**PLAN India Impact Awards - 2024**

**Radhika Sen Memorial Award – 2024 - Digital Champion for Girls’ Rights**

India's extensive internet connectivity and the widespread use of social media through smartphones have significantly impacted diverse segments of the population. This technological reach presents a unique opportunity to promote gender equality, girls' rights, and women's empowerment. Many girls, women, boys, and men, particularly from marginalized communities, have benefited from these digital initiatives, leading to positive changes in their lives and those of their peers.

Notably, countless girls and young women have become **powerful advocates for change**, utilizing social media to drive transformative initiatives within their communities, villages, towns, and cities. Their efforts include raising awareness about gender equality challenges, promoting girls' education, and advocating for solutions centred on girls' development. These initiatives have brought about substantial progress in the lives of girls, boys, young women, and men, contributing to a more inclusive and equitable society.

**Invitation for Nominations:**

The **Radhika Sen Memorial Award - 2024** under the ambit of Plan India Impact Awards 2024, seeks to honour these inspiring individuals by recognizing those who have made outstanding contributions as **Digital Champions for Girls' Rights**. We invite nominations from girls and young women who have demonstrated exceptional leadership and innovation in using social media to advance gender equality and girls' rights.

**Eligibility Criteria:**

1. **Individual Effort:** The social media campaign must be conducted by an individual, unaffiliated with any non-governmental organization (NGO) or corporate entity. This ensures that the recognition is given to personal initiatives rather than organizational efforts.
2. **Campaign Duration:** The campaign should have a consistent and active social media presence for a minimum of 6 months and a maximum of 12 months. This criterion ensures that the campaign has had sufficient time to generate impact and visibility.
3. **Evidence of Impact:** Nominees should be prepared to provide comprehensive evidence of their campaign's impact. This may include social media data analysis, screenshots of significant posts, testimonials, and details of collaborations. Such evidence is crucial in demonstrating the tangible outcomes and reach of the campaign.

**Prize Structure:**

1. **First Winner:** INR 1,00,000 (Golden Wings)
2. **Second Winner:** INR 50,000 (Silver Wings)

We encourage individuals who meet these criteria to submit their nominations. By recognizing and celebrating these efforts, we aim to inspire others and promote continued advocacy for girls' rights and gender equality.

For submitting nominations, please visit: <https://www.planindia.org/national-events/impact-awards/plan-india-impact-awards-2024/>. The prize monies may be subject to relevant government tax laws, as applicable.

**The submission of Nominations is extended till 12th August 2024.**