

MARTHA FARRELL AWARD FOR EXCELLENCE IN WOMEN'S EMPOWERMENT



EXCELLENCE IN
WOMEN'S EMPOWERMENT

NARRATIVE REPORT

REPORTING PERIOD: October 2016 - April 2017



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ABOUT MARTHA FARRELL AWARD

Martha Farrell Award for Excellence in Women’s Empowerment has been instituted to honour Dr. Martha Farrell and her ideals. The award is a first of its kind initiative to discover, recognise and honour mid-career individuals and organisations that have made valuable contributions in their areas of work relating to gender equality and women’s empowerment. These individuals and organisations can be part of the government, business, industry or civil society. The award seeks to recognise and advocate such inspiring interventions for future practice and replication.

The annual Award has been jointly instituted by the **Rizwan Adatia Foundation (RAF)** and the **Society for Participatory Research in Asia (PRIA)**. The award is given under two categories, with a prize money of INR 1,50,000 each:

Most Promising Individual	Best Organization for Gender Equality
<ul style="list-style-type: none">◆ Professionals, between 25 and 40 years of age, who are part of government, business, industry or civil society organizations.◆ Has worked consistently over the past 5-10 years to promote women’s empowerment within the workplace, in communities, in schools/colleges, in society, etc.◆ Innovative and practical approaches to cultural and social change promoting women’s empowerment.◆ Personal example and role model practicing values of gender equality in everyday life.	<ul style="list-style-type: none">◆ Any organization, including businesses, government departments and agencies, non-profits, educational, health and media organizations, registered in India.◆ The organization has been actively implementing systems/procedures/practices which create gender sensitive and gender equal environment within their own workplace.◆ Such efforts have been consistent over the past 5 years.◆ Innovative and practical approaches to cultural change in organizations towards women’s empowerment and gender equality.

The nominations for 2017 award were concluded on January 20, 2017. A total of 125 nominations (62 nominations in the individual category and 63 nominations in the organization category) from 18 states of India were received, comprising a wide variety of individuals (social activists, professionals, educators, media-persons, government officials, entrepreneurs) and organizations (grassroots, non-profits, academic, media and social enterprise). Final selection was made by the jury, bases on Dr. Farrell’s values and life goals.

KEY ACTIVITIES UNDERTAKEN:

The key activities undertaken for Martha Farrell Award 2017, from October 2016 - April 2017 are as follows:

1.Nominations

2.Evaluation of Nominations

3.Martha Farrell Award Ceremony

1. NOMINATIONS

The nominations for the award started in December 2016 and were concluded on January 20, 2017. The objectives of the process of receiving nominations were as follows:

- a. **To receive at least 100 nominations for the first Martha Farrell Award**
- b. **To receive nominations from a wide variety of individuals and organizations, which are working in the field of women's empowerment and gender equality**
- c. **To establish a database for future award-related outreach**

A nomination form [Annexure 1] was developed in November 2016, in consultation with the teams of PRIA and RAF and the jury members. The form was kept simple and quick, which requested information from the nominees, based on the initial eligibility criteria. The following activities were undertaken to drive the nominations:

- a. **Online Nomination Form** - the form was uploaded online on the website of Martha Farrell Foundation (MFF), for applicants who wish to apply online.
- b. **Nominations through Phone and Email** - the team of MFF also reached out to people through phone calls and emails, to receive their nominations. This was especially done for organizations and individuals, which are based out of remote locations and do not have regular access to internet.
- c. **Social Media Promotions** - active social media promotions on Facebook and Twitter were undertaken during the nomination process, to invite nominations from various sectors and individuals.
- d. **Print Media Advertisements** - Eight print media advertisements were published in vernacular newspapers to receive nominations from various parts of the country.
- e. **Support from Partner Organizations** - the team also sought support from partner organizations and consultants, who helped in garnering nominations.
- f. **Designing Award Logo and Publication of Posters** - An award logo was designed in the month of October, which has been subsequently used for all the publicity material developed for the award. Also, posters were printed and put up at various locations in the country to drive the nominations.

- g. **First Jury Meeting** - the first jury meeting [refer Annexure 2] for the award was held on December 15, 2016 at the office of Martha Farrell Foundation. The jury provided useful suggestions for driving the nomination process and supported in establishing contact with potential nominees.

Outcomes:

- a. A total of **125 nominations** (62 in the individual category and 63 in the organization category) were received from **18 states** of India.
- b. A wide variety of individuals (which included activists, media-persons, academicians, sportspersons, artists, government officials and entrepreneurs) and organizations (which included civil society, grassroots, social enterprises, non-profits, academic and media) applied for the award.
- c. A database of this year's nominees has been established, which includes their contact details, area of work and work descriptions.

2. EVALUATION OF NOMINATIONS

After the nominations were concluded on January 20, 2017, the team began the evaluation of the nominations that were received for the two categories. The objective was **to prepare a shortlist of 5-7 candidates for each category, which shall be presented to the jury, for finalizing the two winners.** The evaluation process was divided in four steps, which are briefly explained below:

STEP 1:

- Nominees for both the categories, which did not fit within the initial award criteria (age, number of years of work etc.), were excluded.
- 42 nominees under the individual category were moved to the next step.
- 60 nominees under the organization category were moved to the next step.

STEP 2:

- We sought further information [refer Annexure 3] from the nominees, based on the following criteria:
 - ◇ **Consistency**
 - ◇ **Innovation**
 - ◇ **Outreach**
 - ◇ **Scale-up**
- The nominees were given time till February 7 to provide this information. After the information was received, the team analyzed it according to the aforementioned criteria, to prepare a longlist.
- A long list of **16 nominees** under the individual category were prepared.
- A long list of **20 nominees** under the organization category were prepared.

