confusion of wanting to keep the child after her delivery. The story incisively analyses the aftermath of rape and the legal ordeals therein.

PRINT | BEST COLUMN
 'TOLI PODDU' | NAVA TELANGANA

SAJAYA KAKARLA

This column analyses the agrarian crisis and farmer suicides in Telangana from women's perspective. It brings forth the voices of men, women and children from the families of farmers committing suicides and highlights how the women bear the stigma of the suicides while being denied ownership of the land. Additionally, Sajaya also underscores the poor response from state authorities to the growing number of farmer suicides every year.



PRINT | BEST MAGAZINE EDITORIAL
 'KHETI MEIN LING BHED KE BEEJ' | TEHELKA

SACHIN KUMAR JAIN

This well-researched magazine feature documents not just the concerns of women farmers but also provides a deep insight into the heart of the matter. It highlights how despite the work women do in the fields they are yet to be recognised as farmers. It deals with the discrimination they face while detailing their ample contribution to agriculture and farming in India.

PRINT | BEST NEWS REPORT
 'TELANGANA WOMEN COPS FACE BIAS' | DECCAN CHRONICLE

ABDUL RAHOOF K K

This news report focuses on the sexual harassment and discrimination faced by female cops in the Telangana police force. It draws attention to the fact that many positions in the women force remain vacant. Additionally, it also deals with the relegation of women police officers to the positions of receptionists in the police stations. It demands that action be taken against the harassers and asks for a redressal mechanism to be put in place.



PRINT | BEST ARTICLE
 'GHAR BALE CHHE, JANI LEVU JOIYE' | DIVYA BHASKAR

DR. DIVYESH VYAS

The article is about domestic violence and its impact on women. It compares National Crime Record Bureau's farmer's suicide data against woman's suicide data and discusses how suicides of women though more in number do not receive media attention like farmer suicides. Suicides of women are often attributed to several issues including problems within marriage, dowry and extramarital relationships. The article discusses how several of the suicides aren't even reported or recorded.

NATIONAL WINNERS



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ELECTRONIC | BEST FEATURE
'BADILO METTELA SAVVADI' | ABN-ANDHRAJYOTHY
CHANDU THULASI

This feature effectively explores how seasonal migration in poverty stricken Mahbubnagar district of Telangana has increased the number of child marriages in the district. Parents marry off their girl children before migrating to Mumbai for work due to recurrent drought conditions in Telangana. The feature tells us the story of how several of these adolescent girls return to school after marriage to continue their education, bearing the additional burden of performing household duties in their marital homes.

RADIO | BEST PUBLIC SERVICE ANNOUNCEMENT
'GENDER BIASED ISSUE' | RED FM
PRAGYA DHYANI

This Radio PSA tells the story of how we end up worrying about our daughters because of violence against women, and yet forget to worry about our sons, who could be perpetrators of this violence. The prevalent use of language of identifying every victim as somebody's sister or daughter is also neatly contrasted by pointing out that a male oppressor is also somebody's son.



WEB | BEST BLOG
'IT WAS PART OF ME.. PART OF MY WOMANHOOD' | WWW.SAHIYO.COM
MARIYA ALI

The blog is a powerful and vivid account of a woman's memory of female genital cutting. She speaks about the secrecy of the practice as well as the young age at which it happens. This story is among a handful that carefully looks at the issue of female genital cutting within Dawoodi Bohra community in India.

WEB | BEST VIDEO SERIES
'GENDER BENDER' | BBC HINDI YOUTUBE CHANNEL
DIVYA ARYA

This special 5-piece edition challenges stereotypes with regards to gender in a conversational and informal style. The special edition uses innovative ways to debunk myths and biases against body shaming of women, masculinity, LGBTIQ community and even house work. Through this special edition, Divya focuses on the experiences of persons across the spectrum of gender and looks at the many ways in which stereotypes are being challenged.



WEB | BEST INVESTIGATIVE SERIES
'IN TWO DISTRICTS OF BASTAR, ADIVASI WOMEN REPORT SEXUAL ASSAULTS BY SECURITY FORCES DURING MILITARY OPERATIONS' | CARAVAN MAGAZINE
CHITRANGADA CHOUDHURY

This investigative series follows the story of the atrocities inflicted by security forces on the women of Chattisgarh. The stories present the multiple perspectives from the victims of the assault to the police and the NHRC officials. Chitragada focuses on not just the atrocities but raises pertinent questions about the redressal mechanisms available to women in these cases.



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WEB | BEST SPECIAL EDITION

DEEP DIVES

This ten-part special edition explores women's sexuality and agency as well as their relationships to technology. Through well written pieces about women gamers, adolescent girls using social media, the first sex-ed question we asked Google, and even how a trans-woman found herself online, Deep Dives reaches out to a new generation of women and feminists keen on exploring the internet to find answers to their sexuality and selves.

WEB | BEST CAMPAIGN

'THE ROAD TO HELL IS PAVED WITH SENTIMENTAL EDUCATION'

THE LADIES FINGER AND KHABAR LAHARIYA

This campaign was conducted by two groups of reporters focusing on the impact of the new Panchayati Raj amendments that set minimum educational qualifications for contesting elections. It argues that the ruling could hinder rural women's contributions to the development of their villages and is elitist in nature, keeping the poor, the Dalits and the women, out of the political arena. The articles feature opinions of women sarpanches as well as other stakeholders on the issue.



WEB | BEST FEATURE

'WOMEN AND THE TROUBLE WITHIN AND WITHOUT HOMES' |

WWW.THELADIESFINGER.COM

CHATURA RAO

This insightful feature takes the issue of violence against women and explores the unexplored. It looks at women from varied backgrounds, ranging from those who have homes to those who don't while dissecting their experiences through a gentle lens. It gives us an insight into women who live on the street and are exposed to violence which is uncommon in reports on women facing violence.

WEB | BEST SHORT FILM

'THE WIVES'

NATIVE

This short film draws our attention to the true stories of discrimination and commodification of women in regions with water scarcity, where men marry multiple times in order to have a wife exclusively for the task of fetching water. Caught in the vicious cycle of worsening water scarcity and poverty, the wives end up as unpaid domestic workers who are exploited by the men involved in the name of marriage.



PRIYANKA DAHALE AWARD

'INSIDE THE WORLD OF INDIA'S BADASS GIRL GAMERS' | WWW.DEEPDIVES.IN

NEHA MATHEWS

Gaming is understood to be a male dominated space with few or no women. This feature allows us a peep into the experiences of India's girl gamers. The piece balances the picture of backlash faced by women within the community with the pleasures they find in the gaming world.

NATIONAL AWARDEES



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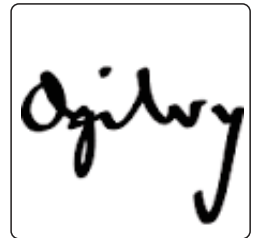


**GRAND PRIX | PUBLICIS
TVC | VICKS - GENERATIONS OF CARE**

This powerful 'Generations of care' advertisement features the real story of a trans-woman adopting an orphan and raising her alone against the odds. It shows a relatable relationship between mother and daughter; the mother's aspirations for the child and the child's dreams for her mother. Through the voice of the child, the ad questions the lack of equality in her mother's life and by extension the life of transpersons and the discrimination that they face.

