About Radhika Sen Memorial Award
Digital Champion for Girls’ Rights

India's extensive reach of internet connectivity and social media through smartphones and computers has made a significant impact on society, encompassing diverse sections of the population. This widespread access presents a tremendous opportunity for promoting gender equality, girls' rights, and women's development. Countless girls, women, boys, and men, particularly those from underprivileged families and communities, have benefited from these efforts, leading to positive outcomes for themselves and their peers. Among them, hundreds of thousands of girls and young women have emerged as change agents, utilizing the power of social media to champion transformative initiatives within their communities, villages, towns, and cities. Their endeavours encompass raising awareness about gender equality challenges, promoting girls' education, and advocating for girl-centered development solutions, ultimately bringing about positive transformations in the lives of girls, boys, young women, and men.

Much of the social transformation efforts by girls to usher improved access to girls’ rights and services leveraging the power of social media is not recognised and celebrated. Over the past decades, girls have been at the forefront of significant endeavours in areas such as supporting survivors of acid attacks, combating domestic violence, addressing sexual violence against children and girls, ensuring safety for girls and women in urban areas, and advocating for menstrual hygiene. It is essential to acknowledge and celebrate these social transformation efforts initiated by girls, as they contribute to a more inclusive and equal society.

Eligibility Criteria:

1. The nominee’s social media campaign should be in an individual's capacity and not associated with any NGO or corporate.
2. The campaign should have a social media presence of 6 to 12 months.
3. The nominee should be in a position to submit relevant evidence which may include, social media data analysis, screenshots of important posts to show impact, collaborations, if shortlisted.