

THIRD MARTHA FARRELL AWARD FOR EXCELLENCE IN WOMEN'S EMPOWERMENT



EXCELLENCE IN
WOMEN'S EMPOWERMENT

NARRATIVE REPORT

REPORTING PERIOD: May 2018 - April 2019



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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.

In the first three years of the award, the nominations have come from various sectors — government, business, industry, academia and civil society; from different parts of the country, rural and urban, who are working with the belief that women's empowerment and gender equality is an everyday goal. Martha Farrell Award recognizes these different forms of activism and amplifies these multiple stories of change.

The award is given under two categories, with a prize money of INR 1,50,000 each:

Most Promising Individual

- 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.
- Has been leading by a personal example and role model who practices values of feminism in everyday life.

Best Organization for Gender Equality

- 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 should have been consistent for at least 5 years in recent times.
- Innovative, practical and comprehensive approaches to cultural and political change within the organization towards women's empowerment or gender equality.

SECOND MARTHA FARRELL AWARD 2018

The second Martha Farrell Award (from September 2017 - April 2018) received 147 nominations (82 in the individual category and 65 in the organization category) from 22 states of India, which comprised a wide variety of individuals and organizations. Five candidates for the individual category and five candidates for the organization category were chosen as the finalists and presented to the jury for their final decision.

Nadiya Shafi and Resource and Support Centre for Development (RSCD) were chosen as the winners of the second Martha Farrell Award. Information regarding the two winners is provided below.

The second Martha Farrell Award Ceremony on April 25, 2018 was hosted at Nehru Memorial Auditorium, Teen Murti Bhawan, New Delhi. It was attended by 200 people and saw a soulful performance from Trippy Sama, a World Music Project. A special song for the event to honour the spirit and determination of all the finalists and nominees was also presented by the group. The award ceremony also saw a stimulating conversation between Suheil Farrell Tandon, Poonam Muttreja and Rizwan Adatia on the different ways through which men and boys can support women's empowerment and gender equality.



Nadiya Shafi

Nadiya Shafi was chosen as the winner of the second Martha Farrell Award 'Most Promising Individual'. Armed with her camera and an urge to tell hidden stories, she is defying social norms in her conflict ridden home state of Jammu and Kashmir. For the last seven years, she has been bringing out stories of Kashmiri women, whose lives have been marred by the armed conflict and a patriarchal society. These stories, which are often ignored by the national and local media, are now giving voice to the unseen and unheard women of Kashmir.

Resource and Support Centre for Development (RSCD),

RSCD was chosen as the winner of second Martha Farrell Award 'Best Organization for Gender Equality'. Based in Mumbai, it is a 17-year-old network campaign organization that promotes women's political participation. It was chosen as the winner from 65 nominations. This campaign has successfully pushed for several policy changes to strengthen women's participation and leadership in Institutions of local self governance at Panchayat levels. RSCD encourages all its employees and members to make their personal lives a part of their political and professional lives and transform the gendered status quo within their families, communities and workplaces.