**GAME CHANGER | OGILVY & MATHER
TVC | NAYI SOCH GURDEEP SINGH & DAUGHTERS**

Star TV's campaign 'Nayi Soch' challenges the deep seated gender perceptions through a series of ads. One of the ads addresses the prejudice that girls cannot further the business and property interests of the father - which is one of the major reasons for son preference in families. The ad tells the story of a proud father whose business expands thanks to the efforts of his two net savvy daughters managing the marketing of his sweets. The highlight of the ad is the surprising revelation of the name of the business "Gurdeep Singh and Daughters" which leaves the viewers wondering, "Yes, why not!!".



**BEST ADVERTISEMENT - BRAND PROMOTION | FAMOUS INNOVATIONS
TVC | RAYMOND - FATHER'S DAY**

This ad which was released on Father's day celebrates the single mother who carries the responsibility of a father and a mother towards her child. Through a small and heartwarming gift, the child in the ad acknowledges the dual role played by her single mother. The ad subtly challenges the gendering of parenting roles while taking forward the message of the brand Raymond– The Complete Man.

**BEST ADVERTISEMENT - CORPORATE CSR | FAMOUS INNOVATIONS
TVC | NANHI KALI AND NESTLE INDIA**

The Nanhi Kali ad for promoting girls education is an example of powerful communication that shocks and stuns the viewers with the gravity of its messaging. The act of the young girl cutting her hair short not only reflects the child's perception of the gender inequality and injustice but also voices the fear of aspirations not being fulfilled. The ad, thus, draws our attention to the fact that girls' education is secondary to education of boys in our country.



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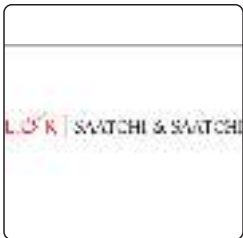


**BEST ADVERTISEMENT | BRAND ACTIVATION | OGIILVY & MATHER
TVC | BROOKE BOND RED LABEL - TASTE OF TOGETHERNESS**

Through an on-ground campaign 'The Taste of Togetherness', Brooke Bond urges viewers to see the similarities and put aside differences over a cup of tea. A conversation transpires between a sex worker and a female insurance agent in the installation of a tea stall at a railway station which demonstrates the similarities between the two. The insurance agent honestly reveals her discomfort to be seated across a sex worker, while the sex worker accepts this prejudice as given. The ad holds up a mirror to society and demands that we take a closer look at our own prejudices and connect to those around us irrespective of their backgrounds.

**BEST ADVERTISEMENT | LIFE STYLE | CREATIVE LAND ASIA
TVC | BENETTON - UNITED BY HALF**

'United by Half' presents a sequence of different women in different roles, ages, and equations leading life with just one message – equality. Be it the workplace, sports, public spaces, home or shopping malls, women want to be treated equally, receive equal pay and enjoy equal rights. The ad sends out this message strongly without reducing women’s position to better halves or other halves. It furthers Benetton's campaign for women by voicing their thoughts on equality.

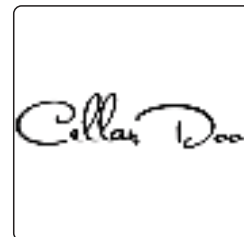


**JURY APPRECIATION CERTIFICATE | L&K SAATCHI & SAATCHI
TVC | PAMPERS - 'IT TAKES 2'**

'It takes 2' ad is a subtle yet powerful narrative about inclusive parenting. It highlights the role of fathers in the child rearing process. Pampers furthers its message of happy families through the ad and breaks through the clutter of noisy narrative of the mothers as sole nurturers in the family.

**JURY APPRECIATION CERTIFICATE | CELLAR DOOR FILMS
TVC | THESE FOUR WOMEN TOOK LESS TRODDEN PATHS - URBANCLAP**

This contemporary and insightful ad features four women who have chosen less trodden paths. It gives a message of strength, endurance and wit from the women who take on tasks which are assigned mostly to men like mechanics, bus drivers, bouncers and fitness instructors. The ad, while challenging stereotypes of work assigned to a gender, delivers a powerful message that the equations between men and women should not be based on dependence and need but on desire and want.



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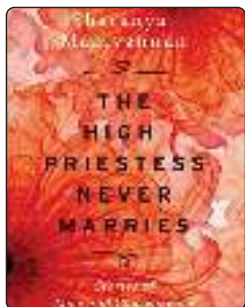
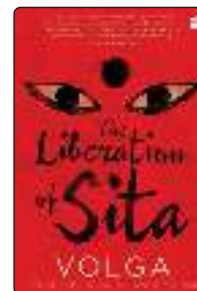


**BOOK | DO YOU REMEMBER KUNAN POSHPORA?
ESSAR BATOOL, IRFAH BUTT, SAMREENA MUSHTAQ, MUNAZA RASHID, NATASHA RATHER**

On 23rd of February 1991 mass rape was committed by the 4th Rajputana Rifles of the Indian Army in twin villages of Kunan and Poshpora in Kupwara district of Pakistan Administered Kashmir. Do You Remember Kunan Poshpora? is a researched document that talks of the pain and anger, not only of the victims but also of the writers and consequently the readers. The reportage is supported by first person stories, court proceedings, chronology of events and the response of the Indian Army.

**BOOK | LIBERATION OF SITA
VOLGA**

Liberation of Sita is an important book in a society where women remain mired in patriarchy and have accepted self-limiting behaviors. By re-envisioning Ramayana through the eyes of Sita, and creating imagined encounters with other female characters from the story - Surpanakha, Renuka, Urmila and Ahalya - the author takes Sita on a journey of realization and strength. In Sita's journey we find moments of solidarity and sisterhood.

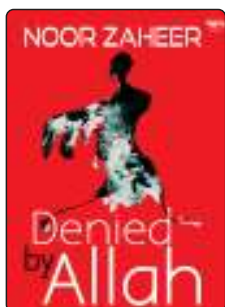
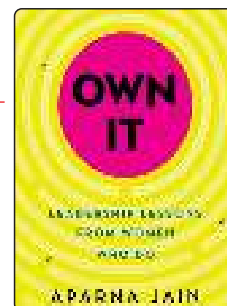


**BOOK | THE HIGH PRIESTESS NEVER MARRIES
SHARANYA MANIVANNAN**

Strung like luminous pearls, The High Priestess Never Marries is a collection of evocatively written short stories that feature women who seem suspended between relationships, living in moments fraught with desire and despair. Set in current day Chennai, these unnamed female protagonists cherish their independence, even within the bounds of relationships, and find their inner voices through an exploration of sensuality and choice. These are women who have accepted their many loves, their imperfect selves, and their fractured lives.

**BOOK | JURY APPRECIATION CERTIFICATE | OWN IT
APARNA JAIN**

Own It tells the stories of nearly 200 women leaders across industries on the challenges they face including pay parity, harassment, promotion and maternity policies. Thought-provoking and controversial, Own It confronts head on the challenges women face in the workplace – without discounting the complexities of being a woman in an Indian home. Well written and well structured it captures the many aspects of harassment and gender biases at work.



**BOOK | JURY APPRECIATION CERTIFICATE | DENIED BY ALLAH
NOOR ZAHEER**

This book is an exposé on some of the prevalent practices of Talaq, Halala, Mut'ah and Khula in Muslim societies and its dire consequences. In a simple yet eloquent writing style the author narrates true stories of a cross section of women who have been subjected to these religious and cultural practices. She has studied the law, quizzed the Quran, and presented the distorted interpretations as they are used by men and Maulvis alike to suit the men. The author provides hope by also narrating stories of courageous women who resisted the system.



