

5TH MARTHA FARRELL AWARD FOR EXCELLENCE IN WOMEN'S EMPOWERMENT & GENDER EQUALITY



NARRATIVE REPORT
REPORTING PERIOD: NOVEMBER 2020 - NOVEMBER 2021



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5th Martha Farrell Award Ceremony

November 20th, 2021
India Islamic Cultural Centre, New Delhi



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ABOUT MARTHA FARRELL AWARD

The Martha Farrell Award for Excellence in Women's Empowerment and Gender Equality was 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 five 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.

Instituted by Martha Farrell Foundation in partnership with Rizwan Adatia Foundation (RAF) and PRIA in 2016, in its 5th year, the Awards are now organised through a partnership with Rural Development Trust (RDT) and Participatory Research in Asia (PRIA). The annual award is given in two categories with the prize money of INR 1,50,000 each. In 2020, 'Special Jury Awards' were introduced in each category with the prize money of INR 1,00,000 each, under the aegis of our esteemed jury member Feizal Alkazi.

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 or which is a department/center/ campaign registered 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

4TH MARTHA FARRELL AWARD 2020

The fourth Martha Farrell Award, supported by Participatory Research in Asia and Rural Development Trust, received 149 nominations (89 in the individual category and 60 in the organisational category) from 20 states in India, which comprised a wide variety of individuals and organisations.

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. The jury comprised Dr. (Mrs.) Pankaj Mittal, Dr. Rajesh Tandon, Nandita Tripathi, Mocho Ferrer, Feizal Alkazi, Deepthi Bopaiah, and Namita Bhandare.

Initially scheduled to be held in April 2020, the 4th Martha Farrell Award Ceremony was postponed due to COVID-19 and held virtually on October 10, 2020. The winners, Mamta Singh and Rural and Environment Development Society (REDS) were felicitated in their hometowns in Lucknow and Anantapur respectively, with the help of our partners Sahbhagi Shikshan Kendra and Rural Development Trust.

The Special Jury Awardees, Vaishali Jethava and Association for Social and Human Awareness (ASHA), were also present during the virtual event, to share their inspiring stories with nearly 600 viewers who tuned in from various corners of the world. Information regarding the four winners are provided below.



4TH MARTHA FARRELL AWARD 2020: WINNERS



MAMTA SINGH (Gender Activist, Lucknow)

Over the past ten years, Mamta Singh has worked with reputed organizations in Lucknow where she is based, including Humsafar Foundation, Sahayog and AALI, to develop and lead initiatives capacitating at-risk women through vocational education, creating safe spaces for survivors, besides helping them acquire justice.

RURAL AND ENVIRONMENT DEVELOPMENT SOCIETY (REDS, ANANTPUR)

A gender-rights organization with a green conscience, Rural and Environment Development Society (REDS) capacitates and collectivizes women farmers of rural Andhra Pradesh and supports survivors in their midst. Established in 1996, the organization works in villages in and around Anantapur, providing psycho-social, economic and legal support to survivors of human trafficking and domestic violence.



VAISHALI JETHAVA (Gender Educator, Mumbai)

Vaishali Jethava is a 25-year-old gender activist who works with youth from vulnerable communities in Mumbai, to ensure that they complete their studies in schools that are gender-sensitive. She leads The Gender Lab's Blue Ribbon Movement and founded the Avanti Young Leadership programme which trains Fellows to become agents of literacy in their community.

ASSOCIATION FOR SOCIAL AND HUMAN AWARENESS (ASHA, RANCHI)

