

UNFPA & Population First
celebrate the

1st International Day of the Girl Child



Laadi

A Girl Child Campaign
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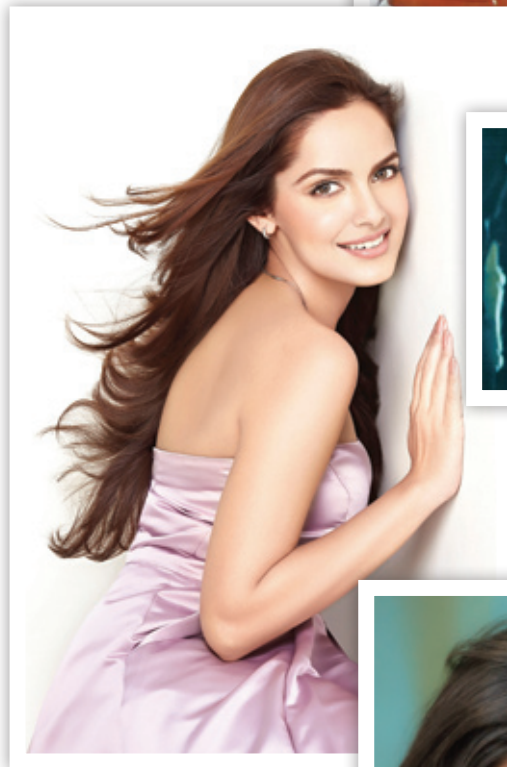
Celebrity Daughters and Parents



Dr. Mithu Alur and Malini Chib, founder-co-chaipersons, ADAPT



Manmohan Shetty and Pooja Shetty Deora, entertainment entrepreneurs



Alyque Padamsee and Shazahn Padamsee, ideas genius and actor



Ila Arun, singer and Ishita Arun, actor-VJ



Namita Devidayal, writer-journalist, artist and Gauri Devidayal, restaurateur

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Change moves the world. The desire for a better world has caused many a social, economic and political revolutions while the desire for more comfort and convenience in life has led to many a technological innovation.

Change happens when we know what we want to change, why we want to change and how we want to bring about the change that we desire. Then how is it that deep rooted patriarchal values continue to dominate our thinking? Why is the change so slow? Why is that we rarely question our own mindsets that perpetrate such inexcusable inequalities, discrimination and violence like pre-birth sex selection, gender based violence and denial of basic rights to a large number of women? How often have we paused to wonder why India, in spite of its aspirations to become an economic super power, lags behind in gender and human development indices? How committed are we really, to build a better world?

These are the questions that 'Laadli - Population First's Girl Child initiative raises. *Laadli* works, specifically, with the Media and the Youth to bring about a mindset change to build a more gender sensitive and gender just society.

We believe that if we raise the social consciousness of the youth, they would be the change makers who would be instrumental in redefining the gender equations in their lives, work places and on the streets making this world much safer for girls and women. We launched the Change Makers Clubs in the colleges of Mumbai in 2011 with the explicit purpose of raising the social consciousness and building the commitment of youth to social issues. Change Makers Clubs promote critical thinking and provide a non-judgmental space for students to engage with gender issues through various innovative and creative activities, which are conceived and executed by them.

Question Everything is the first initiative under Change Makers Clubs, where students are encouraged to reflect on their own gender perceptions and values to raise pertinent questions about gender inequality and violence. The challenge then is to present the question through the creative medium of film making and convey the message effectively in a one minute movie (1MM).

The IMM (One Minute Movie) project on the theme Question Everything was launched in August and was executed in two phases.

Phase One involved consciousness-raising through a two-day workshop where the students had an opportunity to explore the concept of gender and creative communication through interaction with leaders from the field. By the end of the second day, the twelve teams from 11 colleges had identified the themes they wanted to work on as well as the format they wanted to use. Pixilation, short film, street play, chroma, puppetry, and stop motion were some of the options given. They were also ready with a rough creative concept.

The second phase focused on the actual film making process, where the creative idea was fine tuned and the films were shot with the help of Preeti Gopalakrishnan, Yogi Chopra and their team mates Medha Dalal, Mahesh Shetty, Sanjay Ramachandran and Madhusudhan Tayade from Can Communicate. Anshuman Alamuru, Ravi Tuteja, Janvi Shah and Nusheen from Seam Edu Media Institute from Pune provided the required technical support. Nita Shirali coordinated with the colleges for participation.

