Gender Barabar
National Photography Competition 2012
organised by Jagran Pehel
As said by Diane Mariechild “A woman is the full circle. Within her is the power to create, nurture and transform.” Yet even after 65 years of India’s independence, our country is still within the shackles of gender discrimination. Everyone is quite aware of the statistical data relating to sex ratio. High rate of female foeticide, divorces due to infertility and incapacity to deliver male child just proves the same. Women suffer discrimination from cradle to grave. No doubt government has taken many steps to bring positive change but the problem still persists because the mentality of people is still the same. It’s time to change the mentality and not policies.

A change has to be brought in this direction and Gender Barabar- a pan India photography contest on Girl Child from Jagran Pehel is just this initiative to create awareness among young minds of the country on the issue. As a picture is worth a thousand words, the campaign aims to capture a different perspective on the theme of Girl Child through the eyes of a lens.

The first edition of Gender Barabar - National photography competition 2012 has been a learning experience for all of us. The theme of the competition holds even more significance in the scenario of skewed sex ratio in many parts of the country. As an initiative towards women empowerment and Gender equality, Jagran Pehel has taken up the issue so that the message can reach to the masses at large with the support of large media plexus of Jagran Group. Despite a rigorous selection criteria to encourage serious participation, the overwhelming response through 635 entries within a short span proves the enthusiasm of the photographers.
A special mention of our partners like Basil International Ltd, Van Vrindavan Constructions Pvt Ltd, URO Group, Prachi Gas bottling Pvt Ltd and Adhunik Group of Industries for their support in the campaign. In this journey, the incessant support of Radio Mantra and all the verticals of Jagran Group has been really instrumental in the successful implementation of the campaign.

The initiative would not have been a success without the guidance and mentorship of our distinguished Jury Members like Mr. Raghu Rai (a living legend in the field of photography), Mr. Tarun Khiwal (Fashion Photographer), Mr. O.P Sharma (Faculty, Triveni Kala Sangam), Mr. Anurag Batra (Chairman and Editor-in-Chief, exchange4media), Mr. Rajat Ray, Senior Advocacy and Communications Officer, United Nations Population Fund (UNFPA) and Mr. Abhimanyu Mishra (Creative Director, Vishaka Communications).

With an encouraging support of all partners coupled with an extravaganza of enthusiasm from contestants from across the country, the contest has been able to set a bench mark that will be taken to a larger level in the years to come.
Distinguished Jury Members:

A living legend in the field of photography 'Padmashree' Raghu Rai believes that India being a multi-lingual, multi-cultured and multi-religious society, the images must speak these complexities through a multi-layered experience. For his inexplicable contribution to the world of photography, he was awarded the "Photographer of the Year" in the United States for the story "Human Management of Wildlife in India" published in National Geographic in 1992. In 2009, he was conferred the award of Officier des Arts et des Letters by French Government. He has been an adjudicator for World Press Photo Contest, Amsterdam and UNESCO’s International Photo Contest for many times.

Mr. Tarun’s simplistic approach to photography combined with a touch of glamour is what characterizes his personal style that has been constantly setting benchmarks in the fashion and advertising circuits of India for many years. Mr. Tarun has had no formal education in photography; however he has been the inspiration for many young photographers. 18 years of relentless experimentation and perseverance has made the photographer, Mr. Tarun Khival, who has won numerous awards in photography and is the first and only photographer in India to be, honored with the coveted Hasselblad Masters Award as well as featured in Tom Ang's book 'The Complete Photographer' as one of the twenty superb professional photographers from around the world.
Distinguished Jury Members:

An alumni from MDI Gurgaon, Mr. Anurag Batra is an entrepreneur, journalist, internet evangelist and media expert all rolled into one. Mr. Batra is the Chairman and Editor-in-Chief of ‘exchange4media’ Group that includes ventures like PITCH Impact, Franchise Plus, Realty Plus and www.samachar4media.com. He is also a member of the Sales & Marketing committee of the Delhi Management Association and on the Executive Committee of the Association of Indian Magazines (AIM). Mr. Batra also writes a widely-read monthly column “Enterprisingly Yours” for the entrepreneurship Magazine DARE. Recently DARE magazine featured Mr. Batra among the ‘Inspiring 50 Entrepreneurs’.