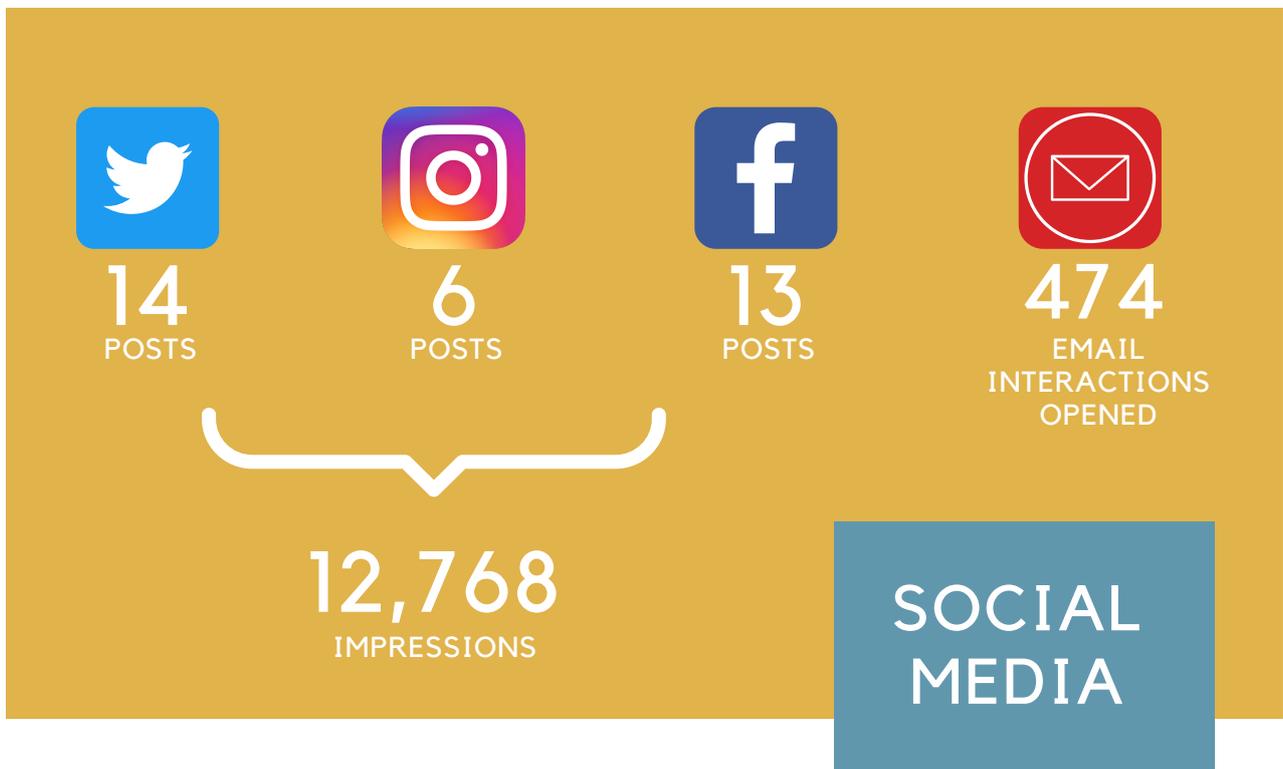
Besides its notable commitment to eliminate witch-hunting in rural Jharkhand, ASHA empowers indigenous girls and women with awareness, education, vocation skills, livelihood opportunities, as well as rehabilitation and safe shelters for survivors of practices such as polygamy, dowry, domestic abuse and trafficking.



5TH MARTHA FARRELL AWARD: COMMUNICATIONS

Several strategies were employed to acquire nominations from a diverse audience. The strategy involved social media posts, translation work, dynamic email interactions, Facebook ads, garnering support from both online and offline influencers, and planning editorial content for information dissemination.

Each had varying results, and also improved understanding of new media platforms and people's online behaviours – particularly useful for communications for the awards going forward.



The Martha Farrell Foundation interacts with 3,002 users on Facebook, 1,395 on Twitter, and 375 on Instagram. While the numbers may seem small, the online community has been active. MFF was also able to enlist the help of Open Call India, a collective for arts and culture. They support the call for nominations, reaching out to their 8000-strong following.

As of March 2021, 200 interactions were opened with users on Facebook, Instagram, and Twitter.

This year, the commitment to inclusive processes was taken up a notch.

To ensure a shift beyond the already-established urban, middle-class, English-speakers in the development sector, **outreach began in regional languages**, including Telugu, Urdu, and Hindi. Communication in Bangla, Malayalam, Tamil, Marathi, and Punjabi are underway. In true participatory style, friends and colleagues fluent in these languages were enlisted to help.

These new-found translators, many of whom were associating with MFF for the first time, said they were happy to be involved in a process tied to gender equality!

