



Organizers Speak

"The underlying causes for the practise of sex selection are many and often deep-rooted in our traditions. Efforts to counter them need the support of individuals, institutions, governance and civil society, all working at various levels with the common goal of achieving gender equality. Success in reducing, and eventually eliminating the abhorrent practise of sex selection, will be a sure sign of improving gender equality, and an improving social health of the country."

- Mr. Nesim Tumkaya, Representative, UNFPA - India

"Taking the message from students to art galleries and from there to individual home is a challenge we are looking forward to. This brings to a head the huge promise of engaging a new generation in an issue that concerns them the most. This will give them an early exposure to the issue and an opportunity to make a difference through the skill they know best. Painting is a beautiful art form and Delighting in Daughters, an arresting message. I am sure the competition will see art colleges and institutes from all across the country participate in big numbers."

- Ms. P. N. Vasanti, Director, CMS



United Nations Population Fund - India

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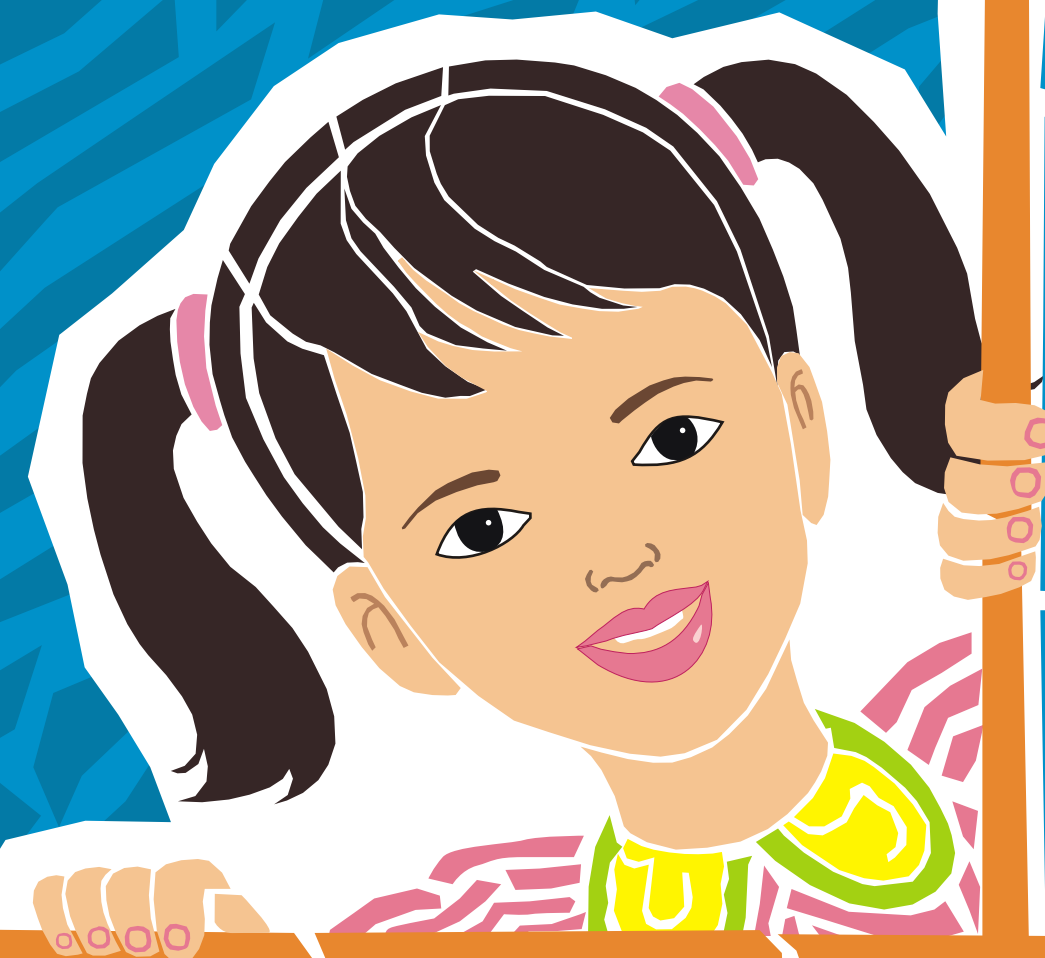
The UNFPA Art for Social Change Awards First National Painting Competition Theme 2008: "DELIGHTING IN DAUGHTERS"

"As long as the birth of the girl does not receive the same welcome as that of a boy, so long we should know that India is suffering from partial paralysis."