The post production job was done entirely by the Can Communicate team. Seven films were produced on the issue of violence against women.

It is very exciting to celebrate the 1st International Day of the Girl Child by launching the movies and the concept of 1MM for social change. More information about the project is available on www.1mm.com.in. The films will be placed on the web after their launch on 11th October. We are confident that they will make viewers think about gender violence and encourage more and more of them to come up with their own questions on the issue.

We have succeeded in getting 1MM mind space through this project, and hope this is the beginning of a bigger transformation.

Dr.A.L.Sharada
Director
Population First



Dr.A.L.Sharada

Frederika Meijer

Representative, United Nations Population Fund, India

Frederika Meijer has more than 25 years of professional experience, covering reproductive health, gender issues, adolescent reproductive health issues and advisory services to governments under the auspices of the Royal Netherlands Embassy, the European Commission and the United Nations. Prior to this, Meijer was the Regional Representative for an International NGO in development co-operation covering Afghanistan, Bangladesh, India, Nepal and Pakistan. Meijer, is a Dutch national with an advanced training in adolescent welfare and has received a master's degree in sociology from the University Groningen, the Netherlands.



Frederika Meijer

Why has the UN selected Child Marriage as the theme for the first International Day for the Girl Child?

Child marriage is a key manifestation of and contributor to gender inequality. It results in girls' abandonment of schooling and poor reproductive health, associated with early child bearing and high fertility. It is a violation of the human rights of women and girls as it denies them development opportunities.

UNFPA has chosen to highlight child marriage because addressing this human rights violation and its consequences is at the heart of our mandate to promote gender equality. This is a prerequisite to realizing the vast potential of girls and young women.

How severe is the problem in India?

Almost half of women in India are married before the age of 18. More than 40 percent of the world's child marriages take place in India (Source: UNICEF). In some states, child marriage prevalence still exceeds 50 percent, with the highest rates found in Bihar, Jharkhand, Rajasthan and Andhra Pradesh. The problem is worse in rural India as compared to urban areas, with 56 and 29 percent prevalence, respectively (Source: NFHS).

Are issues such as child marriage, sex selection, dowry etc. interlinked? How do these play a role in India and what are its damaging consequences?

In societies steeped in son preference, where women are traditionally given a lower status

than men, gender discrimination manifests through sex selection. Sex selection is deeply interlinked with a number of socio-cultural and economic factors, such as sons are more valued because they would carry on the family name and perform the last rites in the family; sons inherit the family property, while daughters usually don't, whereas daughters require dowry at the time of a marriage. Traditional marriage patterns that require girls to reside with the husband's family also lend support to the perception that girls are a liability and belong to another family.

Child marriage violates girls' human rights as it increases the risk of domestic violence and sexual abuse. Girls who are married early are most likely to be pushed into early childbearing, which increases the risk of maternal mortality, morbidity and infant death, and malnutrition for the mother and child. Furthermore, girls who are married early are also most likely to drop out of school.

What is UNFPA's role in addressing child marriage?

UNFPA works with governments and partners at all levels to foster supportive policies, legislation and dialogue about adolescent girls' human rights and dignity. We bring greater attention to their needs and realities given the harmful and life-threatening risks they face from child marriage.

UNFPA assists the most marginalized and vulnerable girls in

deferring marriage by advocating for girls to stay in school; building their life skills; providing them safe spaces to learn, play and make friends; providing sexual and reproductive health and HIV information and services; and improving their overall economic and social well-being.

How effective are legal systems in this area? What do you recommend for India to address the issue?

The legal provision for addressing child marriage in India includes the Prohibition of Child Marriage Act of 2006 that prohibits marriages in which either party is a minor and sets the legal age for marriage as 18 years for girls and 21 years for boys.

In addition, a 2006 Supreme Court decision requires registration of all marriages, which makes it easier to implement laws related to prevention of child marriage. The National Plan of Action for Children of 2005 also includes goals on eradicating child marriage.

However, limited awareness and weak implementation processes undermine the potential effectiveness of the law.

What advice do you give to the media and the corporate sector?

The corporates and the media can use their valuable resources as very effective advocacy agents to highlight the issue of child marriage and focus on empowering and encouraging thousands of young girls in India. That is also the path for not just social development, but economic progress.

P&G's Contribution to Communities

P&G's focus on purpose-inspired growth drives us to not only serve our consumers with superior product propositions, but also truly touch and improve the lives of more consumers, more completely by contributing towards the communities we operate in. This commitment is the purpose behind our Corporate Social Responsibility initiatives 'Shiksha' and the 'Whisper School Program,' that enables children from lesser-privileged background access their right to health and education.