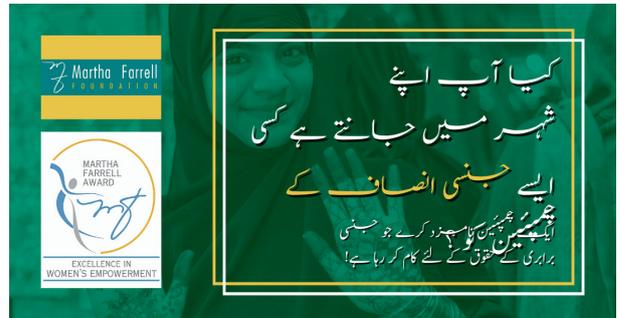
Two separate mailers were designed with a call for nominations. The first was sent to MFF database on Dec 2, 2020. To reach as many people as possible, and also make sure no one had missed out the first time around, the second mailer was sent on March 1, 2021. More than 60 requests for forms followed. In the meantime, more contacts were culled from the personal networks of some MFF and PRIA staff members.

- 36 Youth-N-Democracy Fellows were contacted
- Through our association the Embassy of the Netherlands in New Delhi, 12 promising persons and organisations were contacted.
- Through Martha Farrell Foundation's own associates, 48 more contacts were looped in.
- More than 40 LGBTQ and feminist entities were also contacted.
- Website contact forms were used to invite 37 organisations working in diverse areas .
- Our association with NAPSWI yielded new interactions with 4 higher education institutions

In the first round of calls, Bhagat Phool Singh Mahila (BPS) Vishwavidyalaya in Sonipat, Haryana, nominated itself for the Institutional Award. Determined to create space for more such HEIs, requests went to others like Christ University (Bangalore), IITs and IIM, Kamla Nehru College (Delhi), Jesus and Mary College (Delhi), Model United School (Guwahati), and received strong nominations from each of them.

A total of 474 interactions were opened via email.

Utilizing Facebook ads in English and regional languages, 1.2 lakh users were reached. There is much optimism that this reach will double as more ads are released. About 200 Facebook users requested more information about the award. Nominations forms were sent accordingly.



There was success in capturing the online followings of Jury Members, PRIA Founder-President Dr. Rajesh Tandon, and MFF Director Nandita Bhatt, who amplified the call for nominations on their social media handles.

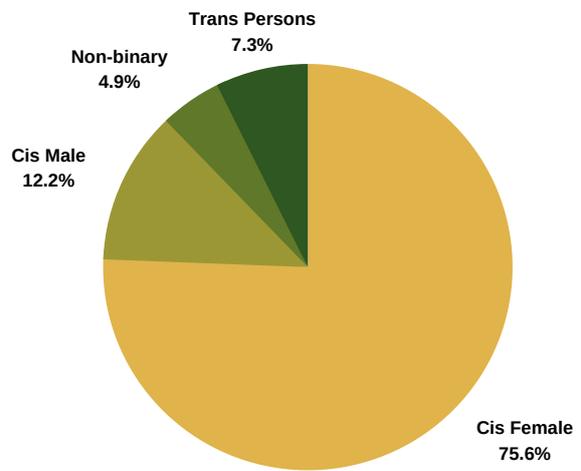
NOMINATIONS FOR 5TH MARTHA FARRELL AWARDS 2020-2021

The nominations for 2021 award closed on January 10th, 2021. A total of 120 nominations (66 nominations in the individual category and 54 nominations in the organization category) from 22 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).

66

NOMINEES FOR INDIVIDUAL AWARD

Nominations in the individual category represented diverse gender identities, with a majority of cis-female nominees.



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NOMINEES FOR THE ORGANIZATIONAL CATEGORY

Nominations came from trade unions and grassroots organisations as well as large conglomerates and globally recognized non-profits.