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NIL BATTEY SANNATA

Nil Battey Sannata, sensitively tells the story of the conflict between a single working mother from lower economic strata and her adolescent and defiant daughter. It brings out the conflict between the despair of the daughter who sees no value in education and no hope for her future except to be a maid like her mother and the aspiration of the mother who sees hope for her daughter's upward mobility in education. It is an inspiring story of a mother teaching her daughter to dream, aspire and achieve.

PARCHED

Parched is the story of the journey of three women from despair to freedom. In the parched lands of a desert they long for meaningful relationships with the men in their lives, who fill their lives with only violence of the most heinous kind. The perverted and skewed perceptions of masculinity, the fragility of male egos and the violence perpetrated by men is starkly contrasted with the warm friendship and bonding between the women which makes them acknowledge and explore their own desires and sexuality, ultimately exercising their agency and choice to chart their own path. The women of Parched rescue each other, triumph over their insecurities and unleash their inner strength.



THEATRE



SHIKHANDI - THE STORY OF THE IN-BETWEENS

This play is a comic, tongue-in-cheek, retelling of the story of Shikhandi; mixing the traditional with the contemporary, the grandeur of physical Indian storytelling and contemporary English verse- questioning gender, sexuality, masculinity, femininity, and everything in between. The unique conversational style of the play motivates the audience to examine their own biases and realize the futility of the labels society enforces.





KAMLA BHASIN

Kamla Bhasin is known for simplifying, yet not diluting, complex issues of gender, patriarchy, violence and oppression of different kinds. Her ability to blend art, music, dance and her kindred spirit into activism is well known across south asia and has won her many praises. She has brought together several organisations from neighbouring countries, even conflict ridden countries, to bridge a solidarity among feminists across borders. Feminists, both young and old, turn to Kamla for her support and her wisdom from having engaged with gender, inequality and injustice for several years. Her wit and clarity of thought are a beacon of hope for many across the subcontinent.

Through a career spanning five decades, Kamla has reached out to thousands of young people, activists, artists, feminists to spread her message of equality. She was among the first to articulate the harmful nature of patriarchy on men; while simultaneously leading the discourse on violence against women and the need for solidarity across genders to end violence.



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VISHAL KRISHNA

Born in a family steeped in Indian Classical Dance, melody and rhythm, Pt. Vishal Krishna's family includes doyens of the Banaras Gharana, Kathak Queen Sitara Devi, Pt. Chaube Maharaj and Nataraj Gopi Krishna. Under the strict tutelage of his grandmother, Kathak Queen Sitara Devi, and with help from his father Pt. Mohan Krishna, and Kathak exponent Pt. Ravi Shankar Mishra, Pt. Vishal Krishna's dance emerged as a distinctive style, drawing from the treasure trove of themes composed and choreographed by his illustrious family. His compositions are based on Indian Mythology, giving the dance form a spiritual essence. Apart from being a dancer of repute, he teaches students and choreographs pieces for audiences both in India and abroad. He has won numerous accolades including Shringar Mani, Pt. Birju Maharaj Sangeet Samridhi Samman and Bismillah Khan Yuva Puraskar.



SHIKHANDI

Shikhandi is perhaps one of the earliest trans-characters known in history/mythology. She appears in the Mahabharata and plays a crucial part in winning the battle of Kurukshetra for the Pandavas by aiding Bheeshma's death at Arjuna's hands. The play is a comic, tongue-in-cheek, retelling of the story of Shikhandi; mixing the traditional with the contemporary, the grandeur of physical Indian storytelling and contemporary English verse- questioning gender, sexuality, masculinity, femininity and everything in-between.



- Lamp lighting by Bal Anand children with opening performance by Aditi and Arshiya
- Curtain raiser
- Welcome address by Mr. S. V. Sista
- Address by Dr. A. L. Sharada
- Address by Mr. Kaushik Roy, IAA representative
- Address by Chief Guest Dr. Shashi Tharoor, Member of Parliament
- Spoken word poetry by Ramya Pandyan, Sudeep Pagedar and Ishmeet Nagpal
- Felicitation of South Asia *Laadli* Media Awardees
- Kathak performance by Pt. Vishal Krishna
- Address by Ms. Kamla Bhasin, Winner of *Laadli* Lifetime Achievement Award
- Announcement of *Laadli* Media Fellowships
- Address by Ms. Anuja Gulati, State Programme Coordinator, UNFPA
- Performance: "Shikhandi - The story of the In-betweens"

Event compered by Barkha Dutt



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AMRITA CHOWDHURY

Amrita Chowdhury is the author of *Breach* and *Faking It*. She is the former Country Head & Publisher for Harlequin India. She is a multi-faceted leader, an engineer, innovator, business strategist and has led growth stage businesses in education, publishing and currently in branding.

DILIP D'SOUZA

Dilip D' Souza writes a regular mathematics column for Mint and has done plenty of social/political commentary. He has written seven books and has won awards for his writing.



AMY FERNANDES

Amy Fernandes is a Group Editor-Women, Travel and Luxury, with Zee Media Corporation Ltd. and the Editor of the Sunday magazine section of DNA. She has written extensively on women's issues. She is also the Associate Director, Literature Live!

DEEPA GAHLOT

Deepa Gahlot is a journalist, critic, columnist, editor, and author. She writes extensively on cinema, theatre, the arts and women's issues. She heads the Theatre and Film department of the NCPA, Mumbai. She has published several books.



REEMA GEHI

Reema Gehi is a journalist with a special interest in arts and culture stories. Since 2011, she has been working with Mumbai Mirror, and writes on the arts and culture scene in Mumbai. She formerly worked with Hindustan Times, as an arts writer and contributed to a variety of publications and websites.

NAMITA ROY GHOSE

Namita Roy Ghose is a highly experienced advertising and strategic communication professional with 13 years experience in JWT India where she functioned as Creative Director. In addition to writing film scripts and screenplays for features, directing features and documentaries, she also writes and publishes her own fiction and poetry.



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ANUJA GULATI

Anuja Gulati has been working in the area of Population and Development for the past 26 years, of which the last 16 years have been with the United Nations Population Fund as the State Program Officer/State Programme Coordinator for Maharashtra. In the recent past she has supported the Government for effective implementation of the PCPNDT Act, to curb gender biased sex selection.

MOHAMMED KHAN

Mohammed Khan started as a copywriter in London and went on to set up some of the country's best agencies, including Contract and Rediffusion, as well as Enterprise Nexus, which Bates acquired in 2005. He is well known for his creativity in the advertising circles.



SAMEERA KHAN

Sameera Khan is an independent journalist and researcher. A former Assistant Editor with The Times of India, she is co-author of the critically acclaimed book 'Why Loiter' and teaches journalism at the School of Media & Cultural Studies at TISS.

KIRAN KHALAP

Kiran Khalap is the co-founder and Managing Director, Chlorophyll. Kiran was brand consultant to UIDAI, the Government of India's arm that developed Aadhaar. He has published two books of fiction and a non-fiction book is awaiting publication.

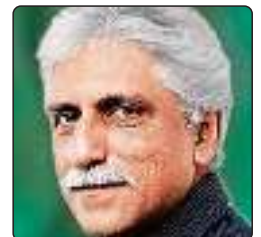


KUMAR KETKAR

Kumar Ketkar is a journalist and editor who has been the Chief Editor of renowned newspapers like Maharashtra Times, Loksatta, Lokmat and Divya Marathi. He received the Padmashree in 2001 and the Rajiv Gandhi Award for Excellence in Media.