P&G's flagship Corporate Social Responsibility Program 'Shiksha' is an integral part of our global philanthropy program - Live, Learn & Thrive, which currently reaches out to over 50 million children annually. Now in its 8th year, Shiksha enabled over 385,000 lesser-privileged children with access to good quality education by supporting sustainable and critical assets of schools. By the end of Fiscal Year 2012, Shiksha will be supporting over 200 schools by interventions such as reactivating defunct government schools, building new schools or enhancing education infrastructure at existing schools.

This year, Shiksha introduced various new amenities, educational aids and health and hygiene programs to contribute to the overall growth and development of the children studying at Shiksha schools. In 2011-2012, P&G's Shiksha initiative has facilitated the addition of a digital library and distance learning programme at the Government High School, Lodhimajra, Himachal Pradesh, which allows experts from other cities to conduct online lectures and sessions on various topics

directly with the students. Shiksha has also partnered with project Ekta, Government of Rajasthan and NGO IBTADA, to adopt a girls' school 'Mewat Balika Vidyalaya' with the mutual goal of helping girls in rural Rajasthan access quality education.

Additionally, P&G also introduced two new programs such as Mid-day Meal and Parivartan - Whisper School Program, to improve the health and hygiene of the students at Shashkiya High School in Satalapur Village, Mandideep. The school was adopted by the company's plant in Mandideep over 10 years ago. P&G's National Parivartan Program, is a



decade-old program that reaches 2.5 million girls across India every year to provide them with timely menstrual education and product samples. The program will now be conducted on a yearly basis to empower girl students with better health and hygiene, so that they do not skip school.

Since its inception in 2005, Shiksha has made a cumulative donation of over Rs 27 crores towards helping children on the path to better education. This is a result of the support from our consumers who participated in the Shiksha movement by buying P&G brands in the months of January, February & March 2012 and enabling P&G to

contribute a part of the sales towards the cause. During the Financial Year ended June 30, 2012 alone, P&G India closed Shiksha with a contribution of Rs 5.6 crores in association with its partner NGOs, namely Save the Children India, Army Wives Welfare Association (AWWA), Round Table India (RTI), Navy Wives Welfare Association, Air force Wives Welfare Association amongst others. Each of Shiksha's NGO partners focuses on a critical approach towards education, with NGO Round Table India specializing in building educational infrastructure and supporting schools across India, NGO Save the Children laying emphasis on the girl child via supporting the government's Kasturba Gandhi Balika Vidhyalays, and the NGOs AWWA, NWWA & AFWWA serving the unique educational needs of differently-abled children of Naval, Air force and Army Officers' families. These activities together help Shiksha further its motto 'पढ़ेगा इंडिया तो बड़ेगा इंडिया', and help us touch and improve the lives of our consumers.

Our Whisper School Program is now two decades old and it has protected millions of adolescent girls in India from getting trapped in traditional practices of using unhygienic cloth for sanitary protection. Through a sustained outreach program in private and government schools across the Country, P&G reaches out to over 2.5 million girls annually across 15,000 schools. The project collaborates with existing government health workers called ASHAs, to encourage adolescent girls to adopt the right feminine hygiene practices, and provides hygiene products at subsidized rates.

Campaign for Change

THE CAMPAIGN

Population First organised a unique college campaign called "Question Everything", which involves two of the most important agents of social change and the true voices of the nation- Youth and Media. For the campaign, colleges were contacted and students participated in the workshop conducted on Creative Thinking and Communication and Gender. About 55 students from 11 colleges took part.

The multi-stage campaign included the following –

1. A two-day workshop on Creative Thinking and Communication and Gender by highly experienced advertising, media professionals and NGO sector representatives on 6th & 7th of September, 2012.
2. Creation of 1 minute movies where the voices of students was recorded in a professional set up by film-making team on September 7th, 8th and 9th. Concepts were developed by students.
3. Movie launch: On October 11, which is the UN International Girl Child Day, the movies would be launched and also broadcast by using mass media and the Internet.

TWO-DAY WORKSHOP ON CREATIVE THINKING AND GENDER

The workshop was organized by the *Laadli* Changemakers Club of Population First at St. Xavier's College. Change Makers Club aim to involve students continuously in a dialogue on gender issues with a focus on enhancing the image of the girl child.

