

MARTHA FARRELL AWARD FOR EXCELLENCE IN WOMEN'S EMPOWERMENT



EXCELLENCE IN
WOMEN'S EMPOWERMENT

NARRATIVE REPORT

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ABOUT MARTHA FARRELL AWARD

The Martha Farrell Award for Excellence in Women’s Empowerment has been instituted to honour Dr. Farrell and her ideals. Launched in October 2016, it is a first-of-its-kind initiative to discover, recognise and honour mid-career individuals and committed institutions, which have made valuable contributions in the areas of women’s empowerment, gender equality or feminism in everyday life.

These individuals and institutions can come from any sector — government, business, industry or civil society; they can belong to any part of the country, rural or urban, but are working with the belief that women’s empowerment or gender equality is an everyday goal. Their strategies can be new or old, regional or national, small or mega, but clearly project their commitment towards women’s empowerment or gender equality within their contexts. Martha Farrell Award is an effort to recognize these different forms of activism and amplify these multiple stories of change.

The annual Award has been jointly instituted by the **Rizwan Adatia Foundation (RAF)** and **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">◆ Any professional of any gender, between 25 and 40 years of age, who is working in government, business, industry or civil society organizations in India.◆ The person has worked consistently for at least past five years to promote women’s empowerment or gender equality within the workplace, at home, in communities, in educational institutions, in society etc.◆ Innovative, practical and comprehensive approaches to social change promoting women’s empowerment or gender equality.◆ Personal example and role model who practices values of feminism in everyday life.	<ul style="list-style-type: none">◆ Any organization, including government, business, industry, educational, health, media, unions, federations or civil society, registered in India or which is a department/center/campaign under a registered organization in India.◆ The organization has been actively implementing systems/procedures/practices which create a gender sensitive and gender equal environment within their own workplace.◆ Such efforts have been consistent for at least past five years.◆ Innovative, practical and comprehensive approaches to cultural and political change within the organization towards women’s empowerment or gender equality.

MARTHA FARRELL AWARD 2017

The inaugural Martha Farrell Award (from October 2016 - April 2017) received a total of **125 nominations** (62 nominations in the individual category and 63 nominations in the organization category) from **18 states** of India, which comprised a wide variety of individuals and organizations. Five candidates for the individual category and eight candidates for the organization category were chosen as the finalists and presented to the jury for their final decision.

Rakhi Gope and **Majlis Legal Center** were chosen as the first winners of Martha Farrell Award. Information regarding the first two winners is provided below.

The first Martha Farrell Award Ceremony on April 7, 2017 was hosted at Nehru Memorial Auditorium, Teen Murti Bhawan, New Delhi. It was attended by 250 people and saw a stimulating performance from Sonam Kalra and the Sufi Gospel Project. Jury member, Kamla Bhasin and Founder-Chairman of RAF, Mr, Rizwan Adatia also graced the occasion with their passionate words and message for gender equality.



Rakhi Gope

Rakhi Gope was chosen as the first winner of Martha Farrell Award 'Most Promising Individual'. She is a resident of a tea estate in Falakata in Alipurduar District of West Bengal, who has been leading the fight against child trafficking in her community for the last 12 years. Rakhi continues to work towards Martha's vision of a gender-just society; she is working closely with the police and the administration in her district, to support the rescue and rehabilitation of trafficked Muslim and tribal girls.



Majlis Legal Center

Majlis Legal Center was chosen as the first winner of Martha Farrell Award 'Best Organization for Gender Equality'. Based in Mumbai, it has defended over 50,000 women in their struggle against domestic and sexual violence and has trained over 4,000 women lawyers on various laws related to women's rights in Maharashtra. With its all-women team, Majlis continues to defend the legal rights of women and provide for an enabling workplace for all its employees.