AYAZ MEMON

Ayaz Memon has been a journalist for more than 32 years and has written extensively on sports, politics, and cinema. Memon pursued journalism as a career after a chance job with Sportsweek magazine.



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NEERU NANDA

Neeru Nanda started her writing career as a freelance writer. She moved into the publishing world as Managing Editor of Interiors India & Verve. She has written a collection of short stories for both adults and children. Neeru is currently working on two novels – one for adults and one for children.

SIRAJ-AYESHA SAYANI (POOH)

Pooh Sayani is a Director/Producer at Shunyata Productions Pvt. Ltd. with extensive experience in commercial broadcasting for All India Radio and the Sri Lanka Broadcasting Corporation. She has served on the Film's Division panel of approved outside producers and has served as an official on the Executive Committees of the Indian Documentary Producer's Association.



KALPANA SHARMA

Kalpana Sharma is an independent journalist and currently consulting editor with Economic and Political Weekly. She is the author of "Rediscovering Dharavi" and has edited "Missing half the story: Journalism as if gender matters".

GURBIR SINGH

Gurbir Singh is an award-winning senior journalist with over 30 years of experience in journalism. He has worked for BW Businessworld since 2008, and is currently its Executive Editor.



K V SRIDHAR

K V Sridhar was the Chief Creative Officer of Sapient Nitro and Leo Burnett India. Now he is the Chief Creative Officer of Hypercollective. He is widely respected as a global creative leader has spent close to 38 years in Advertising. He had won a record 23 Cannes Lions. He is deeply committed to the issues concerning the girl child.



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REGIONAL AWARD

The regional awards events were held in Ahmedabad, Delhi and Hyderabad.

The Ahmedabad event was held at Gujarat Sahitya Parishad on 23rd February with Ms Mallika Sarabhai giving away 28 awards to winners from four States. A total of 443 entries were received in four languages.

The Southern Region Awards event was held in Hyderabad at Ravindra Bharathi on 10th April with Veteran Women's Rights Activist Ms. Mallu Swarajyam and other dignitaries presenting the awards to 30 winners. A total of 282 entries were received from the region in 7 languages.

A combined Northern and Eastern Region Awards event was held in Delhi at the Chinmaya Mission Auditorium on 23rd March. Ms. Syeda Hameed, former Member of Planning Commission, Mr Diego Palacios and other dignitaries presented 35 awards to the winners. A total 538 entries were received from the two regions in 11 languages.

Chetna in Ahmedabad and Bhumika in Hyderabad provided local support in organizing the event as our collaborating partners. Chandu Thulasi, Harita Talati and Madhavi Shree were the state coordinators who promoted the awards locally, selected the entries and conducted Jury meetings in the presence of Dr A L Sharada, Director, Population First.

The Laadli Media Awards are supported by UNFPA and Colors Viacom18 with FPAI, IPPF and European Union joining as event partners for the Western Region Awards.

Rajastan Patrika and Telegraph were the media partners for the Western and eastern events respectively.



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PRINT | BEST INVESTIGATIVE SERIES | ENGLISH

PREETI DAS

'SERIES ON SEXUAL ASSAULT' | DNA

PRINT | BEST NEWS REPORT | ENGLISH

VINOD KUMAR MENON

'CHILD BRIDES REFUSE TO SAY I DO' | MIDDAY



PRINT | BEST INVESTIGATIVE SERIES | ENGLISH

AHMEDABAD MIRROR

'SERIES ON GENDER BASED VIOLENCE' | AHMEDABAD MIRROR

PRINT | BEST FEATURE | ENGLISH

YOGESH PAWAR

'DAUGHTERS OF DROUGHT' | DNA



PRINT | BEST NEWS REPORT | ENGLISH

JYOTI SHELAR

'GENDER BIAS THAT'S LEAVING GIRLS TO DIE' | MUMBAI MIRROR

WEB | BEST BLOG | ENGLISH

MARIYA ALI

'IT WAS PART OF ME.. PART OF MY WOMANHOOD' |

WWW.SAHIYO.COM



WEB | BEST ARTICLE | ENGLISH

SHEENA D'LIMA

'WHAT SCHOOL GIRLS IN INDIA CAN TEACH US ABOUT SOCIAL MEDIA' | WWW.DEEPDIVES.IN

WEB | BEST FEATURE | ENGLISH

CHATURA RAO

'WOMEN AND THE TROUBLE WITHIN AND WITHOUT HOMES' | WWW.THELADIESFINGER.COM



PRINT | BEST FEATURE | GUJARATI

MEGHA JOSHI

'NARI VAADI VIVADH NAHI PAN VICHAR' | DIVYA BHASKAR

PRINT | BEST FEATURE | GUJARATI

GAUTAM SHRIMALI

'BEHENO EK VICHARE HAJARONA JEEVAN BADALYA' | ABHIYAAN



REGIONAL AWARDEES



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REGIONAL AWARDEES



PRINT | BEST COVER STORY | GUJARATI
PRAKRUTI THAKER
 'TAME KETLA CHANGE THAI SHAKO?' | SANDESH

PRINT | BEST COLUMN | GUJARATI
MOSUM TRIVEDI
 'GURJAR NAARI' | PHULCHHAB



PRINT | BEST ARTICLE | GUJARATI
DR. DIVYESH VYAS
 'GHAR BALICHE, JANI LEVU JOIYE' | DIVYA BHASKAR

ELECTRONIC | BEST FEATURE | GUJARATI
Tv9 GUJARATI
 'STRUGGLE OF LADY POLICE OFFICERS' | Tv9 GUJARATI



PRINT | BEST PRINT CAMPAIGN (GROUP) | HINDI
ANAND CHOUDHARY AND RANJEET SINGH CHARAN
 'ANDHVISHWAS KE ANDHERE MEIN ADHI ABADI' | DAINIK BHASKAR

PRINT | BEST CAMPAIGN | HINDI
RAJASTHAN PATRIKA BANSWARA
 "MARYADA KA RAKHEIN MAAN"



PRINT | BEST INVESTIGATIVE STORY | HINDI
ADRISH KHAN
 'DUSHKARM PEEDITA SE SYSTEM KA DURAACHAAR' | RAJASTHAN PATRIKA

PRINT | BEST NEWS REPORT | HINDI
SONAM RANAWAT
 'PURUSHO KA AARAMGAAH BANA RAILWAY KA BABY FEEDING CENTRE' | RAJASTHAN PATRIKA



PRINT | BEST FEATURE | HINDI
UPENDRA SHARMA
 'KYON NAHI BADAL RAHI SOCH' | RAJASTHAN PATRIKA - DAILY NEWS

PRINT | BEST ARTICLE SERIES | MARATHI
USHA BORDE
 'DISTRIBUTION OF SANITARY NAPKIN' | DAINIK DIVYA MARATHI



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PRINT | BEST COLUMN | MARATHI
ARUNDHATI JOSHI
 'MANAMUKTA' | LOKPRABHA

