

REACH Media Awards 2017



The REACH Media Awards for 2017-18 to recognise outstanding and responsible reporting on tuberculosis (TB) were presented to eight bright journalists in New Delhi on 15 March. The event was co-hosted by REACH, USAID and Lilly Global Health in partnership with the Lancet Commission on Tuberculosis.

In the English category for Best Reporting on TB, the winners were Sakshi Kuchroo and Geetanjali Minhas for their long-form story, '[How Caregivers are falling prey to TB](#)', published in Governance Now, and Shreya Shah of IndiaSpend for her story titled '[New Model of Tracking TB Patients Holds Promise for India](#)'. Nandita Venkatesan of The Times of India received a special citation for her story, '[I lost my hearing to TB drugs, time we declare war on the disease](#)'.

In the Local Language category, the winners were Anand Tiwari for his story 'Government's project to monitor TB marred by the disease, patients marginalized', published in Prabhat Khabar, and Rakesh Malviya for his story 'Said in the budget ... but is it easy to beat TB?' published on NDTV.com.

In the English category for Consistent Reporting on TB, the winner was Tabassum Barnagarwala who highlighted a range of TB-related issues through her work published in The Indian Express between 2012 and 2017. In the Local Language category, the winner was Mr. Reji Joseph, who focused on how TB affects the lives of migrant workers, among other issues in stories published in Rashtra Deepika Daily and deepikaglobal.com.

The awards were preceded by 'Countdown 2025 – A TB Centrestage Discussion' moderated by Dr Nalini Krishnan, Director, REACH. The speakers included Dr. Sunil D Khaparde, DDG, Central TB Division; Dr Eric Goosby, UN Special Envoy on TB; Dr Lucica Ditiu, Executive Director, the Stop TB Partnership; Dr Salmaan Keshavjee, Director of Harvard Medical School Centre for Global Health Delivery – Dubai; Dr Cheri Vincent, Chief, TB Division, USAID and Mr Cedric Fernandes, TB Champion and advocate.

Speaking on the occasion, Mr Arun Kumar Jha, Economic Advisor, Ministry of Health and Family Welfare, Govt. of India, lauded REACH's efforts in amplifying media reportage on TB. "In India, where health-seeking behaviour is low, we need to encourage people to seek health care services through responsible journalism. We need to involve local newspapers more in these efforts," he said.

A new publication, 'Keeping TB in the News: A toolkit for health advocates', documenting REACH's work with the media over eight years, was released on the occasion.

Also speaking on the occasion, Mr Mark White, Mission Director, USAID/India, congratulated the journalists as they have stood for truth, accuracy, fairness and humanity. He urged TB survivors to keep being the change agents. "It would be a lost opportunity to overlook the integral role survivors play in achieving shared goals. When they share their powerful stories about challenges and when journalists report them, it can help identify and address programme gaps. TB is not an issue to be hidden and whispered about behind closed doors. It is not a taboo. It needs to be reported on and discussed in the mainstream media," he said.

Dr Sunil Khaparde, Deputy Director General, Central TB Division, Government of India, said, "We need to have a holistic approach that includes private sector engagement and a multi-sectoral approach. We are just focussing on the controlling agent but we now need to focus on the environment from which the disease perpetuates."

Instituted in 2010, the REACH Media Awards highlight the vital role played by the media in informing the public and decision-makers about TB prevention, control and care. This year, over 40 entries were received from across India. All entries were evaluated by a distinguished jury Mr P. Sainath, renowned journalist; Dr Jaya Shreedhar, Senior Public Health Expert and Educator; Ms. Blessina Kumar, Global Coalition of TB Activists; Ms. Prabha Mahesh, TB Advocate; Dr Sundari Mase, WHO; Mr. Subrat Mohanty, The International Union Against Tuberculosis and Lung Disease and Mr. Chapal Mehra, Public Health Consultant.

The awards function was held at the Taj Mahal Hotel, Mansingh Road, New Delhi.

REACH Lilly MDR-TB Partnership Media Awards 2016



Four bright journalists were honoured on the occasion of REACH Lilly MDR-TB Partnership Media Awards 2016 for their exemplary and responsible reporting on Tuberculosis. This year, the awards were presented by Dr Lucica Ditiu, Executive Secretary of The Stop TB Partnership, on Tuesday, 22 March in New Delhi. The event was co-hosted by REACH, the Lilly MDR-TB Partnership and USAID.