MARTHA FARRELL AWARD 2018

The key activities undertaken for 2nd Martha Farrell Award from September 2017 - April 2018 are as follows:

1. Nominations
2. Evaluation of Nominations
3. 2nd Martha Farrell Award Ceremony

1. NOMINATIONS

The nominations for the 2nd award began on September 1, 2017 and were concluded on November 30, 2017. A total of **147 nominations** (82 in the individual category and 65 in the organization category) were received from **22 states** of India. The following activities were undertaken to drive the nominations:

- Revision of Nomination Forms** - The nomination forms [refer Annexure 1] were revised to ensure better clarity about the award criteria and to ease the process of nominations.
- Online Nomination Forms** - The forms were uploaded on the website of MFF, for applicants who wish to apply online.
- 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.
- Social Media Promotions** - Active social media promotions on Facebook and Twitter were undertaken during the nomination process, to invite nominations from various organizations and individuals.
- Press Releases** - Two rounds of press releases were circulated between September - October 2018, to announce the nominations for the second Martha Farrell Award. A total of five media appearances were received [refer Annexure 2].
- Support from Partner Organizations** - The team also sought support from partner organizations and consultants, who helped in garnering nominations.
- Stories of Change** - An interview of Rakhi Gope, taken by the MFF team was published on www.sheroes.com in November 2017. The interview documented Rakhi's story of change and how the Martha Farrell Award has supported her in her journey to end child trafficking in her community. The interview was a part of the social media publicity undertaken for driving nominations. It can be read here: <https://sheroes.com/articles/stopping-trafficking-in-north-bengal/Njc2Mg==>

Nominations 2017 to Nominations 2018 - Trends and Changes

2017

- A total of 125 nominations received
- 18 states covered
- No nominations were received from Sikkim and North-East. Lesser number of nominations from states like Jammu & Kashmir, Andhra Pradesh, Telengana, Kerala and Tamil Nadu [refer figures 1 and 2]
- Less than 10% nominations received from men for the individual category [refer figure 3]
- 85% nominations for the organization category received from the non-profit sector. Less than 10% and 2% nominations received from the media and corporate sectors respectively [refer figure 4]

2018

- A total of 147 nominations received. Almost 18% increase in nominations
- 22 states covered
- **Better Regional Diversity** - More number of nominations from states like Jammu & Kashmir, Sikkim, North-East, Andhra Pradesh, Telengana, Kerala and Tamil Nadu [refer figures 1 and 2]
- 25% nominations received from men for the individual category [refer figure 3]
- **Better Sectoral Diversity** - 75% nominations received from the non-profit sector. 20% nominations received from both media and corporate sectors [refer figure 4]
- **Brand Recall** - 25% repeat nominations

Enhanced Diversity on the Jury

With the objective of enhancing the diversity of Martha Farrell Award Jury, two new members were welcomed:

Shubhashish Bhutiani - Shubhashish Bhutiani is an Indian film director, actor, screenwriter and script writer. He made his directorial debut in Bollywood with the film Mukti Bhawan, for which he won the National Film Award – Special Jury Award / Special Mention (Feature Film) at 64th National Film Awards.



Binalakshmi Nepram - Binalakshmi Nepram is a humanitarian, author, and female peace activist for the advocacy of gender rights and women-led disarmament movements with the objective of arresting gun culture and bringing about peace for her home state of Manipur and North East India. She is also known by the epithet "The Face & Voice of North East".