PRINT | BEST FEATURE | MARATHI
VANDANA KHARE
 'AEKETYA AAICHI ROJ LADHAI' | LOKMAT



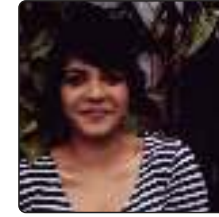
PRINT | BEST NEWS REPORT | MARATHI
ASHWINI TADWALKAR
 '40 VIDI KAMGAR MAHILANA SAKSHAM SAHELI
 UPAKRAMACHA AADHAR' | DAINIK BHASKAR

SPECIAL AWARD | CONSISTENT REPORTING ON GENDER ISSUES |
 ENGLISH
VINAYA DESHPANDE PANDIT
 SUNDAY GUARDIAN



SPECIAL AWARD | CONSISTENT WRITING | GUJARATI
DR. BINDUBEN BHATT

WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
NEHA MATHEWS
 'INSIDE THE WORLD OF INDIA'S BADASS GIRL GAMERS' |
WWW.DEEPDIVES.IN



PRINT | JURY APPRECIATION CERTIFICATE | GUJARATI
MONA SHETH
 'STREE SHAKTI NI TRIMURTI' | CHITRALEKHA

PRINT | BEST NEWS REPORT | BENGALI
ANWESHA BANERJEE
 'RESCUED TRAFFIC VICTIMS NOOR AND SUHANA PASS THEIR
 BOARD EXAMS AND SET EXAMPLE FOR OTHERS' | EI SAMAY



PRINT | BEST INVESTIGATIVE SERIES | ENGLISH
CHITRAGADA CHOUDHARY
 IN TWO DISTRICTS OF BASTAR, ADIVASI WOMEN REPORT
 SEXUAL ASSAULTS BY SECURITY FORCES DURING MILITARY
 OPERATIONS | CARAVAN MAGAZINE

WEB | BEST FEATURE | ENGLISH
ABDUL GANI
 'WHEN ALL BECOMES ONE' | WWW.NEZINE.COM



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WEB | BEST ARTICLE | ENGLISH

KUNJILA MASCILLAMANI

'MY LOVE STORY TO THE LESBIAN LOVE STORY SANCHARRAM' | WWW.THELADIESFINGER.COM



PRINT | BEST NEWS REPORT | HINDI

ANUPAM KUMARI

'CHHATRAYEIN AB PHIR SE KHUD KE HI BHAROSE' | PRABHAT Khabar



PRINT | BEST ARTICLE | ODIA

NABA KISHORE PUJARI

'EKAKI MAHILANKA' | BHOOMI ADHIKAR PRASANGA



ELECTRONIC | BEST FEATURE | ODIA

SUPRIYA DASH

'RAHA-WITCH' | NAXATRA NEWS



SPECIAL AWARD | ENGLISH

ANWESHA AMBALY

CONSISTENT WRITING

ELECTRONIC | BEST FEATURE | ENGLISH

TAZEEN QURESHY

'IN AN ODISHA VILLAGE, A BOLD CONSERVATION MOMENT BY WOMEN' | NDTV 24*7



PRINT | BEST INVESTIGATIVE STORY | HINDI

PUSHYAMITRA

'BETIYA AKKHAJ HOTI HAI, UNKA BHI KOI SEESHA-BUKSE MAI BHARTI KARTA HAI' | PRABHAT Khabar



WEB | BEST FEATURE | ODIA

AKHAND

'SANGITA MADHYAMARE SACHETANATA' | WWW.YOURSTORY.COM



ELECTRONIC | BEST NEWS REPORT | ODIA

MOUSUMI MOHANTY

'ASIMA' | KALINGA TV



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH

AGAMONEE BARBARUAH

'MY NANNY TO O HAD SOMETHING TO SAY...' | WORDPRESS BLOG



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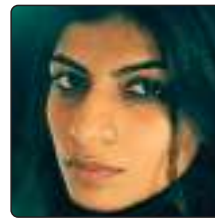
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PRINT | BEST INVESTIGATIVE STORY | ASSAMESE
UTPAL KUMAR BHAGAWATI
 'SANTI NIVASOT SANTIR KAL' | DAINIK JANAMBHUMI

PRINT | BEST EDITORIAL | ENGLISH

SHREYA ILA ANASUYA
 'SUZETTE JORDAN'S VICTORY' | THE HINDU BUSINESS LINE



PRINT | BEST NEWS REPORT | ENGLISH

RITIKA CHOPRA
 'THANKS TO HARYANA LAW AND SC ORDER, THESE WOMEN AND THEIR VILLAGE WILL FALL OFF THE MAP' | THE INDIAN EXPRESS

PRINT | BEST FEATURE | ENGLISH

ANIMA P
 "FLUNG OUTSIDE THE RING" | THE HINDU BUSINESS LINE

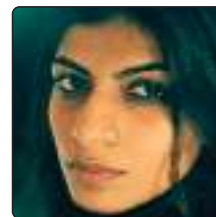


PRINT | BEST MAGAZINE FEATURE | ENGLISH

RAHIBA RASHID
 'STAYING, FIGHTING & DREAMING' | FEMINA

WEB | BEST FEATURE | ENGLISH

SHREYA ILA ANASUYA
 'IN A DEMOCRACY, EDUCATION CERTIFICATES SHOULDN'T MATTER. SO WHY IS NO ONE TALKING ABOUT NORTI BAI?' | THE WIRE



WEB | BEST ARTICLE | ENGLISH

JASMINE LOVELY GEORGE
 'WHERE ARE THE ONE STOP CENTERS AS PROMISED FOR THE RAPE SURVIVORS PROMISED BY THE NIRBHAYA FUND' | WWW.THELADIESFINGER.COM

WEB | BEST CAMPAIGN | ENGLISH

SHETHEPEOPLE.TV
 'WHY AM I A FEMINIST'



ELECTRONIC | BEST DOCUMENTARY | ENGLISH

ROOM TO READ
 'LIFE SKILLS EDUCATION A KEY COMPONENTS OF GIRL EDUCATION PROGRAMME'

PRINT | BEST MAGAZINE EDITORIAL | HINDI

SACHIN KUMAR JAIN
 'KHETI MEIN LING BHED KE BEEJ' | TEHELKA



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PRINT | BEST FEATURE | HINDI

GARIMA PANKAJ

'GHARELU HINSA CHUPCHAP REHNA KABTAK SEHNA'
| GRIH SHOBHA



PRINT | BEST EDITORIAL SERIES | HINDI

PURNIMA SHARMA

'WOMEN AND THE WORK FORCE' | NAVBHARAT TIMES



WEB | BEST FEATURE | HINDI

SMRITI ADITYA

'AKELI YUVTI' | WWW.WEBDUNIA.COM



WEB | BEST BLOG | HINDI

SINDHUVASINI

'SORRY KARAN JOHAR' | NAVBHARAT TIMES ONLINE



ELECTRONIC | BEST DOCUMENTARY | HINDI

DR. DEV KANYA THAKUR

'NO WOMAN'S LAND' | FILM FESTIVALS

PRINT | BEST CAMPAIGN | HINDI

POONAM PANDEY

'PERIODS SE LAGTA HAI DARR, BAAT KARNE SE AATI
HAI SHARAM' | NAVBHARAT TIMES



PRINT | BEST FEATURE | HINDI

DEVANSHU MANI TIWARI

'BADAL RAHI KHAAP PANCHAYAT' | GAON CONNECTION WEEKLY



WEB | BEST SPECIAL EDITION | HINDI

DIVYA ARYA

'GENDER BENDER' | BBC HINDI YOUTUBE CHANNEL



ELECTRONIC | BEST FEATURE | HINDI

PRIYANKA KAUSHAL

'AAMNE-SAAMNE' | ETV



PRINT | BEST NEWS REPORT | PUNJABI

KULDIP CHAND

'LADKIYAAN DI GHAT RAHI GINTI CHINTA-JANAK' | SACH KAHOON



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PRINT | BEST COLUMN | URDU
DR. SYED MUBIN ZEHRA
 'SARGHOSHIYAAN' | URDU DAILY INQUILAB