NOMINATIONS FOR MFA 2017 - 2019



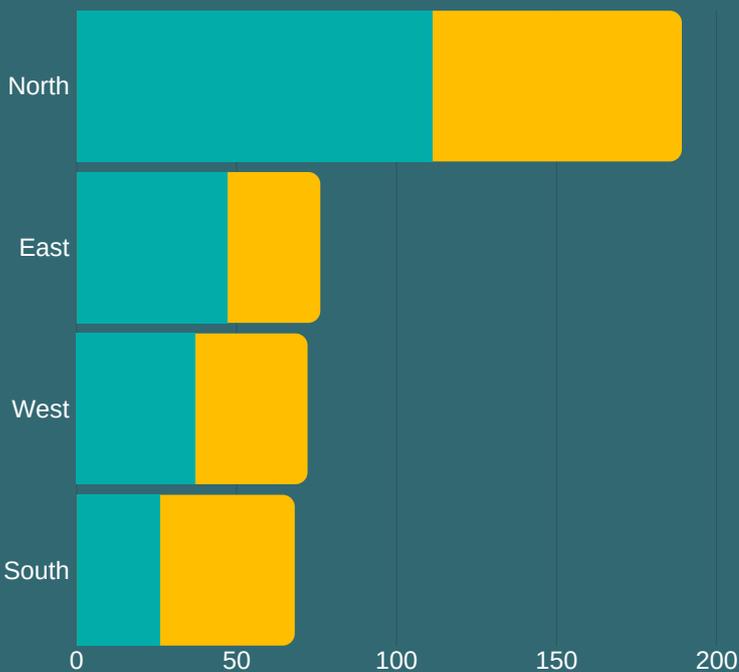
221

Individual
Category



184

Organisational
Category



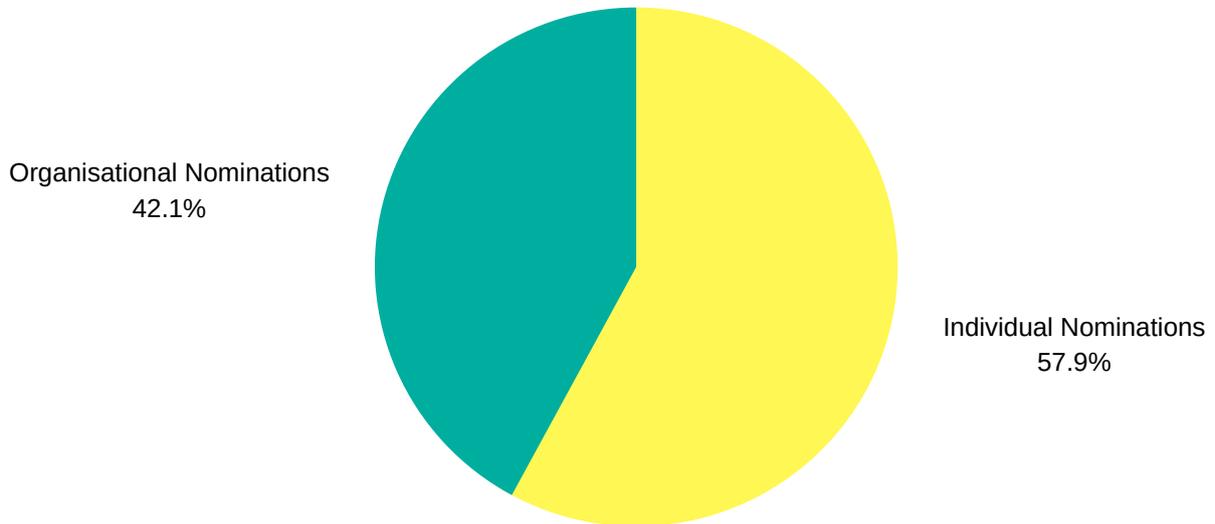
*Number of nominations received in
past three years*



MARTHA FARRELL AWARD
*has received a total of 405
nominations from 24 states of
India, comprising a wide variety
of individuals (social activists,
educators, media-persons,
government officials,
entrepreneurs) and
organisations (community-
based, corporate, non-profits,
academic, media and social
enterprise) in the past three
years.*

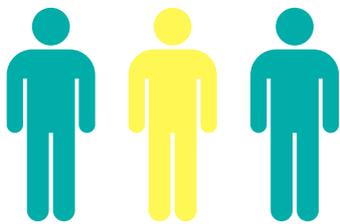
2019

NOMINATIONS

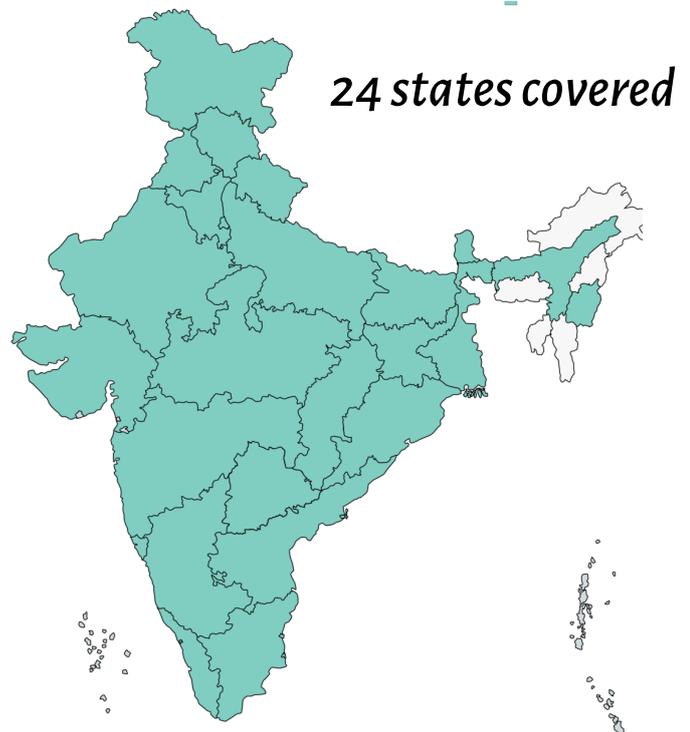


133 nominations received

Better Sectoral Diversity and new nominations- Nominations received from educators, corporates, community-based organization, educators, entrepreneurs, musicians, etc.