Day 1

Interactive Session on Understanding Gender: Dr. A. L. Sharada and Manjul Bharadwaj



On the first day, registration was done and data on child sex ratio and statistics on women was shared with the students. After registration, an interactive session on understanding Gender was held by Dr. A.L. Sharada and theatre expert, Manjul Bharadwaj.

The workshop included many interesting exercises such as:

- Discussion on song 'Masakali' where the students were asked to express and reflect upon this song.
- Presentations by students on gender stereotyping and biases in society where 15 groups of students performed plays covering various topics on gender discrimination.
- Discussion on Sex and Gender.

Gender stereotypes in communication: K.V. Sridhar

K.V. Sridhar of Leo Burnett was the next resource person and the topic was gender stereotypes in communication. While discussing about advertising, he explained the difference between commodity, product and brand.

His presentation focused on the importance of values in communication.

Then, two sets of advertisements were shown and discussions were held. The first set of advertisements communicated regressive values. The students explained that the messages that the advertisements gave.

It was explained that by adopting cheap and vulgar tactics, one cannot be persuaded to buy. Advertisements which communicate positive values can be entertaining as well. Our brands should stand for the values which we believe in. The commercial was shown where conscious efforts were made to show two girls in a family to question the belief that an

ideal family should have a son and a daughter. Ads should not reinforce negative things prevalent in society. Subsequently, a two-min ad on KBC was shown to emphasize how short advertisements could convey even stronger messages.

Introduction to various techniques and activities for film making by Yogi

Various techniques that can be used for film making were explained to the students, such as Chroma Shoot, Pixilation, Light Animation, Puppet Films or Scissor and Paper Animation.

Concluding discussion by Dr A.L. Sharada and Manjul Bharadwaj

The common notion that women are women's worst enemies was discussed. Many riots and wars were fought because of greed, jealousy, competitiveness and insecurity of men, and yet women are perceived as women's worst enemies.

The students were asked to reflect upon the things that they could not do as a girl or a boy. Few boys were able to identify. They were asked to reflect on the idea of a wife taking the husband's name as being considered as a natural and unquestionable part of marriage. The day ended with Mr. Sista interacting with the students

Student Feedback for Day 1 of Workshop

The students were asked to give their feedback on the workshop. They expressed that the workshop was very productive and enlightening.

Next, they were asked to develop a concept on their films by selecting appropriate techniques.

Day 2

Interaction with students to finalize scripts: Gopi Kukde

Mr. Gopi Kukde, a veteran of the Indian advertising industry, was called to give guidance on scripts developed by students.

He explained that in advertising, one needs to be aware of their target audience and their direct and indirect competitors. For knowing the correct way to communicate to people, one needs to first know whom they are communicating to. The students shared their scripts with the group and Mr. Kukde gave his valuable suggestions.

Case studies of effective communication in advertising Gautam Rakshit, of Advertising Avenues

Mr Gautam Rakshit explained that every action has a desired reaction. One needs to be aware of the desired reaction. And, hence the success of advertising depends upon whether the desired reaction is fulfilled or not. He explained about what constitutes effective communication which includes knowing the objectives of effective communication, recognizing the importance of being consistent, thinking differently, being aware, communicating to 1 person and not millions, being sensitive, communicating effectively in smallest time and feeling genuinely moved before moving others.

From Script/Dialogue Writing to Screen: Case studies from *Zindagi Na Milegi Dobara* and *Luck by Chance*... Zoya Akhtar, Film Director in conversation with Dolly Thakore, National Coordinator, *Laadli Media Awards*

In conversation with Ms Thakore, Ms Akhtar expressed how she began with script writing in movies. She said

Manjul Bharadwaj

Well-known theatre personality

Manjul Bharadwaj is a well-known name in the theatre community, with a career spanning over 28 years in which he has initiated the philosophy of "Theatre of Relevance" in 1992. This new thought of theatre has been practised since in India and globally. He has been working at grassroots level in rural and tribal areas, towns and Metro cities of India and at the international level. He also founded Experimental Theatre Foundation in 1992- a pioneer theatre movement in India.



Manjul Bharadwaj

Tell us about your experience working with the students on the two-day workshop on Creative Thinking and Gender.

The Question Everything campaign has helped in triggering a mindset of questioning everything around us, to see it in ourselves, family, colleges, open spaces, media and political happenings with a gender sensitive point of view. The youth has been involved to question institutions that reinforce the gender bias and motivated to motivate and initiate change, to think creatively and to showcase their creativity with a purpose to change the gender bias through their creative commitment.