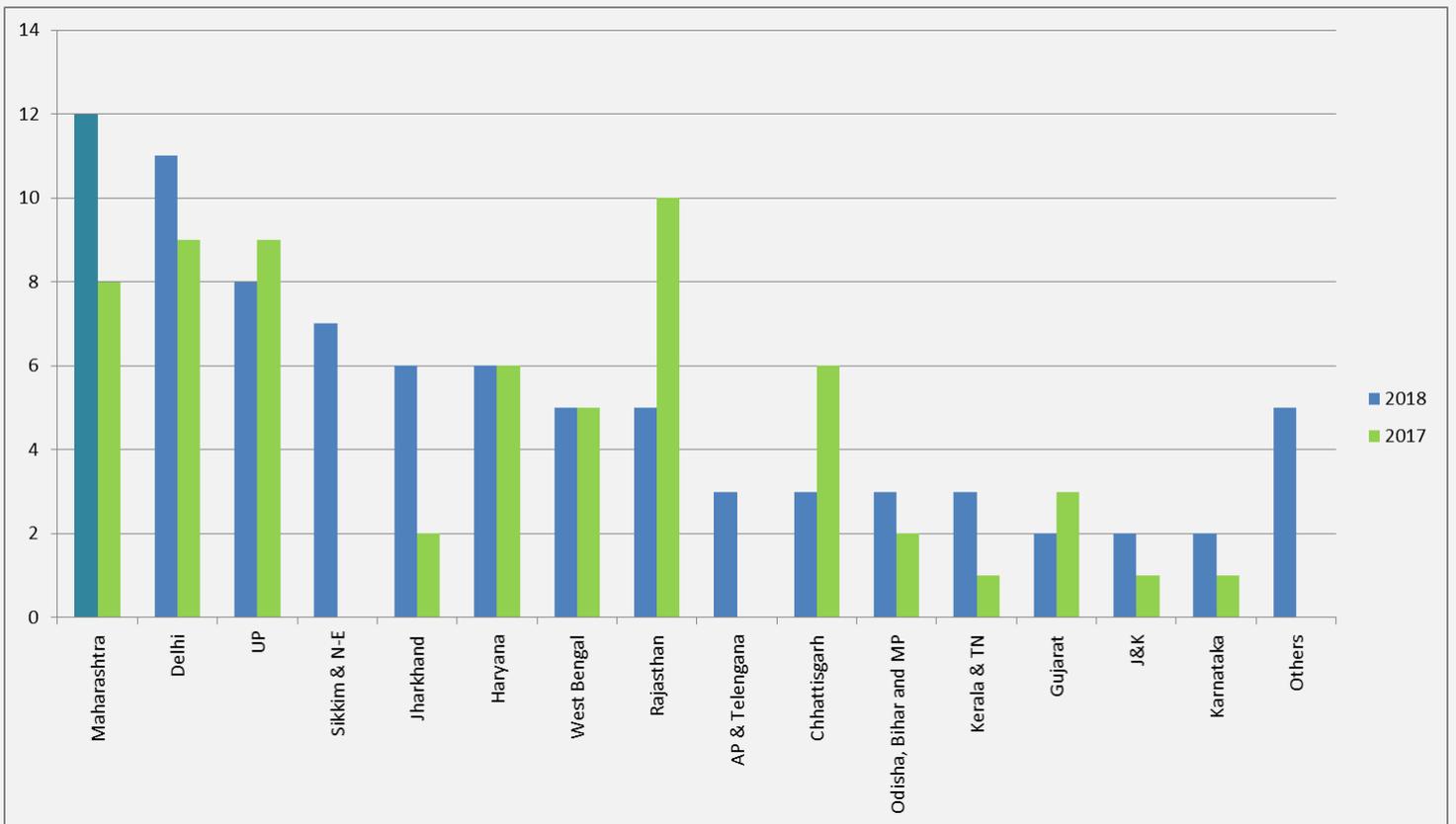


Figure 1: Comparison of state-wise distribution of nominations for the category of ‘Most Promising Individual’ for the years 2018 and 2017