21% nominations received from men for the individual category



EVALUATION OF NOMINATIONS

After the nominations were concluded on December 10, 2018, 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 would 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.
- 26 nominees under the individual category were moved to the next step.
- 29 nominees under the organization category were moved to the next step.

Step 2:

- The information further provided [refer Annexure 2] by the nominees was evaluated, based on the following criteria:
 - Consistency
 - Innovation
 - Outreach
 - Scale-up

- The additional information was received and reviewed in the month of December 2018.
- A long list of 12 nominees under the individual category were prepared.
- A long list of 17 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 and field sites of all the nominees. An extensive reference check was also carried out.
- Revised evaluation criterion: A list of 10 criteria [refer Annexure 3] were prepared to evaluate the individual nominees.
- A list of 14 criteria [refer Annexure 4] were prepared to evaluate the organizational nominees.
- The process of due diligence was completed by January 25, 2019.

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 6 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 5] was held on January 29, 2019, where the jury made the final decision about the two winners, based on Dr. Martha Farrell's values [refer Annexure 6], which are as follows:
 - Everyday Practical Actions
 - Personal Example of Change
 - Working with both men and women
 - Institutional Mainstreaming - Changing Systems and Cultures

Manu Gulati from New Delhi, Delhi was chosen as the winner of 'Most Promising Individual' and Mahila Jan Adhikar Samiti (MJAS) from Ajmer, Rajasthan was chosen as the winner of 'Best Organization for Gender Equality' [Refer Annexure 6].

3RD MARTHA FARRELL AWARD CEREMONY



On March 27, 2019, at Auditorium, UNESCO Cluster Office, New Delhi, the two winners of the 3rd Martha Farrell Award for Excellence in Women's Empowerment were felicitated for their courage and commitment.

The 3rd Martha Farrell Award Ceremony began with a short film (<https://youtu.be/3lcY9KYUssc>) on Martha Farrell Foundation's work with youth and how Mohit Chhabra one of the youth leaders in Haryana is using Rap music and sports to bring a change in his community. Martha always believed that without the participation and leadership of our youth, gender equality cannot become a lived reality and it is the youth that are changing the narrative, going outside the box and bringing in new methods to achieve gender equality. Carrying forward her ideals, the foundation has build 3300 youth leaders across 27 locations of 14 states.

This was discussed further in a thought provoking conversation moderated by Nandita Pradhan Bhatt, Director-Operations, Martha Farrell Foundation with four young gender champions from Siliguri, Ajmer, Chennai and Sonipat. While the young panelists shared their personal experiences of their work towards ending gender inequalities in their own families and communities, the focus of the conversation remained on providing a platform for young gender champions to speak about their work and motivate a whole new generation of youth leaders.



"I realized that the problem was not with us but the system, which gives us behavior prescriptions based on biological organs. I realized I had to speak up, so that another Pratyay like me doesn't have to suffer."

-Pratyay Malakar (Youth Leader, Youth-n-Democracy Campaign, Tamil Nadu), addressing the audience during the panel discussion



"Through this award, we get to know hundreds of other people, individuals and organization, throughout the length and breadth of this country, in small towns and villages, who are challenging gender power relations and working towards women's empowerment. Award is not a recognition of what Martha did, but it's the recognition of what hundreds of individuals and organisations are doing."

-Dr. Rajesh Tandon, Founding Member Martha Farrell Foundation, addressing the audience at the 3rd Martha Farrell Award Ceremony 2019

Accept yourself as the way you are, believe yourself and follow your passion!

Pratyay Malakar (Youth Leader, Youth-n-Democracy Campaign, Tamil Nadu)



Be the change, you wish to see in others.

Mohit Chhabra (Animator, Martha Farrell Foundation, Haryana)

Never give up or be afraid of things you believe are right. Keep striving for the change you want to bring!

Sima Sah (Youth Leader, Kadam Badhate Chalo, West Bengal)



There will be times when you will experience the harsh realities of the society, but you should never give up. Keep overcoming those challenges and keep moving ahead in your life!