What, according to you, is the one primary roadblock faced by women in India?

As capitalism and patriarchy are merging together, it is posing a greater threat to the existence and the status of women because both are stengthening the prevalent mindset of seeing the woman as a commodity and this, according to me, is the biggest

roadblock confronting Indian woman.

Do you have some suggestions for the media or the advertising community to help change thinking patterns?

I urge the media to say it as they see it. News is not for sale so I urge the media to break out of this mindset that everything is for sale. News is information that you give and that information must be true to the ethics of journalism and not be profit-driven by nature. In the competitive world of breaking news, hold on and be sensitive while reporting issues related to violence against girls and women.

How effectively will the 1MM project enable to bring about change?

In times when the youth is discovering the language of SMS and inventing their own medium of communication, the concept of a one minute movie is a fantastic medium to reach the youth. It is a trigger not the end and we have it take it persistently till the situation changes at the ground.

she did not like Bollywood movies in those days but was inspired by Director Mira Nair. She worked in her film *Kamasutra*. She explained that before making films, one should believe in what is going to be presented before the audience and one should know the subject thoroughly. A filmmaker is responsible for what

is being projected in films. A scene from the *Luck by Chance* was shown. It was emphasized that lighting, cinematographer actions, script and dialogues should collectively relate to what is being conveyed in scenes.

The students shared their scripts and guidelines were given by her for writing dialogues.



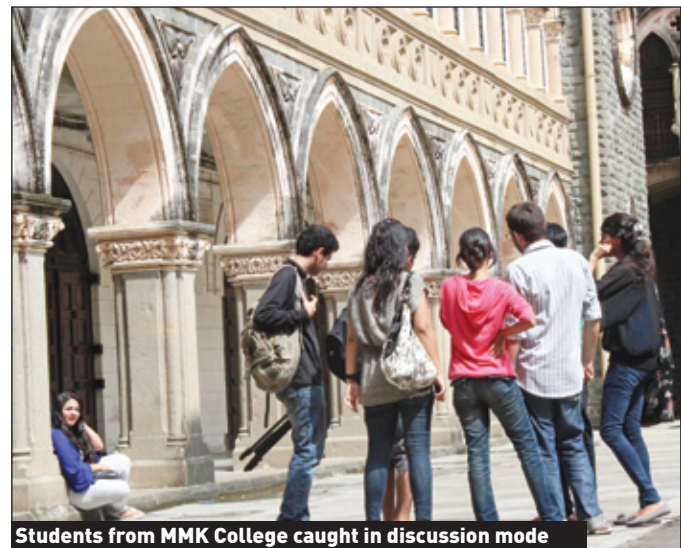
Youth from HR College seen rehearsing their act

The making of 1MM

Students from colleges across Mumbai were at their acting best during the making of the One Minute Movie. Splashed here are a few behind-the-scene images...