- Mahatma Gandhi



United Nations Population Fund - India





MOVEMENT FOR SOCIAL CHANGE THROUGH ART

The UNFPA Art for Social Change Awards First National Painting Competition 2008 Theme 2008: Delighting in Daughters

Through history, the arts have been a beacon of progressive and creative expression. They have also been an integral part of education, religion and belief systems of most societies. The arts mirror social realities. They also provoke thought and deliberation and can bring about social change. The United Nations Population Fund (UNFPA) Art for Social Change Awards: First National Painting Competition 2008 is driven by the conviction that art is an effective and powerful tool for communication, education and social action and can challenge deep-rooted misconceptions.

The Competition

The UNFPA Art for Social Change Awards: First National Painting Competition 2008 has been introduced for talented students of fine arts. In the inaugural year, the quest is for inspired art students who will highlight the positive portrayal of the girl child through original paintings. The theme is, Delighting in Daughters!

This nationwide competition aims at generating public discourse on the positive portrayal of daughters and women to raise awareness, stimulate discussions, influence positive attitudes among upcoming artists and culminate in positive action.

Key Dates

January 1, 2008	Call for entry to the competition
February 29, 2008	Last date for receiving entries at CMS office, Delhi
March 28, 2008	Notification to entrants about nomination status
April, 2008	Award ceremony and exhibition

The dates of auction and subsequent city exhibitions will be announced later.



WHERE HAVE ALL THE GIRLS GONE?

On one hand, society is vibrating with the confidence and positive energy of women, ironically, on the other hand, in some regions and even well to do, educated homes, girls are not even permitted to be born. The declining child sex ratio (It is the number of girls per 1000 boys in the 0-6 years age group) is evidence of the apathy towards the girl child and demands immediate action. The call of the hour is to

bring about a change in the collective consciousness.

Skewed Child Sex Ratio

The dangerously adverse child sex ratio is a challenge facing India. The root of this is in sex selection or determining the sex of the unborn child and eliminating if it is a female fetus.

INDIA	WORST STATES	WORST DISTRICTS
976	Punjab 798	Fatehgarh Sahib (Punjab) 754
945	Haryana 819	Kurukshetra (Haryana) 770
927	Delhi 868	Ahmedabad (Gujarat) 814
	Gujarat 883	South West Delhi (Delhi) 845
	Rajasthan 909	Mumbai (Maharashtra) 898

Figures represent number of girls to 1,000 boys in 0-6 years age group (Source: CENSUS 2001)

Bitter Facts

- The preference for the male child is seen even for the first-born
- Easy access to the technology makes the situation worse
- Urban, prosperous India seems to discriminate against its daughters more than rural areas do
- States in the North East and South India, where women have better access to education, property and land, show a comparatively better child sex ratio

The Root Cause

Sex selection is not only about technology. "Ten million girls in India have been killed. These girls are not dying because of a tsunami, any infectious diseases or malnutrition, but have been killed by their parents who do not want a girl child," says Renuka Chowdhury, Minister of State (Independent Charge) for Women and Child Development.

At the heart of the matter is the low status of women in society and the deep-rooted prejudices they face through their life. A patriarchal social framework and a value system based on preference for the son aggravate this problem. Further, the practice of dowry and the tag of 'paraya dhan' translates into daughters being considered an economic

liability. This results in one of the most repugnant form of violence against women: sex selection before birth.

Impact

The adverse child sex ratio can destroy our moral and social fabric. New trends like bride buying, trafficking, rape, abduction, sexual violence against girls and women and polyandry are becoming prevalent in states with a skewed child sex ratio like Haryana, Punjab and Rajasthan.

