**Selection Criteria of the “Dr. S. D. Gokhale Award for Promoting Qualitative Journalism in Ageing”.**

* The award is meant for a journalist, regular or freelancer from the print or electronic media and who has brought out qualitative articles /features/programmes on ageing covering comprehensively the related issues of the senior citizens to name just a few – physical and mental health, financial security, elder abuse, protection of life and property of the elderly, the legal aspects, planning for the older persons- the national and international plans and policies, feminization of ageing, rights of the older persons, society’s responsibilities, building elder-friendly infrastructure, the work of the older persons etc.
* The award would carry a cash prize of Rs. 5000/- and a citation/memento.
* For selection, the criteria are- choice of subjects covering varied aspects of ageing; frequency of the articles/features; the potential impact of the articles with a view to enabling a qualitative change at least in terms of awareness; the outreach of the medium in which the article/programmes appears.
* Application from aspirants should be sent along with copies of articles/features/programmes in hard copies or soft copy (CD) or by email as attachments.
* **The last date for the receipt of the applications is the 30th of August 2023.**
* The applications may be sent to The Executive Director, International Longevity Centre-India, marked ‘Dr. S. D. Gokhale Award’ at the **FOLLOWING ADDRESS**-

**International Longevity Centre-India,**

**CASP Bhavan,**

**1st Floor, Sr. No -132/2, Plot No:3,**

**Pashan Baner Link Road,**

**Pashan, Pune-411021.**

**Phone number is : 020-2997285; 7758852998**

**Email ID:-** **longevetic@gmail.com**

**Web site:-** [**www.ilcindia.**](http://www.ilcindia.)**in**