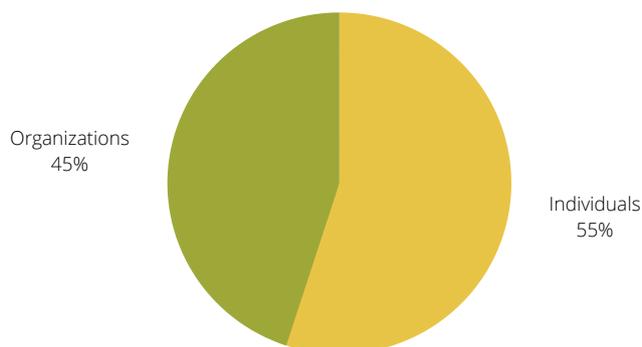


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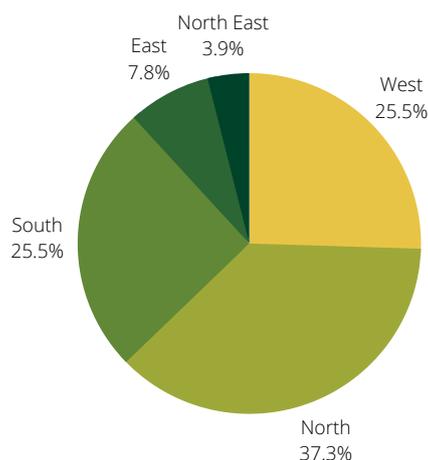
STATES

Widespread geographical outreach covering most regions of the country

5TH MARTHA FARRELL AWARD: NOMINATIONS



BREAK UP BY CATEGORY



BREAK UP BY REGION

Several transgender and non-binary people were also nominated this year

The first institutional nominee from Itanagar, Arunachal Pradesh, was received

Nominations for the 5th Martha Farrell Award have been received from diverse sectors – businesses, academia, universities, and much more - and diverse people.

MATERNAL HEALTH

SRHR

DIGITAL ADVOCACY

WOMEN'S HISTORY

WOMEN'S EDUCATION

ENTREPRENEUR

FINANCIAL LITERACY

LGBTQ ACTIVISM

ART & CULTURE

ENVIRONMENT RIGHTS

AGRICULTURAL

CAPACITY BUILDING

HANDICRAFTS

MENTAL HEALTH

EVALUATION OF NOMINATIONS

After the nominations were concluded on January 10th, 2021, the evaluation of the same for the two categories began.

The objective was to prepare a shortlist of 5 individuals and 6 organizations for each category, which would then 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: Long-list Prepared

Nominees for both the categories, which did not fit within the initial award criteria (age, number of years of work etc.), were excluded.

- 55 nominees under the individual category were moved to the next step.
- 47 nominees under the organization category were moved to the next step.

STEP 2: Shortlist Prepared

We sought further information from the nominees, based on the following criteria:

- Consistency
- Innovation
- Outreach
- Scaling-up/Plans for Expansion

The additional information was received and reviewed in the month of July 2021. A shortlist of 12 nominees in the individual category was prepared. A shortlist of 14 nominees in the organizational category was prepared.

STEP 3: Due Diligence

This step was devoted to the due diligence of the shortlists 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 shortlists, so that the top 5 individuals and top 6 organizations could be prepared for jury review. The due diligence process was carried out by teams from Martha Farrell Foundation, Participatory Research in Asia, and Rural Development Trust. The process included:

- Interviews and Field visits
- Online interviews through Zoom
- Reference Checks

A questionnaire with 14 criteria [refer annexure] was prepared to evaluate the individual nominees. A questionnaire with 15 criteria [refer annexure] was prepared to evaluate the organizational nominees. The process of due diligence was finished by August 25th, 2021.

STEP 4: Jury Review

Step 4A: The feedback and evaluation provided by the due diligence team was qualitatively assessed by the core team, to prepare a shortlist to be presented to the jury.

A short list of 5 nominees in the individual category and 6 nominees in the organisational category was prepared for the jury review.

Step 4B: The final jury meeting was held on September 11, 2021, where the jury made the final decision about the four winners, based on Dr. Martha Farrell's values, which are as follows:

- Everyday practical actions (feminism in everyday life)
- Personal examples of change
- Working with both men and women
- Institutional gender mainstreaming
- Changing systems and cultures

MARTHA FARRELL AWARD JURY

2020-2022

In 2021, the annual award was jointly instituted with Rural Development Trust (RDT) and PRIA.

A new jury for 2020-2022 was also constituted and announced in 2019. The jury convened on September 11, 2021, to deliberate on the top finalists.

The Jury members appreciated the wealth of diversity that the nominees represented. Feisal Alkazi, our esteemed jury member also remarked, "This year, we have made a conscious decision to go beyond and reach out to communities that have been marginalized historically. The amazing grit and determination of the winners against all odds, working in relatively unknown parts of India is remarkable. We seem to have better reached Gandhi's goal of 'reaching out to the last (wo)man.'"