As creative communicators, you can play a powerful role to reach out and touch the collective conscience of the nation.



Creative route to positive portrayal

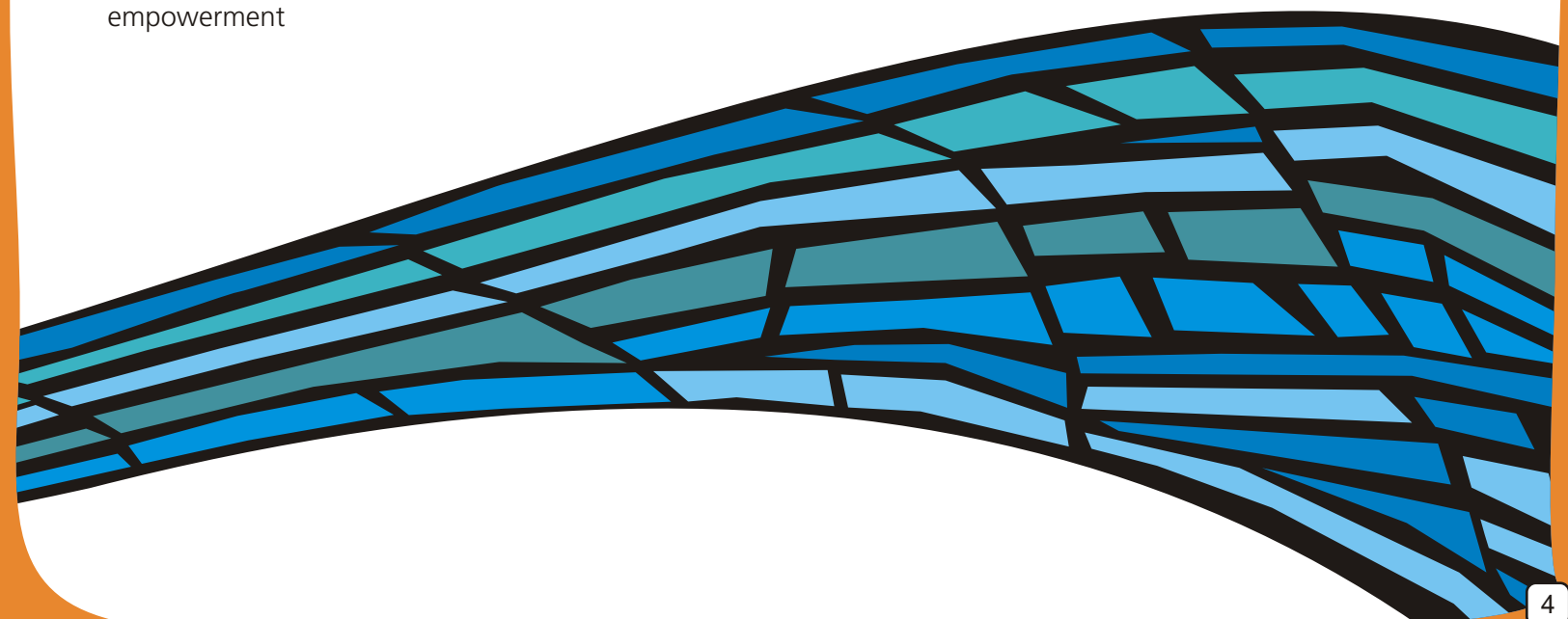
- Here and now issue: Convey a sense of urgency
- Violence: Sex selection is probably the worst form of gender violence
- Equality is the mantra: Focus on the equality mantra - bring out how neglect and discrimination lead to an unequal status for the girl child
- Value the girl child: She deserves equality of opportunity and is not a liability
- Equal access to opportunity and resources: Highlight equal access to education, health, employment and productive resources of land and property
- Mind-set change: Law alone will not work. Each of us count

Remember

- Powerful, positive assertions through non-abstract, simple to understand and thought-provoking original work will be preferred
- Paintings with a positive portrayal of the girl child and countering stereotypes will certainly carve a way towards greater public awareness and a more conscious, informed and sensitive society.