ELECTRONIC | BEST RADIO PLAY | URDU
MOHAMMAD TARIQ ZARGAR
 'BETI AAE KHUSHIYAAN LAYEE' | CBS, RADIO KASHMIR



WEB | JURY APPRECIATION CERTIFICATE | ENGLISH
VANDANA VIJAY
 'STATE OF INDIAN CRICKET AND WOMEN' | BBC NEWS

PRINT | BEST INVESTIGATIVE REPORT | ENGLISH
LAXMI PRASANNA AJAI
 'CONCERN OVER SHELTER HOMES TURNING INTO LABOUR ROOMS' | THE TIMES OF INDIA



PRINT | BEST FEATURES | ENGLISH
KAMALPATHI RAO HINDUPURAM
 'ON REPRODUCTIVE RIGHTS OF WOMEN' | DECCAN CHRONICLE

PRINT | BEST MAGAZINE FEATURE | ENGLISH
SINDHUJA PARTHASARTHY
 'BURN IN INDIA' | THE WEEK



PRINT | BEST NEWS REPORT | ENGLISH
ABDUL RAHOOF K K
 'TELANGANA WOMEN COPS FACE BIAS' | DECCAN CHRONICLE

PRINT | BEST CAMPAIGN | ENGLISH
SANAKA RAJITHA
 '3 PART SERIES ON SEX WORKERS' | THE NEW INDIAN EXPRESS



WEB | BEST FETAURE | ENGLISH
ILA ANANYA
 'IF YOU THOUGHT IT WAS EASY FOR GARMENT WORKERS TO PROTEST THEIR PF, YOU NEED TO READ THIS' | WWW.THELADIESFINGER.COM

WEB | BEST CAMPAIGN | ENGLISH
THE LADIES FINGER & KHABAR LAHARIYA
 'THE ROAD TO HELL IS PAVED WITH SENTIMENTAL EDUCATION'



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WEB | BEST SPECIAL EDITION | ENGLISH
DIVYA KARTHIKEYAN & GEETIKA MANTRI
'LETS TALK ABOUT LGBTQ+' | WWW.THENEWSMINUTE.COM

WEB | BEST E-MAGAZINE ARTICLE | ENGLISH

MAKEPEACE SITLHOU
'WHAT MANIPURI WOMEN ARE DOING FOR THE PROTESTS'
| WWW.THELADIESFINGER.COM



ELECTRONIC | BEST NEWS REPORT | ENGLISH
UMA SUDHIR
'CHILD BRIDES REVOLT' | NDTV

PRINT | BEST FEATURE | MALAYALAM

NILEENA ATHOLI
'ARDHAJEEVITHANGALUDE ARAKSHI THAVASTHAKAL'
| MATHRUBHUMI DAILY



ELECTRONIC | BEST RADIO PLAY | MALAYALAM
ASHRAF KAVIL
'NEETHI THEDUNNA DENN BALYANGALL' | ALL INDIA RADIO

PRINT | BEST FEATURE | TAMIL

K.S. SUGITHA
'PENGALIN ATHIKARAMUM ARASIYALUM' | UYIRMMAI MAGAZINE



PRINT | BEST COLUMN | TELUGU
SAJAYA KAKARLA
'TOLI PODDU' | NAVA TELANGANA

PRINT | BEST FEATURE | TELUGU

KATTA KAVITHA
'NALUPE ANDAM' | NAVA TELANGANA



PRINT | BEST EDITORIAL | TELUGU
PADAL DATTARAM KHATRI
'SAADHIKARATE PRAGATI SADHAKAM' | EENADU

PRINT | BEST NEWS REPORT | TELUGU

J. RAJU
'MOM PRADIKSHANA CHUSI KANNERU AGALEDU' | EENADU



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PRINT | BEST INVESTIGATIVE STORY | TELUGU
G. V. V. SATYANARAYANA REDDY
 'KHAREEDHIENA CHADHUVENDUKANI' | EENADU

PRINT | BEST STORY | TELUGU
VANAJA TATINENI
 'INTIPERU' | BHUMIKA MAGAZINE



ELECTONIC | BEST TOPICAL PROGRAMME | TELUGU
PADMAVATHI APPALA
 'BALYANIKI THALI BANDHAM' | JAI TELANGANA (Tv1)

ELECTRONIC | BEST DISCUSSION | TELUGU
ETV-AP
 'VETANALLO VIVAKSHA'



ELECTRONIC | BEST DOCUMENTARY | TELUGU
NANDAGIRI KISTAIAH
 'MAA KODDEE SAARAYI' | VANITHA TV

ELECTRONIC | BEST NEWS REPORT | TELUGU
SHAIK NOOR MOHAMMED
 'CONTRACT MARRIAGES' | Tv9



ELECTRONIC | BEST INVESTIGATIVE STORY | TELUGU
CHANDU THULASI
 'ANTARANI BATUKAMMA' | ABN-ANDHRA JYOTHY

ELECTRONIC | BEST FEATURE | TELUGU
CHANDU THULASI
 'BADILO METTELA SAVVADI' | ABN-ANDHRA JYOTHY



PRINT | JURY APPRECIATION CERTIFICATE | ENGLISH
THE LIFE OF SCIENCE

PRINT | JURY APPRECIATION CERTIFICATE | MALAYALAM
K.A. BEENA
 'NOORU NOORU KASERAKAL' | KERALA KAUMUDI DAILY



REGIONAL AWARDEES



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ELECTRONIC | JURY APPRECIATION CERTIFICATE | TELUGU
PADMA VANGAPALLY
 'AVANI PAI ATHIVAKU CHOTEKKADA' | KRISHI.TV



PRINT | JURY APPRECIATION CERTIFICATE | TELUGU
K. SRI SATYA VANI
 'VOKKA AMBULANCE JEEVITHANNI NILBETTINDHI' | EENADU

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ASIM**



DR. ANAMIKA



ROOPA BARUA



DR. K. BHARATHI



**THOTA
BHAVANARAYANA**



TULSIDAS BHOITE



DANNY



P. A. DEVI



V J M DIWAKAR



JYOTI GADE



**SUDHA
GOPARAJU**



**MUNMUN
GHOSH**



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**DR. GAURANG
JANI**



IRA JHA



SUNIL JHA

REGIONAL JURY



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REGIONAL JURY



**MANIPADMA
JENA**



**CHINMAYEE
JOSHI**



PRATIMA JOSHI



**DR. RANJANA
KUMARI**



**C. SARALA RAJYA
LAKSHMI**



SUJATA MADHOK



**SAMPAD
MAHAPATRA**



MALTI MEHTA



KRISHNA MENON



DR. C. MRUNALINI



**DR. PRASAD
MURTY**



JINKA NAGARAJU



KUPPLI PADMA



**DR. SONAL
PANDYA**



PALLAVI PATEL



**DR. ANAND
PRADHAN**



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**SARASWATHI
RAMA**



DR. RAMA



**UMAMAHESWAR
A RAO C**



**USHA TURAGA-
REVELLI**



**DR. ALARMELU
RISHI**



ASHOK SAJJANHAR



SANDEEP SAHU



MEENAXI SHUKLA



K G SURESH



MANASI. V



C. VANAJA



VASANTHALAKSHMI



DR. AMEE YAJNIK

REGIONAL JURY



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GLIMPSES OF AWARDS



Performance by Darpana team at the regional event of *Laadli* Media awards



Winners of the *Laadli* Media awards in the Western region



Mr Sista, Mahesh Bhagwat, Commissioner- IPS, and Dr A.L. Sharada felicitating the winners of the *Laadli* Media award of the Southern region



