

News release

From Managing Directors to Football Coaches, Awards Honour Inspiring Asian Women Across Britain

20 May 2015, London The Asian Women of Achievement Awards (“AWA”), in association with RBS, announced the winners of the 2015 Awards at an event in London last night in the presence of HRH The Duchess of Gloucester, Patron HRH Princess Badiya bint El Hassan, The Rt Hon Theresa May MP, The Rt Hon Hilary Benn MP, Tasmina Ahmed-Sheikh MP, Miriam Gonzalez Durantez, Elif Shafak and Jazmine Walia. AWA is an annual celebration of the contributions that individual Asian women have made in Britain, both professionally and in their communities, and the applicants this year were as impressive as they were diverse.

This year’s winners are saving lives through *The UK Sepsis Trust*, supporting ethnic minority disabled children with *Include Me TOO* and spreading joy at *Comedy At The Cottage*. Whether they are just starting out in their careers or have already climbed through the ranks, they are proactively driving positive change, in many cases on top of their day jobs.

This year AWA honoured the author, columnist, speaker and academic Elif Shafak with the *Global Empowerment Award*. Each year the award recognises the work of a remarkable individual exemplifying outstanding leadership, responsibility and courage, who has inspired others to champion progress and success. Past recipients include HRH Prince of Wales, Susan Davis, chair of Vital Voices, and Indra Nooyi, global chief executive of PepsiCo.

10 women and one organisation were selected as category winners by a judging panel chaired by Sir Nicholas Young. The full list of winners is:

- Sajeela Kershi, comedian, actor and writer **[Arts & Culture]**
- Sevasti Wong, managing director, Accenture **[Business]**
- Farzana Baduel, founder, Curzon PR **[Entrepreneur]**
- Shivvy Jervis, presenter, Digital Futures; head of digital media, Telefonica **[Media]**
- Nicky Jayesinghe, head of professional policy division, British Medical Association **[Professions]**
- Daman Mullhi, founding trustee and director of PR, The UK Sepsis Trust **[Public Service]**
- Parmi Dheensa, executive director, Include Me TOO **[Social & Humanitarian]**
- Annie Zaidi, youth engagement coach, Leicester City Football Club Community Trust **[Sport]**
- Tanya Datta, store manager, Marks & Spencer **[Young Achiever]**
- Jyoti Shah, consultant urological surgeon, Burton Hospital NHS Foundation Trust **[RBS AWA Chairman’s Award]**
- University of East London **[Community Award]**

Also highly commended by the judging panel this year were: **Piali Ray OBE**, Sampad; **Nupur Singh Mallick**, Tata Consultancy Services; **Renu Kapur**, X-Forces; **Shelina Permilloo**, author, cook and TV personality; **Professor Mala Rao OBE**, Imperial College and Public Health England; **Camilla Bowry**, Sals Shoes; **Balvinder Sandhu**, NHS; **Rimla Akhtar**, Rimjhim Consulting; **Dr Jennifer Gupta**, Institute of Cosmology and Gravitation, University of Portsmouth; and **Joanne Sui**, London Bridge Associates.

Pinky Lilani OBE DL, Founder, Asian Women of Achievement Awards said, *"The common factor linking the women was their inexhaustible positive energy, whether throwing themselves behind their careers, a passion or a cause, they have all shown themselves to be dedicated and determined. I am proud to stand with this group of inspiring women."*

Les Matheson, Chief Executive, Personal & Business Banking, RBS said: *"RBS is proud to be a part of Asian Women of Achievement for the 4th consecutive year, and today's awards have highlighted the incredible contribution made by Asian women in the UK today. Congratulations to the finalists and winners who are all fantastic role models achieving tremendous success in their fields."*

Cherie Blair, long-time supporter and Patron of the Awards said, *"The sheer talent and quality of the nominees is testament to the hugely important impact that Asian women have in the UK and it is essential that we continue to recognise and support them. The AWA programme plays a key part in doing so, helping to create more role models, finding more future leaders and championing women. Congratulations to all of this year's nominees."*

ENDS

For more information and to receive images from the event please contact **Hawthorn Advisors** Charlotte.Dudley@hawthornlondon.com, 020 3745 4960

Further Information:

About Asian Women of Achievement

The Asian Women of Achievement Awards, co-founded by Pinky Lilani OBE DL in 1999, were conceived to celebrate the often unsung Asian heroines of British life. Such women make a huge contribution in fields as diverse as business, entrepreneurship and social and humanitarian work. These awards are their moment in the spotlight. The Asian Women of Achievement Awards are hosted in association with The Royal Bank of Scotland.

For information on the awards visit: <http://www.awaawards.com/>
Get involved by tweeting @awaawardsuk #AWA2015

Rules

A woman is eligible to enter the Asian Women of Achievement Awards if she is resident in the United Kingdom, the Channel Islands or the Isle of Man and has been so for a period of 12 months before the date of application; if she was born on the continent of Asia; or if she is born into an ethnic group or had at least one grandparent born into an ethnic group or groups, of Asian origin other than Caucasian.

About RBS

RBS is a UK-based banking and financial services company, headquartered in Edinburgh.

RBS provides a wide range of products and services to personal, commercial and large corporate and institutional customers through its two main subsidiaries, The Royal Bank of Scotland and NatWest,

as well as through a number of other well-known brands including Citizens, Charter One, Ulster Bank and Coutts.