India’s one of the most distinguished photo artists, Mr. O.P Sharma has been a pioneer in the field of modern experimental photography in India. He is a perfectionist to the core and has a sharp incisive vision and imagination to translate ideas and thoughts into superb pictures which are highly aesthetic and technically par excellence. Amongst many awards that he been conferred with, he has won the grand prize in the world photo contest organized by The Saturday, review of the New York. He has also represented India in the ‘100 Photo Masters of the World’ USSR. His books on photography have created a history in India and are always in great demand in India and neighbouring countries amongst amateurs and professionals.
Distinguished Jury Members:

Mr. Rajat Ray brings along with him over 18 years of experience in Corporate and Product Advertising, followed by 9 years as an advocacy and communication specialist in the Development Sector. He has a multi-sectoral experience in the development sector, spanning Healthcare & Family Welfare, Agronomy & Agribusiness, Education & Training, Adolescents & Youth, Art & Culture, Environment, and Water & Sanitation. He has been instrumental in conceptualisation and launch of Sarva Shiksha Abhiyan, the flagship programme for achievement of universalization of elementary education in India. As a member of IPPF’s global Communications Affinity Group, Mr. Ray has facilitated a 152-country organizational re-branding process through a unified communications strategy.

Mr. Abhimanyu Mishra is the founding partner of the brand-consulting firm Vishaka Communications. He has worked on brands like Nescafe, Milkmaid, Maggi, Sony, General Motors, Microsoft, Dettol, Harpic, Rotomac, Parker, Nike, Dabur and Dainik Jagran apart from his diversified exposure in international markets. He has worked as creative director with organizations like McCann Erickson, Everest Brand Solutions and TBWA. He has scripted and directed over 150 TV Commercials.
Top 30 Reflections of Gender Barabar

Gossip
Photographer: Mr. Rabin Chakraborty

Modern Girls Ruling The World
Photographer: Mr. Anand Kumar Singh
Top 30 Reflections of Gender Barabar

Tough job in tough area: where you cannot walk properly alone, but this type of hard work—a lady carrying a cylinder full of gas

Photographer: Mr. Rajan Chandel

A batch of girls undergoing rigorous training in arms and martial arts in Bermu-Ranchi

Photographer: Mr. Ranjan Rahi
Top 30 Reflections of Gender Barabar

Madrasa Girls
Photographer: Mr. Somenath Mukopadhyay

Little Idol Maker
Photographer: Mr. Somenath Mukopadhyay
Top 30 Reflections of Gender Barabar

Music Lesson
Photographer: Mr. Somenath Mukhopadhyay

Paddling Out The Inequality
Photographer: Mr. Arnab Nath
Top 30 Reflections of Gender Barabara

Street School
Photographer: Mr. Supriya Biswas

Future of India
Photographer: Mr. Supriya Biswas
Top 30 Reflections of Gender Barabar

Born Free
Photographer: Mr. Supriya Biswas

Story Teller
Photographer: Mr. Supriya Biswas
Top 30 Reflections of Gender Barabar

Let me go to school, I will read.
I will know the world and will take part to support you.
Please take positive action to send me to school
Photographer: Mr. Sk. Jan Mohammad

Muslim Girls are reaching new heights with fun and energy despite all odds and hardships
Photographer: Mr. Raj K Raj
Top 30 Reflections of Gender Barabar

A Story of Poor Family
Photographer: Mr. Vishal Jindal

Untitled
Photographer: Mr. Ankit Nandwani
Top 30 Reflections of Gender Barabar

Equality: Un Uniformed  
Photographer: Mr. Dushyant Kumar

Flying High  
Photographer: Dr. Kamran Khan
Top 30 Reflections of Gender Barabar

On Duty
Photographer: Mr. Rajinder Wadhwa

Fear, Phobia, Fatality ... Save Her
Photographer: Ms. Raktima Banerjee
Top 30 Reflections of Gender Barabar

Hope in Difficulties
Photographer: Mr. Rajiv Solanki

नारी सर्वशक्तिमान
Photographer: Mr. Shivam Agarwal
Top 30 Reflections of Gender Barabar