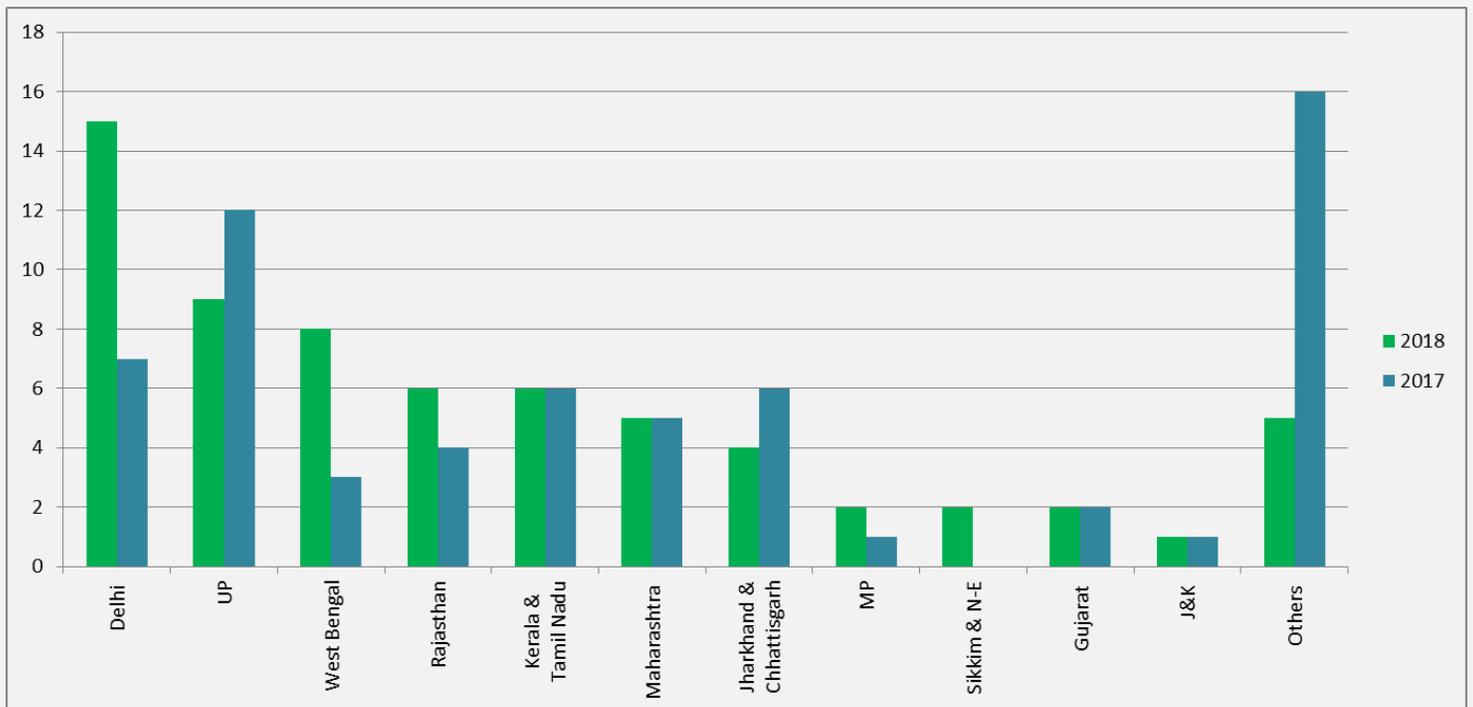


Figure 2: Comparison of state-wise distribution of nominations for the category of ‘Best Organization for Gender Equality’ for the years 2018 and 2017