In the English category, the winners were Sonal Matharu for her comprehensive and lucid story titled '[Dying in the dust bowl](#)' published in Governance Now and R. Prasad for his story '[Child-friendly paediatric TB drugs will be a game changer](#)', published in The Hindu.

In the Local Language category, the winners were Reji Joseph for his article titled '[Kerala trailing migrant Tuberculosis patients](#)' published in *Rashtra Deepika* and Prashant Kumar Dubey for his detailed story titled '[Nutrition and TB: Essential but Ignored Relationship](#)' published in *Dainik Bhaskar*.

Speaking on the occasion, Dr Ditiu remarked that journalists had the rare opportunity to shape minds and act as powerful vehicle for social change. She urged journalists to continue reporting on TB and bring to centrestage stories that have remained untold. "We need the media's support if TB is to make the headlines", she said.

Shri Anshu Prakash, Joint Secretary, Ministry of Health & Family Welfare commented on the urgency of the situation in his address. "We need to eliminate TB now and the government of India is absolutely committed to doing so. We cannot end TB in the timeframe we want to unless we work together with all partners including patient communities, civil society, the private sector and the media", he said.

Guests of honour at the event included Ambassador Jonathan Addleton, Mission Director, USAID India and Dr Sunil Khaparde, Deputy Director General (TB), Central TB Division, Ministry of Health & Family Welfare.

Instituted in 2010, the REACH Lilly MDR-TB Partnership Media Awards highlight the vital role played by the media in informing the public and decision-makers about TB prevention, control and care. This year, over 50 entries were received from across India. All entries were evaluated by a distinguished jury including Dr Jaya Shreedhar, journalist and health communications consultant; Dr V Kumaraswami, former Director-in-charge, Tuberculosis Research Centre (now NIRT); Ms Blessina Kumar, Chair, Global Coalition of TB Activists; Mr Subrat Mohanty, The Union South East Asia Office; Dr Anurag Bhargava, Yenepoya Medical College, Mangalore; and Ms. Shobha Shukla, Managing Editor of Citizen News Service.

"Since its launch in 2003, the Lilly MDR-TB Partnership has been working with all stakeholders to fight the burden of TB. Media has played and will continue to play a very critical role in that effort and these awards recognize the contribution of those journalists who have led from the front in the journey to Unite to End TB", said Mr Garg, Director, Corporate Affairs & PRA, Eli Lilly and Co. Pvt. Ltd.

"Through our work with the media, we hope to not only improve the quality of reporting on TB but also support journalists with the tools and information they need to write about TB in a manner that genuinely impacts the reader", said Dr Nalini Krishnan, Director, REACH.

The awards programme was held at The Metropolitan Hotel, Bangla Sahib Road, New Delhi.

REACH Lilly MDR-TB Partnership Media Awards 2015



In the run-up to World TB Day on 24 March, the REACH Lilly MDR-TB Partnership Media Awards 2015 were presented in New Delhi yesterday, to recognize outstanding and responsible reporting on tuberculosis (TB). The awards were presented by Shri J P Nadda, Minister of Health and Family Welfare, Government of India. Mr. Anshu Prakash, Joint Secretary, Ministry of Health and Family Welfare, felicitated the winners.

Speaking on the occasion, Mr Nadda said, "On the eve of World Tuberculosis day, I congratulate the awardees for their insightful reporting on Tuberculosis. The need is to adopt a holistic approach to healthcare and work together towards inter-sectoral convergence to achieve our goals. I would like to recognize the efforts of the health company, the NGOs and all partners for their participation and involvement in bringing synergies to combat the disease. On behalf of the health ministry I assure you of our full cooperation."

Dr Anurag Bhargava, Associate Professor (Medicine), Himalayan Institute of Medical Sciences, Dehradun delivered a special address 'TB Control in india: beyond the bug and drugs'. A publication '[Reporting on TB from across India: a compendium](#)' was released on the occasion.

In the English category, the winners were Gunjan Sharma of The Week for her meticulously researched and detailed story titled '[Does anyone care?](#)' and Priyanka Vora of Hindustan Times for her story titled '[Drug-resistant despair](#)' examining the loneliness and fear that those affected by TB experience.

In the Local Language category, the winners were Sajil C for his comprehensive account titled 'Controlling TB: Kerala faces new challenges' published in Mathrubhumi Arogyamasika and Raju Kumar for his account titled '[Not exorcism but medicines will help to eradicate TB](#)' published in Madhya Pradesh Sandesh where he tells the story of a woman's discovery of the public health system and the free, high-quality treatment it offers for diseases like TB.