Sita Cheeta (Youth Leader, Mahila Jan Adhikar Samiti, Rajasthan)

MESSAGES FROM THE YOUTH PANELISTS



A video message addressing the audience, by Mr. Rizwan Adatia, Founder and Chairperson of the Rizwan Adatia Foundation and Chairman of COGEF, was played during the Award ceremony



After the award citations both the awardees, MFF founding members along with the other guest came together and sang songs on women empowerment with zeal and spirit and pledged to make this nation a gender equitable place.

MARTHA FARRELL AWARD WINNERS 2019



"This award is a driving force for me. I am a teacher and it is only in the space of my classroom or my school, where I can bring about a change. But when an award like the Martha Farrell Award recognizes the importance of such a space, it motivates me to keep going and intensify my efforts."

- Manu Gulati, Winner 2019 Most Promising Individual



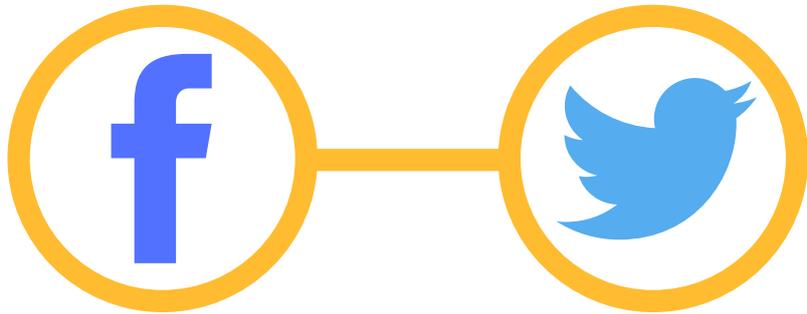
महिला जन अधिकार समिति

MAHILA JAN ADHIKAR SAMITI

"In 2000, when we established Mahila Jan Adhikar Samiti, we were guided by Martha's writings and extensive work on gender mainstreaming within organizations. Her work helped us shape our own work, institutional commitments and practices. This is a very emotional moment for us; we are receiving an award instituted in the memory of that very Martha, who guided us at the time of our inception. Needless to say, the award will help us sustain our work and strengthen our work with youth."

- Mahila Jan Adhikar Samiti, , Winner 2019 Best Organisation for Gender Equality

Martha Farrell Award Ceremony on Social Media



Between March 1-29, a total of 35 posts were published on Facebook, which earned nearly 50,000 organic impressions and more than 7,600 user engagements.

Between March 1-29, a total of 78 tweets were published on Twitter, which earned nearly 65,700 organic impressions and more than 1716 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 71 media appearances were received, which included 8 print impressions & 63 online impressions. These appeared in top publications such as Business Standard, The Asian Age, India Today, NDTV and many others. A compilation of the media coverage received for the event has been annexed with this report [refer Annexure 7].

OTHER HIGHLIGHTS FROM THE 3RD 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. The link to the videos is given below:
 - Martha Farrell Award Winner 2019, Most Promising Individual: Manu Gulati:
https://www.youtube.com/watch?v=SciEVC1O_mk
 - Winner 2019, Best Organization for Gender Equality: Mahila Jan Adhikar Samiti (MJAS)- <https://www.youtube.com/watch?v=xnOj-JCiz64>
- **Performance by Manzil Mystics** - Keeping up with the youthful theme of the ceremony, Manzil Mystics a Delhi based band and an NGO, (working in the field of education, music and development for last 7 years, to make music an instrument of change) gave an inspiring and energetic performance.
- **Videos** - Three testimonial videos were uploaded on MFF Facebook, Twitter and YouTube handle for promoting the journey of the award and generate the enthusiasm among the stakeholders. The link to the videos is given below:
 - Mr. Rizwan Adata speaks about the journey of Martha Farrell Award:
<https://www.youtube.com/watch?v=0Gnm6brY-uc>
 - Ms. Rita Sarin speaks about the journey of Martha Farrell Award:
<https://www.youtube.com/watch?v=nDy69LRhM5w>
 - Mr. Suheil Tandon speaks about the progress of Martha Farrell Award:
<https://www.youtube.com/watch?v=39kexpWuNIU>
- **Blogs** - One blog was published on the MFF website to enhance the visibility of the award ceremony. The link to the blog is given below:
 - तरीकें असंख्य, उद्देश्य एक: <http://www.marthafarrellfoundation.org/blog/tarike/>