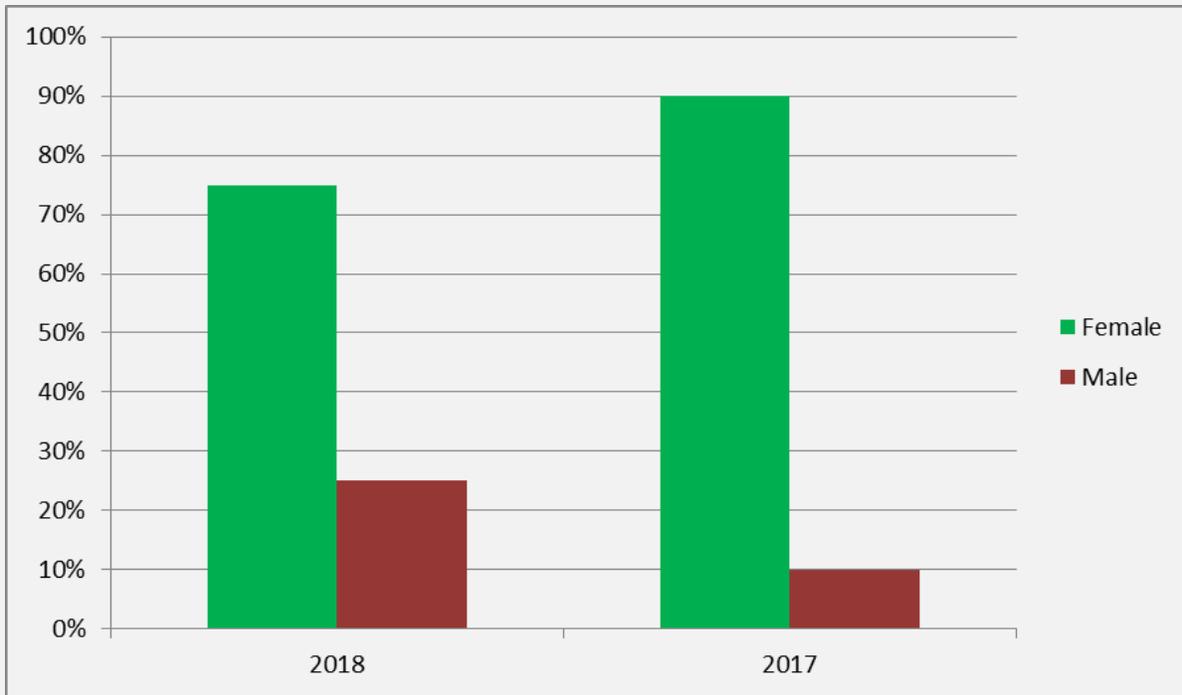


Figure 3: Comparison of sex-wise distribution of nominations for the category of ‘Most Promising Individual’ for the years 2018 and 2017

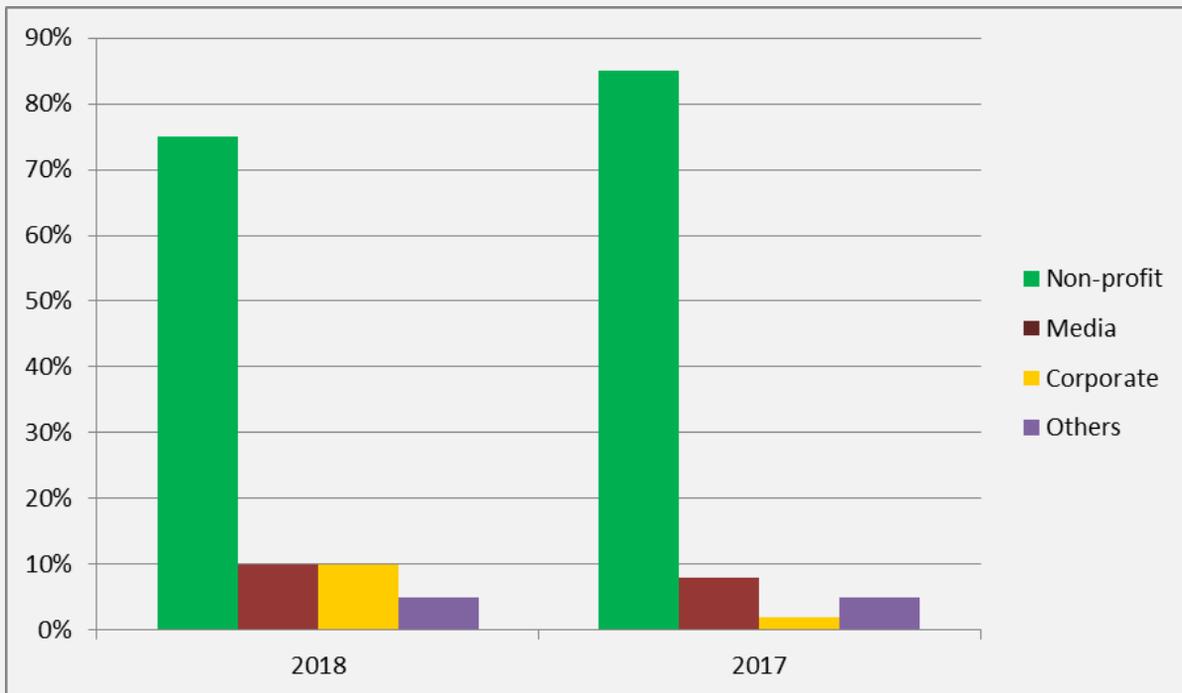


Figure 4: Comparison of sector-wise distribution of nominations for the category of ‘Best Organization for Gender Equality’ for the years 2018 and 2017