Imagery Guidelines

- Avoid imagery that is gruesome or gory
- Avoid imagery that reinforces gender inequality
- Respect the female form
- Avoid non-realistic, modern or abstract art
- Avoid depicting objects or human beings in a manner that can hurt religious, cultural and gender sentiments
- Celebrate and rejoice in the girl child and women's empowerment
- Avoid portraying girls as objects of pity, which devalues them
- Refrain from showcasing negative images
- Avoid illustrations that hold the mother responsible for sex selection
- Use art that is simple, direct and appeals to the heart



RECOGNITION AND REWARDS

Recognition

Your participation brings to you and your institution:

- A unique opportunity to be associated and recognized by the United Nations for your contribution to social change in India
- Rhythms of Change: Wide exposure of your work through travelling exhibitions. Upcoming artists who win hearts and minds of the eminent jury will see their work reaching out to people across the country
- Nominated paintings will be showcased in UNFPA communication materials: Nominated creative work will also be collated into a catalogue besides collaterals like calendars, greeting cards, planners etc., with your name
- Auction: The paintings will be promoted amongst galleries, art collectors and corporates giving wide recognition to the work of young, talented painters. Funds generated will be used for next year's art competition

- A platform to meet the art community, outreach of your work and recognition.
- Enhanced understanding of pressing social issues, specially those related to the girl child and women
- Opportunity to be the catalyst for social change

Rules of the Competition

- Only Indian bonafide students pursuing the BFA Final Year Painting courses and MFA Final Year Painting courses are eligible to contest
- Each student can submit one painting only
- Each college can send upto ten paintings
- Paintings need to be specifically made for this competition
- Canvas will be supplied

And Rewards

Cash Awards:

- 1st PRIZE Rs. 50,000 (one prize)
- 2nd PRIZE Rs. 30,000 (one prize)
- 3rd PRIZE Rs. 20,000 (one prize)
- The above three award winners will be felicitated at the award ceremony at Delhi
- 55 nominated painters will receive Rs 5000 and a certificate.
- All paintings accepted for the competition will receive a certificate of participation.

Who Can Participate?

- Final year students of Bachelor of Fine Arts (BFA) and Master of Fine Arts (MFA)
- Second year students will be able to participate in next year's competition, so register your interest for participating on the website (www.unfpaindia-artawards.org)



THE INITIATIVE

The competition is an initiative of United Nations Population Fund (UNFPA) - India and is being organized by CMS in association with the College of Art.

Behind the Competition - The Organisers

UNFPA is an international development agency that promotes the right of every woman, man and child to enjoy a life of health and equal opportunity. UNFPA supports countries in using population data for policies and programmes to reduce poverty and to ensure that every pregnancy is wanted, every birth is safe, every young person is free of HIV/AIDS, and every girl and woman is treated with dignity and respect. The UNFPA Art for Social Change Awards: First National Painting Competition 2008 is one such initiative that seeks to build awareness, partnerships and improve the health parameters in our country.

CMS is an independent organization engaged in research, policy advocacy, advisory services and programme evaluation. CMS strives to facilitate national debates and dialogues on pressing public issues and contributes to evolving appropriate policy responses to them.

Over the past 17 years, CMS has emerged as an interdisciplinary professional body with a wide range of

concerns and capability in areas of communication studies, social research, social development, environment, public opinion research, training and performance appraisal. Its experience in larger-scale national studies, cross cultural and country collaborative research, innovative field research methodologies have won the appreciation of its large body of national and international partners.

College of Art, Delhi, is an institution established in 1942 for advanced training in the visual arts, both creative and applied, leading to the Bachelor of Fine Art Course of four years' duration in disciplines of Painting, Sculpture and Applied Art at the Undergraduate Level and the Postgraduate course of Master of Fine Art. The College is under the Faculty of Music & Fine Art, University of Delhi. It aims to prepare the students for creative and applied responsibilities in the world of art and design.

For more information on the contest, news, downloadable applications, media coverage, participants lists and results. Log onto:
www.unfpaindia-artawards.org