Bharatnatyam dancer Nenita Praveen performing at the South *Laadli* Media awards event held in Telengana



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Laadli Media Fellowships

As part of its Media Advocacy efforts, the *Laadli* campaign of Population First has instituted the *Laadli* Fellowships four years back. The fellowships are given to young journalists who have been writing on gender issues. Currently the fellowships are given for journalists writing in English, Hindi, Marathi and Telugu. The fellowship of Rs. 50,000/- requires the fellow to write four stories over four months. An undertaking from the Editor that the write-ups would be published in the paper is mandatory. This year the fellows were chosen from the winners of the current edition of the *Laadli* Media Awards. The following are the winners of the 2017 *Laadli* Media Fellowship.



27-year-old **Shreya Ila Anasuya** is an independent writer, journalist and activist. She was a Felix Scholar at the School of Oriental and African Studies in 2011-12. Her journalism focuses on gender, culture and human rights.

35-year-old **Vinaya Deshpande Pandit** is a journalist with over a decade's experience. She is passionate about gender and has covered it extensively including writing on workplace sexual harassment and its implications, as well as lacunae in the achievement of sustainable development goals.



36-year-old **Kavitha Katta** is a senior reporter in Nava Telangana daily. She was an active participant for independent Telangana protests and has been reporting on women's rights, dalit concerns and other relevant social development issues.

23-year-old **Sindhivasini** is a journalist with BBC Hindi. She has been active in online journalism and has received several awards for her work on gender and development. She is interested in writing about women, LGBTQ+, development concerns and mental health and the community.



LAADLI MEDIA FELLOWSHIP



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POPULATION FIRST

Population First is a not for profit organization registered in March 2002 under the Bombay Public Trusts Act, 1950. Our **key objective is to** work towards gender sensitive and social development-oriented health and population programmes. We promote gender sensitivity and gender equality through:

- Awareness programmes on gender, health, population and social development issues
- Mobilising community participation in population, health and social development programmes
- Building Public-Private Partnerships for programme and policy development and implementation
- Working with influencers in media and advertising to change mind sets related to girls and women's rights and gender equality.

ABOUT LAADLI MEDIA INITIATIVES

The *Laadli* Media Advocacy initiatives focus on promoting gender sensitivity in media and advertising to build a gender just society. Population First is committed to building such a society by engaging the media and advertising professionals in discussions on how they can shape, indeed, change such mindsets. A number of programmes have been initiated with the media, such as the “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 as well as senior editors and media leaders.

This year we had a consultative meet with the Heads and Creative Directors of Advertising Agencies to review the gender guidelines for advertising and the draft guidelines are ready. We had also commissioned a research study on 'Changing Trends in the portrayal of Women in Indian Advertising' through IAA. The survey confirmed that there is a definite change in advertising with more positive portrayals of confident, assertive and successful women. A consultative meet was also held in Delhi with representatives of Press Club of India, Women Press Corps, Foreign Correspondents Club of South Asia, Editors Guild and Press Institute of India to explore various means to promote gender sensitivity.

About COLORS:

'COLORS' is Viacom18's flagship brand in the entertainment space in India. A combination of 'emotions' and 'variety', COLORS, launched on 21st July 2008, offers an entire spectrum of emotions to its viewers. From Fiction Shows to Format shows to Reality shows to Blockbuster Movies – the basket contains all 'JazbaatKe Rang'. 'COLORS' is dedicated to promoting 'Cohesive viewing', through programmes like Thapki...Pyaar Ki, Devanshi, SasuralSimarKa, Shakti...AstitvaKeEhsaasKii, Udann, Swaragini, Kasam...TerePyaar Ki, Kawach...KaaliShaktiyon Se, JhalakDikhlaJaa, Comedy Nights BachaoTaaza, Naagin 2, Bigg Boss 10, Dil Se DilTak, Karmphal Data Shani and Rising Star, amongst others.



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MR. DIEGO PALACIOS

UNFPA India had a dream of mainstreaming gender in media and advertising so that public messaging is more balanced; gender nuanced and does not perpetuate stereotypes. With this began our partnership with Population First and the *Laadli* journey. Over the years, *Laadli* has triggered a process of mainstreaming gender sensitive messaging into the way media and advertising industries think and work. We are glad that the *Laadli* flame is spreading far and wide and this year the campaign has moved beyond India to cover South Asian Countries. On behalf of UNFPA I congratulate the *Laadli* team and their partners, especially IAA on this achievement. As *Laadli* enters its eighth year, I wish the campaign continues to pave the way for a socially responsible and gender sensitive media. My good wishes to each and everyone associated with the campaign.

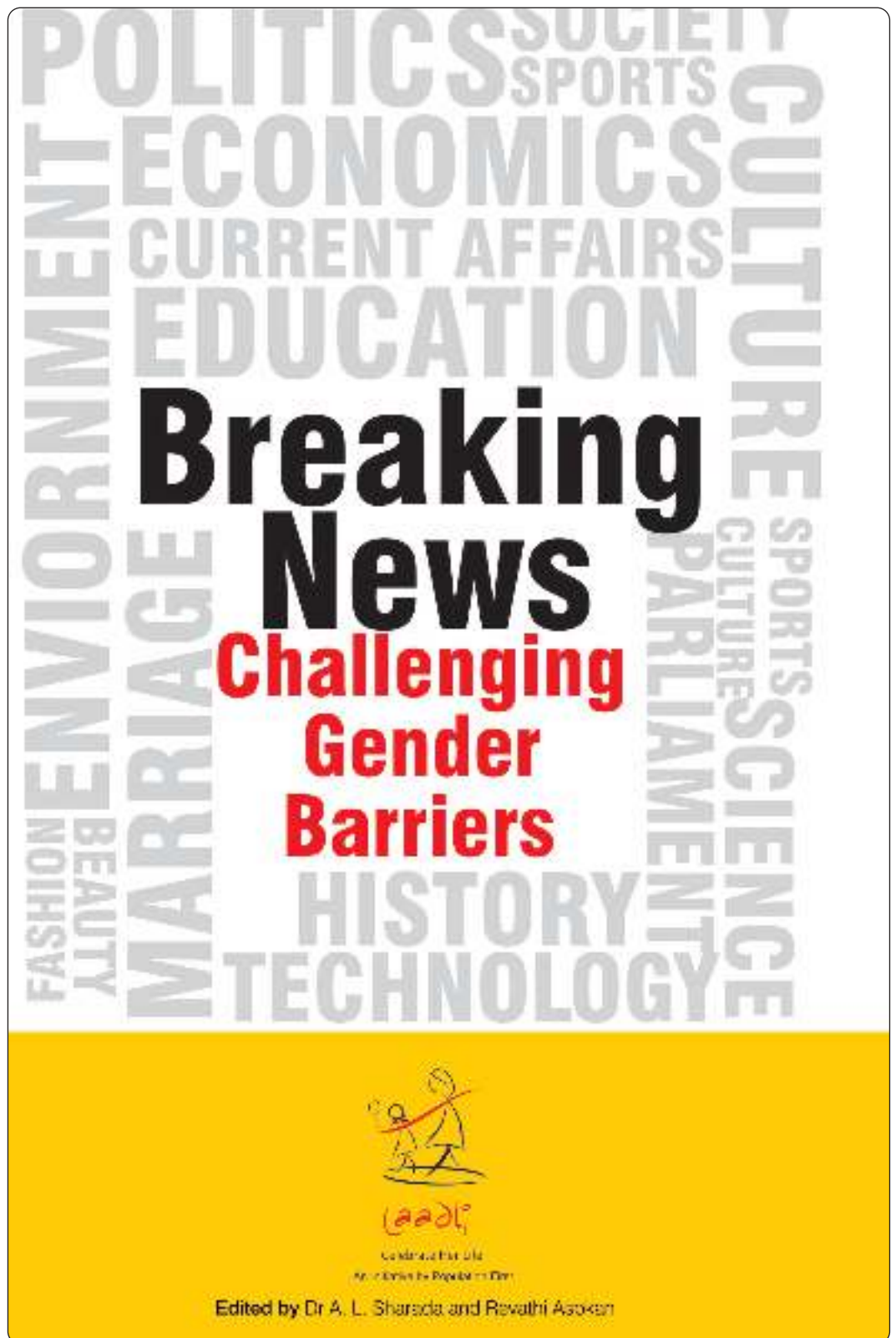
Diego Palacios
Representative, UNFPA India