Photographer: Mr. Brijesh Kumar Singh

Photographer: Mr. Bilendra Kumar
Top 30 Reflections of Gender Barabar

Photographer: Mr. Ishaan Kumar

Photographer: Mr. Pankaj Kumar
Top 30 Reflections of Gender Barabar

Photographer: Mr. Aseem Shukla

Photographer: Mr. Santosh Kumar Yadav
Top 30 Reflections of Gender Barabar

अम्मा भईया के साथ चल पड़ी हूँ।
अब नहीं रकूंगी, अवसर मिला है आगे बढ़ूंगी।
Photographer: Mr. Akshansh Purohit

भईया, मैं भी पापा का नाम रोशन करूंगी।

Photographer: Ms. Amanjyoti Kaur
Supported By:

With an innovative concept of network marketing, Basil International Limited has formulated schemes where the lower and middle income group can plan and fulfill their desire to earn a decent living with the availability of all kinds of electric and electronic products, household products, Basil bicycles & Basil tea and other domestic durable items through various showrooms established by the company at various locations in north-eastern states with the facility of Product card scheme, reduction in financial constraint and providing entrepreneurship opportunities to the unemployed youth. The Company provides thousands of unemployed marketing members a handsome earning to maintain their families through self employment concept of marketing system, throughout the north-eastern provinces of India. Apart from activities in retail marketing chain, the company has also extended its areas of operation in various chemical projects of its group companies like bulk drug manufacturing unit and bio-diesel plant in Bankura. The company has recently purchased a hospital at Kolkata with all modern facilities; moreover it is also having its tea business i.e. growing, manufacturing, blending and packaging of tea for which the company has got its own tea garden at Assam and packaging unit at Kolkata. It has got two running hotels situated at Siliguri & Asansol namely Basil Inn and three more hotels are under construction at Durgapur, Dhanbad & Udaipur (New Digha). Basil Fun World, which runs its amusement park business quite successfully in Siliguri, is another extraordinary feather in the cap of Basil International Limited. To conclude with, the company has the proposition to construct R. O. Water treatment & bottling plant in West Bengal and to acquire a tea garden in North Bengal and at the same time it has propositions for establishing hospitals & nursing training institutes at Midnapur & Asansol in West Bengal and at Udaipur in Tripura. The company is in the process of purchasing a land of 90 acres near Dhanbad in Jharkhand to set-up a manufacturing unit.
Supported By:

**URO Group:**

With a vision to provide pure and safe drinking water to the people at an economical cost, URO Group utilizes the latest of technological innovations and research methodologies that is setting a benchmark in the industry. Entering into different fields with ventures like URO InfoTech Ltd, URO Autotech Ltd, URO Lifecare Ltd, URO Agro India Ltd and URO Hotel and Resort India Ltd, the company is committed to work with a holistic approach meeting the daily needs of the people with the quality product. Speaking about the vision of the company, Mr. Vishwapri Giri, Managing Director, URO Group explains, 'Strong belief, commitment, innovation, and stability are the four pillars of our company that gives us a credibility among various stakeholders and encourages us for further growth.'

**Adhunik Group:**

Adhunik Group, one of the fastest growing business houses in eastern India has presence in steel, mining and power sectors with linkages across the entire value chain from critical raw materials such as iron ore and coal to value-added steel products. The business range of Adhunik Group includes gamut of ventures like Adhunik Metaliks Ltd. (AML) and Adhunik Alloys & Power Ltd. (AAPL), Orissa Manganese & Minerals Ltd. (OMML), Adhunik Power & Natural Resources Ltd. (APNRL) and Neepaz V Forge (India) Ltd (NVFL). Being a socially responsible organisation, Adhunik Group also works for the betterment of the society with an initiative called Nav Nirman Sanstha which works towards the welfare of the community in the areas of operation by providing better healthcare, education and women empowerment. Adhunik Metaliks Ltd. has bagged the prestigious Greentech Environment Award 2011 for its outstanding achievement in environment management in the category of metal and mining sector. The company has got the 'Think Odisha Leadership Awards-2011' for its activities in the health services category. In 2010, Adhunik also received 'Think Odisha Leadership Awards' for its contribution towards women empowerment. Speaking about the vision of the Group, Mr. Manoj Kumar Agarwal, Managing Director, Adhunik Group says 'We are committed to the welfare of the communities in all our areas of operation and growth of the company will always be in alignment with this mandate.'
Supported By:

Prachi Gas Bottling Pvt Ltd:
Placing customer satisfaction at the first place, Prachi Gas Bottling Pvt. Ltd. has always been in the forefront of harnessing technology initiatives for maximizing efficiency. On its road for expansion in states like U.P., Uttarakhand, Bihar, Jharkhand, Chhattisgarh, Madhya Pradesh, Rajasthan, Maharashtra, Himachal Pradesh, Punjab, the company is dealing with the supply of LPG in the name of ‘Bharti Gas’. Sharing the vision and mission plan of the company, Mr. Rakesh Kumar Verma, C.E.O., Prachi Gas Bottling Pvt. Ltd says, ‘Over the years, Bharti Gas meeting the challenges of the rapidly changing environment has led the changes in the marketing of products and services. In all these changes, customer’s satisfaction is the only factor that has remained constant and has been the source of our strength and inspiration for our future innovations’.

Van Vrindavan Construction Pvt. Ltd:
Van Vrindavan Construction Pvt. Ltd has become a trendsetter in the real estate industry in Jharkhand. A number of mega projects including Vrindavan Garden at Boreya Road, Vrindavan City at Soso Village, Vrindavan Vatika at Morabadi have been constructed in and around Ranchi. Recently the company has also launched a new project called Shree Vrinda Greens in Ranchi. The company has also ventured into a mega project of Shree Vrinda Heights in Chandigarh, Punjab with high class facilities like high speed elevators, Anti-termite treatment to the foundation, garbage chute, luggage lift, video door phone in 200 flats. Speaking about the range of projects, Mr. Abhay Kumar Singh, Managing Director, Van Vrindavan Construction (P) Ltd says, ‘We aim to provide the world class services in all projects that can set a benchmark in the sector’.

aadhiabadi.com, India’s first portal for women in Hindi language has also been instrumental in promoting the contest through digital media.
Supported By:

Radio Mantra 91.9 FM:
Radio Mantra has been a logical extension of Jagran Group's existing media portfolio. Radio Mantra 91.9 FM has its presence across 4 major states in India, with a network of 8 stations in Punjab-Jalandhar, Haryana-Hissar & Karnal, Uttar Pradesh-Agra, Bareilly, Varanasi & Gorakhpur and Jharkhand- Ranchi.
With a diversified range of programmes like Arpan, Josh Factory, Action Replay and many more. Radio Mantra offers its listeners with a perfect blend of entertainment and information. The channel delivers a competitive content with a local flavour and style.

Jagran Prakashan Ltd.

Jagran Prakashan Ltd (JPL) is India's leading media and communications group with its interests spanning across Print, OOH (Out of Home), Activations, Mobile and Online, covers all of India as its footprint – and is amongst one of the largest media conglomerates in the country. Dainik Jagran is the flagship brand of JPL present in 37 editions and across 11 state of the country, with a readership base of 56.5 million. Apart from this, other ventures from the group include initiatives like 1-next (youth focussed bilingual tabloid covering 9 cities in 4 states), City Plus (Weekly English tabloid-11 editions), Sakhi (premium women's magazine), Jagran Engage (OOH division), Radio Mantra (91.9 FM), MMI Online(digital media wing)and J9 (Value added mobile services)
Jagran Pehel

Jagran Pehel is a strategic social initiative of Jagran Prakashan Limited. Pehel operates with support from one of the largest media houses in the country and is actively involved in awareness generation and advocacy on social issues through innovative means of mass communication. We have a proven track record of successful conceptualization, designing and implementation of different social mobilization campaigns on issues related to gender, education, environment, health, population stabilization etc. In the past we have partnered successfully with several state governments, national and international funding agencies / NGOs and multi-laterals like the World Bank, UNFPA, UNICEF, etc.

Focus Areas of Jagran Pehel

- Health For All
- Education For All
- Gender Equality
- Population Issues
- Poverty Alleviation
- Water Conservation
- Environment Protection
Important Initiatives by Jagran Pehel

- Advocacy campaign for neonatal care and survival issues in Uttar Pradesh in partnership with UNICEF
- Women empowerment initiative in partnership with Women Development Corporation Bihar and UNFPA
- Multimedia approach for Awareness generation on Gestational Diabetes and its Management in India in partnership with World Diabetes Foundation, Denmark
- Neo Literate paper in partnership with Bihar Education Project
- Awareness campaign on HIV/AIDS in partnership with Jharkhand State AIDS Control Society
- Awareness campaign on forests with School Children in Haryana in partnership with UNESCO
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