DR. RAJESH TANDON
FOUNDER-DIRECTOR, PRIA



NAMITA BHANDARE
JOURNALIST & WRITER



DR. PANKAJ MITTAL
SEC. GEN., ASSOCIATION OF
INDIAN UNIVERSITIES



MONCHO FERRER
DIRECTOR, RURAL
DEVELOPMENT TRUST



FEISAL ALKAZI
THEATRE DIRECTOR



DEEPTHI BOPAIYAH
EXECUTIVE DIRECTOR,
GOSPORTS FOUNDATION

5TH MARTHA FARRELL AWARD - WINNERS 2021

MOST PROMISING INDIVIDUAL



DEEPA PAWAR
NT-DNT GENDER ACTIVIST,
MUMBAI, MAHARASHTRA

"Platforms such as this give much needed credibility and representation to grassroot voices. As one of the very few Nomadic & Denotified Tribe young women leading feminist work on the ground, being recognized by this award means a lot. It will amplify our voices at the national level to represent our otherwise invisibilized, stigmatized communities - both our unique problems as well as strengths. This award will help further women's leadership from such highly deprived backgrounds."

BEST ORGANIZATION FOR GENDER EQUALITY



**SHAHEEN WOMEN'S RESOURCE AND
WELFARE ASSOCIATION,
HYDERABAD, TELANGANA**

"We believe in gender equality and a comprehensive approach to cultural and political change. Empowering women is the basis of our work. We work with women from marginalised communities and would like to wipe out the patriarchy and poverty from the face of the earth. The prestigious Martha Farrell Award has given us recognition, strength and encouragement to fulfil our dream of equality."

SPECIAL JURY AWARD WINNERS



SUMAN DEVATHIYA
DALIT WOMEN'S RIGHTS ACTIVIST,
JAIPUR, RAJASTHAN



SAPPHO FOR EQUALITY
KOLKATA, WEST BENGAL

5TH MARTHA FARRELL AWARD CEREMONY ¹⁴



The 5th Martha Farrell Award ceremony was held on November 20, 2021, at the India Islamic Cultural Centre Auditorium (Lodhi Garden, New Delhi). The four winners in the 'Most Promising Individual', 'Best Organization for Gender Equality', 'Special Jury Award (Individual)', and 'Special Jury Award (Organization)' were given recognition and felicitated during the ceremony.

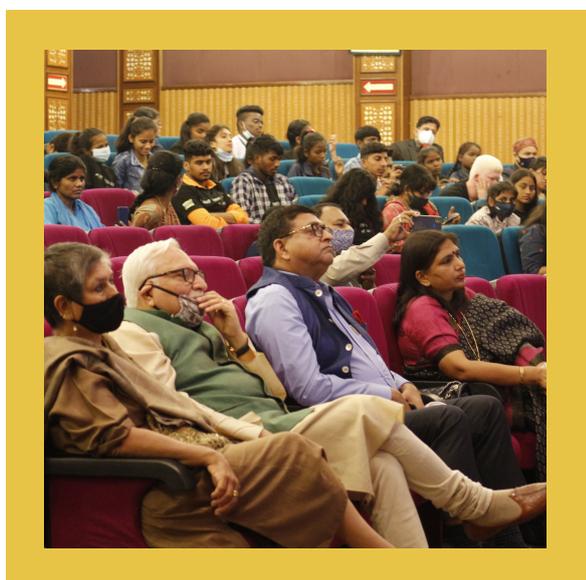
Beginning with a tribute to Late Kamla Bhasin, who served as a Jury member for the Martha Farrell Award between 2017-2019, a short film was played. Following the tribute, Shikha Ghildiyal (a friend of Dr. Martha Farrell, and an experienced development worker) presented the award for 'Most Promising Individual' to Deepa Pawar. Dr. (Mrs.) Pankaj Mittal, Secretary General of the Association of Indian Universities was then invited to present the Special Jury Award to Suman Devathiya.

Guest of honour and jury member Dr. (Mrs.) Pankaj Mittal also delivered a well-appreciated address to the audience, highlighting the work of the award winners, and her personal connection with Dr. Martha Farrell.