UNFPA

The United Nations Population Fund (UNFPA) works to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA focuses on four key tracks in India:

1. Investing in adolescents and youth especially the vulnerable and the marginalized
2. Expanding the availability and use of integrated sexual and reproductive health information and services with a focus on family planning
3. Ending the practice of gender-biased sex selection and promoting gender equity and equality
4. Using data to decode population dynamics including evidence-based advocacy to address the emerging issue of population ageing





Breaking News Challenging Gender Barriers brings to you a compilation of writings from *Laadli* Media and Advertising Awards from 2014 to 2017. The articles featured show the wide range of issues covered, the analytical depth and the sensitivity displayed across newspapers and languages in the country. Many new issues have been covered in an unselfconscious manner. This compilation of articles reports on various issues pertinent to the conversation on gender in India like women and conflict zones, concerns of working women and an entire section on reporting on the rights of LGBTQ+.

These articles have contributed to the dialogue on gender equality, deepened our understanding of the prevalent discriminatory practices in society and highlighted the lacunae in the programmes implemented by the State.



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Our Special Thanks:

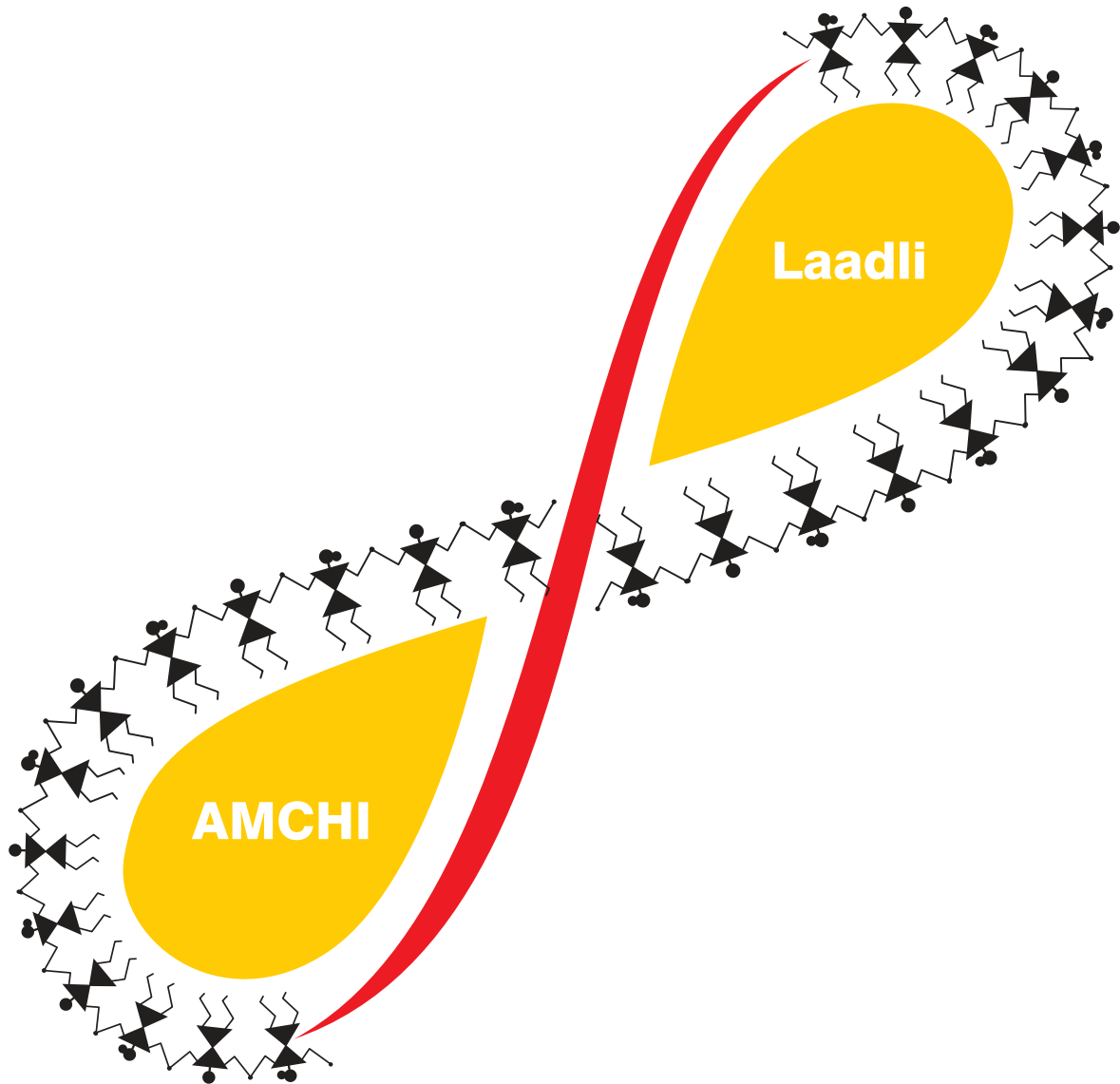
- Anil Murarka
- Bal Anand
- Barkha Dutt
- FPAI
- Hotel Marine Plaza
- Hotel Tajmahal Palace
- Hypercollective
- IIMC Delhi
- Parle Agro
- Ramya Pandyan
- R k Swamy BBDO
- Sudeep Pagedar
- Trident Oberoi
- UNICEF Hyderabad



OUR SPECIAL THANKS



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

Contributions to Population First are exempt from tax under section 80-G (5) of the Income Tax Act. Population First is registered under Foreign Contributions (Regulation) Act 1976. Cheques can be made payable to Population First and mailed to: Ratan Manzil, Ground Floor, 64, Wodehouse road, Colaba, Mumbai - 400 005.

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Priyadarshini Taxi
womenpower

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