2. EVALUATION OF NOMINATIONS

After the nominations were concluded on November 30, 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 the selection of 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.
- **70 nominees** under the individual category were moved to the next step.
- **50 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 additional information was received and reviewed in the month of December 2017.
- A long list of **14 nominees** under the individual category were prepared.
- A long list of **16 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, by visiting the offices or the field sights of the all the nominees. An extensive reference check was also carried out.
- A list of **10 criteria** [refer Annexure 4] were prepared to evaluate the individual nominees.
- A list of **14 criteria** [refer Annexure 5] were prepared to evaluate the organizational nominees.
- The process of due diligence was finished by January 31, 2017.

STEP 4:

- The feedback and evaluation 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 **6 nominees** for the organization category was prepared for the jury review.
- The final jury meeting [refer Annexure 6] was held on February 13, 2017, where the jury made the final decision about the two winners, based on Dr. Martha Farrell's values [refer Annexure 7], which are as follows:
 - ◇ **Everyday Practical Actions**
 - ◇ **Personal Example of Change**
 - ◇ **Working with both men and women**
 - ◇ **Institutional Mainstreaming - Changing Systems and Cultures**
- **Nadiya Shafi** from Srinagar, Jammu and Kashmir was chosen as the winner of 'Most Promising Individual' and **Resource and Support Centre for Development (RSCD)** from Mumbai, Maharashtra was chosen as the winner of 'Best Organization for Gender Equality' [Refer Annexure 8].

3. 2nd MARTHA FARRELL AWARD CEREMONY

On April 25, 2018, at Nehru Memorial Auditorium in Teen Murti Bhawan, New Delhi, the two winners of the second Martha Farrell Award for Excellence in Women's Empowerment were felicitated for their courage and commitment.

The 2nd Martha Farrell Award Ceremony began with a short film on Martha Farrell Foundation, which has been carrying forward Dr. Martha Farrell's spirit and legacy by advancing her pioneering work on gender mainstreaming. The Foundation has also been carrying forward Martha's commitment to work with men and boys to change gendered power relationships in families, communities and workplaces. This was discussed further in a stimulating conversation between Mr. Suheil Farrell Tandon, Executive Director, MFF, Mr. Rizwan Adatia, Founder-Chairman, Rizwan Adatia Foundation and Ms. Poonam Muttreja, Executive Director, Population Foundation of India.



We cannot just limit our activism to protest marches. We have to practice what we preach. If men really stand for gender equality, then they have to practice it in their everyday lives, through simple everyday actions. This might also mean that we will have to challenge what our families and friends believe and practice



Mr. Suheil Farrell Tandon, Executive Director, MFF speaks about how men and boys can practice gender equality in their everyday lives



At the Martha Farrell Award, along with Suheil and Poonam ji, I have had the privilege of raising the issue of gender equality at workplace and outside. The reason why our work with MFA is important to us is because, we cannot aspire for wholesome development without guaranteeing progress for women



Mr. Rizwan Adatia, Founder-Chairman of Rizwan Adatia Foundation speaks about the importance of Martha Farrell Award



MARTHA FARRELL AWARD WINNERS 2018



NADIYA SHAFI

Winner Of 'Most Promising Individual' 2018

"Being a Kashmiri woman, my work has often been subjected to ridicule, censorship and indifference. This award will further help me in amplifying the voices of marginalized Kashmiri women" ~ Nadiya Shafi

Nadiya is a video correspondent from Srinagar, Jammu and Kashmir, who was selected by the jury from a pool of 82 nominations.



Resource and Support Centre for Development
Winner Of 'Best Organization for Gender Equality' 2018

"We have been facilitating women-led organized action, so that these women become leaders in their communities. We thank Martha Farrell Award for recognizing our efforts and will continue to work towards a gender-just society" ~ Malti Sagne, RSCD

Resource and Support Centre for Development (RSCD) from Maharashtra, is a 17-year-old network campaign organization that promotes women's political participation. It was chosen as the winner from 65 nominations.