The Award for 'Best Organization for Gender Equality' was presented to Shaheen Women's Resource and Welfare Association by B. Pushpama, Regional Director of Rural Development Trust. Following this, the final 'Special Jury Award' (organisation) was presented by Sujeet Sarkar, CEO of Rizwan Adatia Foundation to Sappho for Equality.

A thread that links both our organizational nominees is that they are both women-led organizations, and to carry forward the important conversation, a panel discussion on 'Women Take the Lead' was held after all awards were presented. This enlightening discussion moderated by Dr. Kaustuv Kanti Bandyopadhyay (Director, PRIA). The panellists included Koyel Ghosh (Managing Trustee, Sappho for Equality), Jameela Nishat (Founder and CEO, Shaheen Women's Resource and Welfare Association), and Nitika Pant (Secretary, Sakar). Focusing on themes of challenges, support systems, and inspirations for these women-led organizations, the panel discussion was well appreciated.

The award ceremony concluded with a musical performance by Manzil Mystics. Manzil Mystics a Delhi based choir-band and 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, after which Dr. Rajesh Tandon, Chairperson of Martha Farrell Foundation delivered the closing address.



5TH MARTHA FARRELL AWARD CEREMONY



Deepa Pawar receiving the Award for 'Most Promising Individual' from Shikha Ghildyal. In her acceptance speech, Deepa noted that, "The Societal structure is such that it teaches us to marginalize and invisibilize certain communities. *Naariwaad ke bheetar jo marginalisation and intersectionality hai, uske liye main katibadh hu*, and we will continue to work for people's identity and dignity."



Shaheen Women's Resource and Welfare Association receiving the Award for 'Best Organization for Gender Equality' from B. Pushpama (Regional Director, Rural Development Trust). Accepting the Award, Jameela Nishat (Founder and CEO, Shaheen Collective) said "We need to work towards eliminating violence in the home and outside. Harmony in the society is important."

5TH MARTHA FARRELL AWARD CEREMONY



Special Jury Awardee in the Individual category, Suman Devathiya receives the Award from Dr. (Mrs.) Pankaj Mittal (Secretary General, Association of Indian Universities). Receiving the Award, Suman Devathiya said, "Being a woman, a dalit or belonging to a backward caste and working for the rights of such community is a threat to one's character and life. We work towards upholding our constitution, making the society free from caste and gender- based violence and discrimination, to encourage and promote women's leadership and a gender equal society."



Special Jury Awardee in the organizational category, Sappho for Equality receives the Award from Sujit Sarkar (CEO, Rizwan Adatia Foundation). Koyel Ghosh (Managing Trustee, Sappho for Equality), said, "A woman; A Dalit Woman; A Dalit Muslim Woman; An LBT Dalit Woman— this represents the layers of marginalization and discrimination that needs to be eliminated, and we will continue to work on it till our last breath!"

5TH MARTHA FARRELL AWARD CEREMONY KEYNOTE SPEAKERS



“The Martha Farrell Award is not adorning the activist winners but the winners are adorning the award. Martha lived women empowerment in her life. Women empowerment is not about negating men but making sure that women are not negated and marginalized. It is about enabling them to fight for their rights and in the process become decision makers of their own lives.”

Dr. (Mrs.) Pankaj Mittal
Secretary General,
Association of Indian Universities



“We believe that today, more than ever, there is a need to recognize and celebrate the outstanding contributions of individuals and organizations who are inspiring others in creating equitable societies around us. As our co-founder, Vicente Ferrer, once said: “I have faith in people and their capacity for action”, and this partnership between MFF, PRIA, and RDT is an example of it.”

B. Pushpama
Regional Director,
Rural Development Trust



5TH MARTHA FARRELL AWARD CEREMONY IN PRESS AND ON SOCIAL MEDIA



Between 18th December 2020, and 20th November 2021, a total of 86 posts and stories were published on Instagram, which garnered around 834 user engagements. Cactus Juice, a digital media agency was engaged for posting on social media between 13th to 22nd November 2021. Altogether, Martha Farrell Foundation's Instagram page has garnered 100 new followers through posts for the Martha Farrell Award and Antargoenj.

