



## Dainik Bhaskar Group Announce "Bhaskar Woman of the Year Award 2010"

Women are an integral part of society and contribute across spectrum which is taken for granted. We have examples where women have gone beyond expectations of just being a good- mothers-wives-sisters etc. They have not only performed their responsibility and fulfilled the demands the family makes on them- but have achieved more than that in life.

Dainik Bhaskar aims to recognize these uncelebrated women and is proud to announce first ever award of its kind 'Bhaskar Woman of the Year Award 2010'. The four categories being recognized are Socio-Cultural Achievement, Family Idol, Excellence in Society/Public Service and Career/Professional Excellence. Each of the categories will reward the achievements and contributions of women whp have gone beyond their call of duty.

### Brief description of categories and eligibility are:-

- Socio-Cultural Achievement - Women who have overcome social and cultural difficulties and have gone on to challenge institutions and set examples while fighting injustice (such as Dowry, Oppression, Domestic Violence, etc) by society, government and family.
- Family Idol - Women who successfully managed to take a stand and be the pillar of strength in times of social, cultural and family discord and managed to take care of their families in times of distress.
- Social / Public Service - Women who are constantly committed towards social welfare, helping to better the lives of the society, and those that endeavor to improve the quality of life for every living being around them. Such community service includes helping out NGO's, educating slum children, planting trees, etc.
- Career / Professional Achievement - Women who through hard work and perseverance managed to climb the ladder of success in a male dominated work area and also managed to establish a distinctive identity for themselves.

Sanjeev Kotnala, VP MarComm at Dainik Bhaskar Group says: "We are very proud to announce this initiative as a respect to the women fraternity. Unlike the beauty pageants and the entrepreneur awards, this award will bring out unnoticed and non-celebrated contributions of the women towards the society. This award will give a different identification for the deserving women. As a reader set too, we have 30 % as women readers and this also helps us to connect with them".

Colors, India's no. 1 Hindi entertainment channel, which offers an entire spectrum of emotions to its viewers, has tied up with the Bhaskar Woman of the Year award as a presenting partner. The process advisor for the awards is Ernst & Young Pvt Ltd - the global leader in the advisory services. The radio partner - MYFM-94.3, web partner - I Media Corporate Limited and the event managed by the award is DB Activation. All the 3 companies are from the Dainik Bhaskar Group stable.

BHASKAR WOMAN OF THE YEAR AWARD is planned at 2 levels - City level and State Level. The award will be held at 15 cities - Indore, Bhopal, Gwalior, Raipur, Bilaspur, Jaipur, Udaipur, Jodhpur, Kota, Chandigarh, Jalandar, Ludhiana, Ahmedabad, Vadodara and Surat. Each competition has 2 stages. Stage1 - where the Jury decided the winners in each of the 4 categories. Stage2 - Where the winners of these 4 categories (in each city) are then subjected to popular\ public voting campaign, to aim at the overall city level "Bhaskar Woman of the Year" award. The same practice is repeated for the state level competition. The states are - Madhya Pradesh, Chhattisgarh Rajasthan, Punjab and Gujarat.

Nominations for the award began on 3rd April 2010 and will end on 30th April 2010. The entry forms are available to the public in all the 15 Bhaskar offices and on the website- [www.bhaskarevents.com](http://www.bhaskarevents.com).