Instituted in 2010, the REACH Lilly MDR-TB Partnership Media Awards highlight the vital role played by the media in informing the public and decision-makers about TB prevention, control and care. This year, over 50 entries were received from across India. All entries were evaluated by a distinguished jury including Dr P R Narayanan, former Director, Tuberculosis Research Centre (now NIRT); Ms Blessina Kumar, Chair, Global Coalition of TB Advocates; Ms Kalpana Sharma, Mumbai-based independent journalist; Dr Jaya Shreedhar, journalist and health communications consultant; Dr Subhash Yadav, independent public health consultant; Mr Chapal Mehra, a Delhi-based independent consultant and Ms Shobha Shukla, Managing Editor of Citizen News Service.

The awards programme was held at The Dome, Hotel Ambassador (Vivanta by Taj), Sujan Singh Park, Subramania Bharti Marg, New Delhi – 110 003 on Monday, 23 March.

REACH Lilly MDR-TB Partnership Media Awards 2014



In 2014, we received 21 entries from 16 journalists in the English category and 37 entries from 24 journalists in the Local Language category. In all, REACH received 58 entries from 40 journalists. This is the maximum number of entries received since the inception of the awards.

The awards were held in New Delhi on 21 March. Childhood tuberculosis, a re-emerging threat in India, was the focus of the evening, with a keynote address on the issue by Dr Soumya Swaminathan, Director, National Institute for Research in Tuberculosis. Observing that India still does not know the true burden of childhood TB in the country, Dr Swaminathan said, "We need to improve the diagnostic facilities that are available for children. We also need better drugs and drug combinations for treating drug-resistant tuberculosis in children, especially when they are malnourished." A publication on childhood TB featuring a series of articles on the issue by Dr R Prasad, National Media Fellow, was released on the occasion.

In the English category, the joint winners were Guwahati-based journalist Bijoyeta Das for her powerful account "[India losing the battle against TB?](#)" published in Al Jazeera and Sumitra Deb Roy of The Times of India for her discerning and lucid presentation of scientific data in her story titled "[Study: Drug-resistant TB in city air, families clear yet kids infected?](#)".

The award in the Local Language category went to Mr Reji Joseph of Rashtra Deepika, a Malayalam daily, for his meticulously researched story on migration in Kerala. There was a tie for the second place between Mukesh Kumar Kejariwal of Dainik Jagran for his balanced and candid analysis of India's response to MDR-TB and Ranjith Chathoth of Mathrubhumi Arogyamasika for his wide-ranging account on the links between TB and diabetes.

An eminent jury evaluated a shortlist of 15 entries in each category. Jury members included Dr P R Narayanan, former Director, Tuberculosis Research Centre (now NIRT); Dr. Nevin Wilson, former Director, The Union, South East Asia; Dr V Kumaraswami, Scientist G (Retd), Tuberculosis Research Centre (now NIRT); Dr. Jaya Shreedhar, journalist & health communications consultant; Mr Chapal Mehra, Senior Director, Global Health Strategies and Ms Shobha Shukla, Managing Editor, Citizen News Service.

REACH Lilly MDR-TB Partnership Media Awards 2013



English Category

The first place was awarded to Mumbai-based journalist, Prayaag Akbar, for his meticulously researched story, '[The Growing Tuberculosis Threat: Can India control drug resistant tuberculosis?](#)', published in The Caravan last year, drawing attention to the growing dangers of multi-drug resistant TB and the long-term responsibility of the state and private players in controlling TB. The runner-up was Viveka Roychowdhury of Express Pharma for her nuanced story, '[Beyond the Ban](#)', exploring the complex world of TB diagnostics and the vastly differing interests and responsibilities of the stakeholders involved in that sector.

Local Languages Category

The first place was won by Malayalam journalist Yasir Fayas of Mathrubhumi Arogyamasika for his story 'Childhood Entrapped in TB', exploring the complexities of pediatric tuberculosis and the urgent need to understand linkages between childhood and adult TB.

