



A Communications Initiative for a Balanced, Planned and Stable Population

Laadli O Meri Laadli!

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

The fifth edition of “The National *Laadli* Media and Advertising Awards for Gender Sensitivity 2012-13” for honoring Media and Advertising professionals was organized by Population First, on **Thursday, 20th February, 2014, 6:30 PM at TATA Theatre, National Centre for the Performing Arts (NCPA), Nariman Point, Mumbai.** The awards were presented by TATA and Supported by United Nations Population Fund (UNFPA)



Mr. Naseeruddin Shah and Mr. Suresh Shetty, presenting the Laadli of the Century Award to Ms. Shaukat Kaifi

The Honourable Minister of Public Health and Family Welfare and Protocol, Govt. of Maharashtra, Mr. Suresh Shetty, was the Chief Guest along with Mr. Naseeruddin Shah, noted film personality, who was the Guest of Honour for the event. The event was hosted by television actress Simone Singh.

The event had the screening of a play by The Creative Arts, titled ‘Baawre Mann ke Sapne’, winner of the best theatre Award this year.

The *Laadli* of the Century Award was

presented to Ms. Shaukhat Kaifi, noted film and theatre personality who was one of the founder members of IPTA and the theatre movement in India. The Lifetime Achievement Award was presented to Ms. Lalitha Lajmi, a well known painter. The film “Prem Manjhe Prem Manjhe Prem Astha”, a popular Marathi Film directed by Ms. Mrinal Kulkarni was awarded in the film category.

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



(From Left to Right) Dolly Thakore, Dr. A L. Sharada and Mr. Suresh Shetty presenting the Laadli Lifetime Achievement Award to Lalitha Lajmi



(From Left to Right) Mr. Javed Akhtar, Ms. Lakhbir Kaur(Special Award for Book-Non Fiction), Dr. A L Sharada and Mr. Suresh Shetty

A panel of distinguished jury members, comprising eminent media and social sector personalities namely Dilip D'souza, K.V. Sreedhar, Lynn de Souza, Sathya Saran, Satish Nandagaonkar, Shishir Joshi, Shobhaa De, Sidharth Bhatia, Monica TATA,

Monica Wahib, Mrinmayee Ranade, Nandini Sardesai, Ranjona Banerji and Vishwanath Sachdev selected the winners for media and advertising awards.

In the two regional awards organized over the year, around 88 awards were given across all the States and Union Territories of the country covering 13 languages. Twenty Six awards were chosen for the national awards from among print, electronic and web journalists.



The Winners of National *Laadli* Media and Advertising Awards for Gender Sensitivity 2012-13 with Dolly Thakore, National co-ordinator (LMAAGS), Ena Singh (Asst. Country Representative, UNFPA), K. V. Sridhar (Leo Burnett) and Dr. A. L. Sharada (Director, Population First)

Please click on the link below for the List of Awardees:

https://docs.google.com/document/d/1GKnP_4uLYnUYMkmrie-XnIB3tyoMdOE4wH9AD80CWRU/edit?usp=sharing

Please click on the link below to watch the AVs on Ms. Lalitha Lajmi and Ms. Shaukat Kaifi

<http://youtu.be/fj44DMeP57s> - Ms. Lalitha Lajmi – *Laadli* Lifetime Achievement Award

“We have received around 1700+ entries this year and more than the increase in numbers what is satisfying is the range of topics covered- from problems faced by women in conflict areas of Kashmir to the strength of women in the remote areas of Kushinagar fighting for toilets at home to the need for understanding the problems of transgenders to the trauma of the two finger test for rape. All these varied topics have been dealt with a more gender nuanced perspective. The jury had a tough time selecting the winners. This goes to show that the concern is not just a fleeting one but here to stay. It is heartening to note that many of the winners have consciously made a decision to communicate with greater sensitivity.” - Dr A L Sharada, Director of Population First

Knowing Yourself Better...

Nirmala Niketan Workshop



Anupriya Sathe

A workshop on “Gender and Sexuality” was organized by Population First for the students of BSW first year at Nirmala Niketan College of Social Work on 6th Feb 2014. The workshop began with a session by Anupriya Sathe explaining the human reproductive system, its anatomy and functions; followed by contraception and methods of abortion.

The students were eager for the information and raised many questions.

The second part of the workshop was conducted by Neeta Khajuria wherein she explained the challenges an adolescent faces while growing up and ways to cope with the changes. She explained how relationships play an important role in teenage and how to keep oneself emotionally balanced in any relationship. She spoke about the social aspect of “Gender and Sexuality”.



Neeta Khajuria

Marketing Workshop for Vermicomposting Forum at Kinhavali

A workshop was organized for the members of the Vermicomposting Business Forum on 25th Feb 2014, at Kinhawali PHC. There were 30 women representing 15 Vermicomposting groups, present for the training session.

The first session was conducted with the aim of building rapport amongst all the members as they come from different villages. Three sessions on marketing, its tools and methods and project management and skills were arranged to hone the women’s marketing skills. Roles and responsibilities of the forum members were discussed in details for better and smoother functioning of the forums in future. The session concluded with formulation of an Action Plan.

We are really thankful to all our supporters and wel-wishers who supported *Laadli* at the Standard Chartered Mumbai Marathon 2014. Thanks a lot Bhairav Desai, Mahabala Rajeshwar Rao, Leela Meher, Prakash Parkhe, Rajnikant Sabnavis, Purna Gautam, Mr Khozema H, Mrs Rakhee Mittal, Miral Gosalia, Kapil Ranade, Dolly Dayal, Mamta Trivedi, Smita Pagnis, Dr Venkata Ganeshkumar Anne, Arvind Malkhede, Revathi Asokan, Neeta Khajuria, Dr. Sanjeev Sharma, B.P.Vijayendra, Tina Mehta, Aloka Majumdar, Monica Tata, G. Kamala, Sangita Tribhuvan, Ceebros Hotels Private Limited, Yusuf Hatim Muchhala, K.V.Rajagopal Reddy, Vidya Sagar, Krishna Kumar, Ena Singh, Bhavin Talati, Ramesh Narayan, Anirudh Rao Y, Deepali Joshi, Chandan Sinha, Neha Khajuria, Kalpana Khajuria, Balkrishna Industries Ltd., Schlumberger Asia Services Ltd., Frank Lelek, Ganesh Krishnamoorthy, Gaurang Doongursee, Sudha Damodar, Dimple Bhandia, Abhirav Karve, Divya Gulati, Puneet Gulati, M. F, Sadikot, Priyanka Bhosale, Swapnil Shirsekar and Gauri Patwardhan

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