STEP 3:

- This step was devoted to the due diligence of the long lists for both the categories. The purpose of the due diligence was to objectively evaluate the quality and the consistency of the work of the nominees on the long lists, so that the two shortlists can be prepared.
- The due diligence was carried out by MFF team, PRIA staff, board members and consultants.
- A list of **10 criteria** [refer Annexure 4] were prepared for the individual category, for which each of the nominees on the long list were marked on an evaluation sheet [refer Annexure 5].
- A list of **14 criteria** [refer Annexure 6] were prepared for the organization category, for which each of the nominees on the long list were marked on an evaluation sheet [refer Annexure 7].
- The due diligence was carried out through the following methods:
 - ◇ **Field Visits** - the evaluators visited the nominees at their offices or their field sights, to assess their work.
 - ◇ **Phone Calls** - if a nominee did not have a tangible field sight, the evaluators called them to know more about their work.
 - ◇ **Reference Check** - the evaluators also spoke to the references provided by the nominees, to further ascertain the credibility of their work.
- The process of due diligence was finished by February 28, 2017.

STEP 4:

- The evaluation sheets and the feedback provided by the evaluators was qualitatively assessed by the core team, to prepare a shortlist to be presented to the jury.
- A short list of **5 nominees** for the individual category was prepared for the jury review.
- A short list of **8 nominees** for the organization category was prepared for the jury review.
- The final jury meeting [refer Annexure 8] was held on March 5, 2017, where the jury made the final decision about the two winners, based on Dr. Martha Farrell's values [refer Annexure 9], which are as follows:
 - ◇ **Everyday Practical Actions**
 - ◇ **Personal Example of Change**
 - ◇ **Working with both men and women**
 - ◇ **Institutional Mainstreaming - Changing Systems and Cultures**

3. MARTHA FARRELL AWARD CEREMONY

The Martha Farrell Award Ceremony was scheduled for Friday, April 7, 2017. The purpose of the award ceremony was to **announce and felicitate the two winners** of the first Martha Farrell Award. The award ceremony, which was attended by **250 people**, was structured and planned after detailed consultations with RAF and the jury. The following activities were undertaken to organize the Martha Farrell Award Ceremony:

1. **Venue Booking and Food Arrangements**- Nehru Memorial Auditorium, Teen Murti Bhavan, New Delhi was finalized and booked as a venue for the award ceremony. A caterer was contracted for providing the necessary arrangements for the tea at the award ceremony
2. **Film on Dr. Martha Farrell** - An external agency was hired to script and direct a short film on the life of Dr. Martha Farrell. The film was released at the award ceremony, to open the event.
3. **Films on the Winners** - MFF and PRIA team scripted and directed two short films on the two winners of the awards. These films were also released at the award ceremony, to announce the two winners and their work. Also, these films will serve as future documentation for the Martha Farrell Award.
4. **Trophies for the Winners** - A hand-crafted trophy, with the award logo, was designed by a student and a professor from the College of Art, Delhi University.
5. **Press Conference** - Communicator's India, a PR Agency was hired to manage the print and electronic media coverage of the award ceremony. Also, a press conference was organized on April 6, a day prior to the award ceremony, at the Press Club of India, New Delhi. Nearly 30 journalists attended the press conference, where the panel comprised Dr. Rajesh Tandon, Mr. Rizwan Adatia and the two winners. A compilation of the media coverage received for the event has been attached with this document [refer Annexure 10].
6. **Social Media Publicity** - Extensive social media publicity, through the MFF and PRIA social media platforms was undertaken to publicize the award ceremony. Also, two paid articles were carried out on Youth ki Awaaz, before and after the event, to boost the event publicity. A social media report has been attached with this document for further reference [refer Annexure 11].
7. **Travel for the Winners** - Both the winners (in case of the winner under the organization category, a representative from the organization) were provided with paid travel and accommodation, for attending the award ceremony and the press conference.
8. **Invitations** - An invitation card was printed for the event, which was also circulated on email. Nearly 1500 people were invited for the event. Also, 50 youth leaders from 11 locations in 7 states of India, who are associated with Kadam Badhate Chalo Campaign attended the award ceremony.

9. **Award Ceremony Brochure and Programme Schedule** - A brochure and a programme schedule was designed and published, which were provided at the award ceremony. The brochure provided information about the award, its winners, the award partners and MFF.
10. **Performance by Sonam Kalra** - Sonam Kalra and The Sufi Gospel Project was invited to perform at the award ceremony. Sonam Kalra performed free of cost, but the organizers had to bear the cost of her instrumentalists and the sound system required for the performance.

Moments from the Martha Farrell Award Ceremony



Mr. Rizwan Adatia, Founder-Chairman of Rizwan Adatia Foundation speaking at the Martha Farrell Award Ceremony



Kamla Bhasin, jury member and eminent gender equality activist speaking at the event.



Rakhi Gope, the first winner of Martha Farrell Award "Most Promising Individual" receives the award from the jury and Mr. Rizwan Adatia



Adv. Flavia Agnes, Founder-Director of Majlis Legal Centre, the first winner of Martha Farrell Award "Best Organization for Gender Equality" receives the award from the jury and Mr. Rizwan Adatia



The two winners with the jury, Mr. Rizwan Adatia and MFF board members



Sonam Kalra and The Sufi Gospel Project performing at the award ceremony



Rakhi Gope, winner of the first MF Award speaking at the award ceremony



The youth leaders of Kadam Badhate Chalo enjoying the award ceremony



Mr. Rizwan Adatia interacting with the youth leaders at the award ceremony



Sonam Kalra with the youth leaders at the award ceremony