

Japan Today

NHK announces winner of international contest for educational media

By Haruka Masumizu [National](#) Nov. 03, 2016 - 03:26PM JST ([2](#))

TOKYO — The Japan Prize, established by NHK as an international contest for educational media in 1965, has made a significant contribution to developing the quality of digital educational contents around the world, predominantly TV programs, believing the potential of the media to build a better future for people around the world.

This year's Japan Prize was held from Oct 30 to Nov 2.

The highlight of the Japan Prize is the TV Proposal Division, where those who have an exceptionally good plan for creating an educational TV program but lack the necessary resources, receive financial and technical support from NHK in order to make their production plans possible.

This year's five finalists were all from different countries - Bangladesh, Afghanistan, Rwanda, Colombia and South Africa. All face a variety of social and economic issues that remain unresolved behind their rapid development and are in need of educational TV programs to raise public awareness on various issues.

The winner of this division was Novera Nikkon, a 19-year-old girl from Bangladesh, who presented her proposal titled "The Girls are not Brides." She conveyed her passion to improve the situation of girls suffering from child marriage and premature pregnancy in Bangladesh where girls are often seen as an economic burden on a family.

What is unique about her proposal is that it doesn't focus on the negative situation facing girls; it highlights success stories of some girls who have stood up against child marriage. Nikkon said she believes that such a heroic example will encourage girls to decide their own destiny while showing their parents a way to be supportive of their decision rather than regarding them as an economic burden.

Nikkon and her production team from Dhrupad Communication were awarded The Hosono Bunka Foundation Prize with a cash prize of U.S. \$10,000. She is required to complete and air the proposed program within one year, which will be screened at the Japan Prize event next year.

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