Martha Farrell Award Ceremony on Social Media



Between April 18-26, a total of **45 posts** were published on Facebook, which earned nearly **70,000 organic impressions** and more than **4,900 user engagements**.

Between April 18-26, a total of **53 tweets** were published on Twitter, which earned nearly **23,000 organic impressions** and more than **800 user engagements**.



Martha Farrell Award Ceremony in News

Cha-Chi, a media relations agency was engaged to generate print media coverage for the award ceremony. A total of **38 media** appearances were received, which included **9 print impressions & 29 online impressions**. These appeared in **top publications** such as **Business Standard, Outlook, India Today, The Tribune, The Asian Age** etc. A compilation of the media coverage received for the event has been annexed with this report [refer Annexure 9]. Also, an **advertorial** was printed in **Delhi Times** on April 25, 2018. It carried a photo of Mr. Rizwan Adatia with the two winners.

Other Highlights from the 2nd Martha Farrell Award Ceremony

- **Films on the Winners** - The MFF team scripted and directed two short films on the two winners of the awards. These films were released at the award ceremony, to portray the work of the two winners.
- **Performance by Trippy Sama** - Trippy Sama, a World Music Project was invited to perform at the award ceremony. They composed a special song for the event to honour the spirit and determination of all the finalists and nominees.
- **Blogs** - Four blogs were published on the MFF website to further enhance the visibility of the award ceremony. The links of these blogs are given below:
 - हम सगी नहीं, पर पक्की बहनें हैं! - <http://www.marthafarrellfoundation.org/blog/हम-सगी-नहीं-पर-पक्की-बहनें/>
 - Connected by Dreams, Not Blood - <http://www.marthafarrellfoundation.org/blog/548-2/>
 - Reimagining an Alternative Reality - <http://www.marthafarrellfoundation.org/blog/reimagining-an-alternative-reality/>
 - वो 3 दिन - <http://www.marthafarrellfoundation.org/blog/wo-teen-din/>
- **Stories of Change** - The MFF team also created and promoted the stories of change of all the 11 finalists on social media and MFF website. These posts witnessed an active engagement from our finalists and nominees. As a result, many of them attended the award ceremony and have expressed interest in engaging further with the award. The Stories of Change can be read here: <http://www.marthafarrellfoundation.org/winner.php#one>

Antargoonj - Voices of Change

KBC Youth Leaders Interact with Mr. Rizwan Adatia



Kadam Badhate Chalo (KBC) is a youth-led programme to end violence against women and girls, which is working in 21 locations in 12 states of India. Since April 2017, KBC has been organizing a national level youth leadership programme, where youth from various locations come together to learn critical skills of leadership, teamwork, communication and community intervention. This year, the national youth leadership programme was christened as "Antargoonj - Voices of Change".

Every year, Antargoonj facilitates various interactions between KBC youth leaders and positive role models from different walks of life. Also, these youth leaders are an important part of the Martha Farrell Award Ceremony. Building their leadership was very dear to Martha's heart; while the award ceremony becomes more spirited with their energy and passion, they also find a platform to learn and engage with positive gender role models.

Last year, the youth leaders were able to briefly interact with Mr. Rizwan Adatia, Founder-Chairman of Rizwan Adatia Foundation at the inaugural Martha Farrell Award Ceremony. Needless to say, the youth leaders were inspired by Mr. Adatia and wished to meet him again. Therefore, on the morning of April 25, an interaction between 40 KBC youth leaders and Mr. Rizwan Adatia was organized at PRIA's head office in New Delhi. These youth leaders belong to 12 different states of India and have been working together to end violence against women and girls in their communities. They discussed their dreams and aspirations with Mr. Adatia, who provided them with critical guidance for their future course of action. Together, with Mr. Adatia, they pledged to bring about gender equality in their homes, communities, schools, colleges and workplaces.



Martha Farrell Foundation and PRIA express their heartfelt gratitude towards Mr. Rizwan Adatia and Rizwan Adatia Foundation for taking the time to interact with the KBC youth leaders and for inspiring them.