The second place was awarded to Ranchi-based journalist Anupama Kumari of Tehelka for her story 'TB via Bidi: Life in the shadow of Death', describing the health consequences for bidi workers and their vulnerability to TB. **Jury Members**

- Dr. Ashok Kumar, Deputy Director General (TB), Ministry of Health and Family Welfare, Government of India;
 - Dr. Nevin Wilson, Director, The Union, South-East Asia;
 - Dr. P R Narayan, Former Director, Tuberculosis Research Centre;
 - Ms. Ammu Joseph, Bangalore-based independent journalist and author;
 - Dr. Jaya Shreedhar, journalist and health communications consultant;
 - Dr. Madhukar Pai, Professor, McGill University, Canada.
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REACH Lilly MDR-TB Partnership Media Awards 2012



English Category

For the first time, there was a tie!

Independent Journalist Peerzada Arshad from Jammu and Kashmir for his lucid and comprehensive story '[TB Awareness still a challenge in Kashmir](#)' published in Kashmir Newz (January 2012), identifying several challenges for TB control in Jammu and Kashmir.

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Kounteya Sinha of The *Times of India*, Delhi, for his timely story, '[TB? You can't be positive](#)', published in The Times of India, The Crest Edition (January 2012), drawing attention to the potential consequences of using inaccurate serologic tests to diagnose TB.

A special citation was awarded to Anuradha Mascarenhas of The *Indian Express*, Pune for her unrelenting efforts in reporting on the disease.

Local Languages Category

The first place was won by Malayalam journalist Ranjith Chathoth of *Mathroobhoomi* for [his story](#) highlighting the dangers of incomplete treatment for TB and its potential consequences, including the acute risk of developing drug-resistance.

The second place was awarded to UP-based Dayashankar Mishra for [his chilling story](#) published in People's Samachar (December 2011), on the immense tuberculosis burden on marble factory workers in Katni, Madhya Pradesh.

Jury Members

- Dr. Ashok Kumar, Deputy Director General (TB), Ministry of Health and Family Welfare, Govt. of India.
- Dr. Nevin Wilson, Director, The Union, South East Asia.
- Dr. Sowmya Swaminathan, Deputy Director, Tuberculosis Research Centre.
- Dr. Jaya Shreedhar, Health Communications Consultant.
- Dr. Arjun Rajagopalan, Vice Chair, REACH and Chief of Staff, Sundaram Medical Foundation.
- Mr. Ashok Malik, Journalist and Columnist.

REACH Lilly MDR-TB Partnership Media Awards 2011



English Category

Ashok Malik, freelance journalist and columnist based in New Delhi for his story "[9/11 and TB](#)", published in Deccan Chronicle and The Asian Age on the unforeseen impact of the 9/11 tragedy on TB diagnostics in India

Shuriah Niazi, freelance journalist based in Bhopal, Madhya Pradesh for his story "[TB deaths creating villages of widows in rural India](#)" on the increasing number of TB deaths among mining communities in Madhya Pradesh.

Local Languages Category

Biju CP of Mathrubhumi Arogyamasika, Kerala for his story reinforcing the availability of free treatment for TB in India. The full story is available [here](#).

Anupama Kumari of Prabhat Khabar, Jharkhand for her [story](#) on the correlation between industrial pollution and TB and its subsequent impact on villages in the state.

Jury Members

- Dr. Nevin Wilson, Director, The Union, South East Asia;
 - Dr. P. R. Narayanan, Former Director, Tuberculosis Research Centre;
 - Dr. Jaya Shreedhar, Technical Health Advisor, Internews Network;
 - Dr. Arjun Rajagopal, President, REACH and Medical Director, Sundaram Medical Foundation;
 - Mr. Pranay Lal, Technical Advisor, Union South East Asia.
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REACH Lilly MDR-TB Partnership Media Awards 2010

The winners of the first-ever Media Awards were:

Kounteya Sinha of The Times of India, New Delhi for his feature story Fighting TB and taboo, highlighting the stigma that women with TB face.

Zubeda Hamid of The New Indian Express, Chennai for her story Dot(s) matrix, drawing attention to the invaluable contribution of DOTS providers to the TB programme.

Ramya Kannan of The Hindu, Chennai for consistently highlighting issues related to MDR-TB through her work.

Jury Members

- Dr. Ashok Kumar, Deputy Director General (TB), Ministry of Health and Family Welfare, Govt. of India;
- Dr. Nevin Wilson, Director, The Union, South East Asia;
- Dr. P. R. Narayanan, Former Director, Tuberculosis Research Centre;
- Dr. Jaya Shreedhar, Technical Health Advisor, Internews Network;