Between 16th November 2020, and 20th November 2021, a total of 53 Tweets on the Award ceremony were published on Twitter, which earned >300 retweets, 59,784 organic impressions and more than 2700 user engagements.

Four films on the winners were shot and screened (page 20), along with a short film for Kamla Bhasin's speech at the first Martha Farrell award Ceremony in 2017 and another short film on Martha Farrell Foundation. One video of the highlights of the award ceremony was also edited and uploaded to YouTube. These films were created by Saroj Sahu, a independent videographer, who has been associated with PSD, PRIA and MFF in various capacities in the past.

Between 2nd November 2020 and November 20th, a total of 27 posts were published on Facebook, which earned 24,998 organic impressions and more than 1690 user engagements.



Between 15th November and 3rd December, Martha Farrell Award appeared in 33 print publications across Delhi, Hyderabad, Mumbai, and Kolkata. 11 articles also appeared in online formats. One article was also published by the online platform 'Feminism in India'. PR Agency Cha Chi was engaged for publicising the Martha Farrell Award.

OTHER HIGHLIGHTS FROM THE MARTHA FARRELL AWARD CEREMONY

The Award ceremony was live-streamed on Martha Farrell Foundation's YouTube Channel by 360 Streaming Solutions, which has earned 732 views till date.



5th Martha Farrell Award Ceremony: Winners' Videos



Highlights from the ceremony can be viewed below:





Martha Farrell Award for Excellence in Women's Empowerment

Due Diligence Process

General Comments

1. As a part of the due diligence process, it would be ideal if you can see the work of the nominees first-hand. We invite you to request the nominees to take you for community/field visits or be a part of their training programmes.
2. You will have to evaluate the nominees against a certain set of guiding questions. These questions are different for individual nominees and institutional nominees. They have been provided below for your reference. It is imperative that we are able to cull out clear information about the nominees as per these questions. Any additional information given is also helpful.
3. Based on your meeting/visit, we request you to send us a short write-up on your observations/new information received of/about the nominee. Your observations will help us to select the finalists of the award and present them for the jury's consideration.
4. Please remember to click some photographs of the nominee when you visit them and send it to us with your write-up.

The questions for evaluation are mentioned below (Please note down the answers in this document, below the questions):

Senior Leadership-

1. How did the organization start? Who started it and who were the first founding members of the organization? What is the current leadership of the organization (both governing board and senior leadership) and how did this leadership come about?
2. What is the exact geographical spread of their work and which communities are they working with directly? What is the total programmatic outreach of the organization?
3. What is the total team strength of the organization? What is the gender makeup of the team? Where are the team members from and how are they recruited?

4. How is organization's commitment to gender mainstreaming reflected in its internal structures, programmes, partnerships and collaborations? How is it influencing its stakeholders (like partners, vendors, government institutions, media etc.) to also become committed towards gender mainstreaming.
5. Plans to scale up.
6. How is the organization engaging with men and boys?

Mid-Level Management-

7. Does the organization have a gender and POSH policy? If yes, then how old are the policies and how did these policies come about? How are these policies mainstreamed in the day to day activities of the organization?
8. If the organisation works with gender based violence (prevention and protection), what are some of the measures taken to ensure that the employees feel safe, both physically and psychologically?
9. Has the organization maintained adequate activity reports and audit reports for the last three years?
10. How is the organization capacitating its team to work towards gender mainstreaming?
11. Have the team members also undergone a personal change during their journey with the organization?
12. How do they showcase/record/share/document their work (social media, reports, documents, media coverage)?

All-

13. (Optional/if time permits) Gather a group of 5 employees, including leadership and ask to be seated in the shape of a circle. Invite all participants to reflect on the following question "Look back at the last three years of your work. What do you think is the most significant change that has taken place in the lives of women/girls as a result of your work?" Invite each participant to then share the story that they have thought about. After each person has shared, invite all to discuss and select one of those stories collectively, that they all agree is the most significant story of change.

Interviewer Observations-

14. Note any arrangements that have been made within the organisation that promote gender equality (for example, are there provisions for disposing sanitary napkins in the bathrooms? Are bathrooms accessible for all?)
15. Note the relational behaviours and patterns between senior leadership, mid-level management and employees, and non-programmatic staff.

Additional Observations-

Photos Taken (With Captions)-