Students from HR College assist a girl in getting ready



Students from MMK College caught in discussion mode



Youth from MMK College enact a scene



Students from Nirmala Niketan College get busy with their shoot



Sophia College students get set to roll the camera



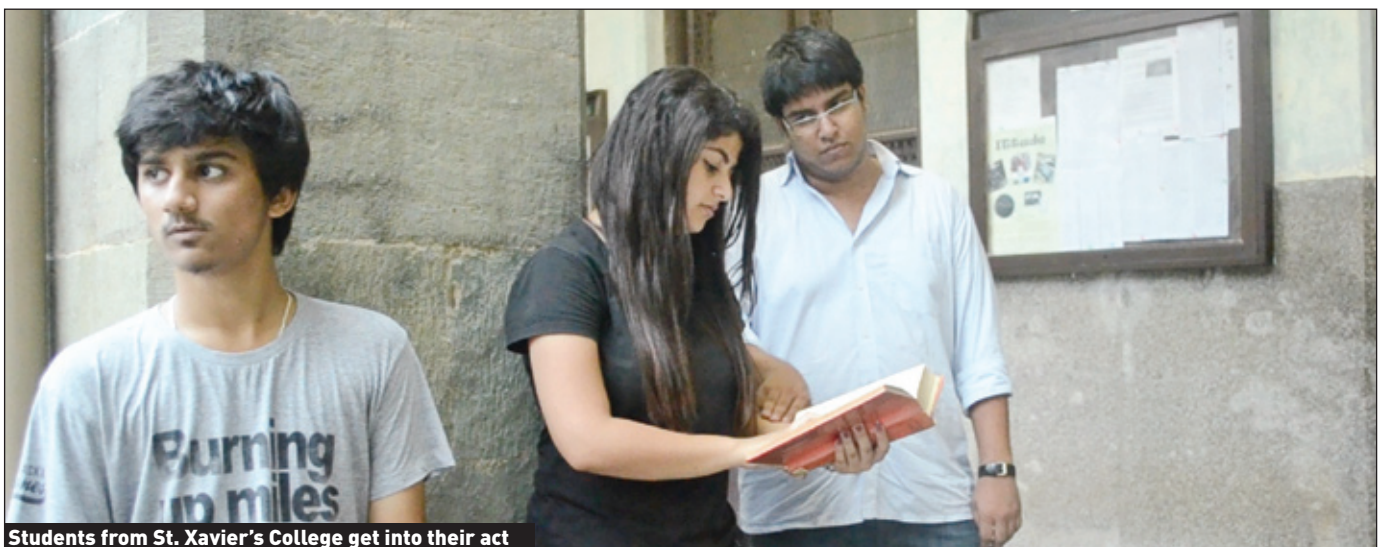
A student from Sophia College gets set for her role



Students from Vivekanand College do some brainstorming



Lights, Camera, Action...for a student from St. Xavier's



Students from St. Xavier's College get into their act

1MM – Student Movies that ‘Question Everything’

The Backdrop

Teams of college students were oriented to gender issues during a 2-day workshop held on September 6 and 7, 2012. At the end of Day 2, they came up with story ideas or scripts under the guidance of ad veteran, Gopi Kukde and Dr. A.L. Sharada, Programme Director, of Population First and were ready to be captured on video by the Can Communicate team.

The shoots were scheduled for September 8 and 9 at the St. Xavier’s College, Dhobhi Talao. Teams could choose from short film using video, stop motion animation, pixilation, chroma (green) screen shoot and puppetry to present their ideas for the film. Every film had to raise a question pertinent to a gender issue. The question appears at the end of the film.

Day 1

#FILM 1: HR COLLEGE, TEAM 1: SHORT FILM USING CHROMA SCREEN

Synopsis: It’s a regular day at the bus stop for two college-going girls. The film is about the thoughts, feelings and emotions one of the girls undergoes when she realises that a man standing at the bus-stop is ogling at her friend. This brings back memories of her past, which she is trying very hard to forget. The film highlights how girls and women feel violated in public places when males

stare at them or sexually harass them.

Creative process and production: The students had come up with the idea on Day 2 of the workshop. It was shared with Gopi Kukde and A.L. Sharada and their inputs were incorporated. On the day of the shoot, a written script was shared with Yogi Chopra and the team of Can Communicate. The shoot was done using a large chroma (green) screen. As the situation unfolds at a bus stop, additional bus stop shots were taken to make it look more realistic and added in the post-production stage. Additional sounds were also recorded like honking, traffic etc.

Key question: “Are public spaces safe for women?”

Credits:

- Direction: Sanjay Ramachandran
- Make-Up: Nausheen
- Hair Specialist: Janhvi
- DOP: Pramod
- Editing: Ravi Toteja
- Story and Script: College team comprising Ankit Malhotra, Pallavi Bhandari, Simone Saiya, Neeti Mansinghka, Shruti Venkat
- Additional Music and Edit: Can Communicate

Key question: “Who will make public spaces safer for women?”

#FILM 2: HR COLLEGE, TEAM 2: SHORT FILM

Synopsis: This film was on the theme of ‘Domestic Violence’. The story is about a small girl who is

enacting her mother ready in front of the mirror. She innocently wears her mother’s torn sari and applies make up exactly like she has seen her mother with a bruised eye and smudged lipstick. It highlights the viewpoint of the girl where she has seen her mother become a victim of domestic abuse at the hands of her father.

Creative process and production: The enthusiastic bunch of students from HR College had actually conceived the situation where the girl as getting ready for a fancy dress competition. However, as they could not find a young enough girl, with inputs from the Can Communicate team, they slightly modified the script to highlight domestic violence from the girl’s point of view. The child actor was equally supportive and enthusiastic and the shoot was completed within 2 hours. The film has been shot by taking the girl’s reflection in the mirror and enacting the scene.

Key question: Why do women face maximum violence at home?

Credits

- Direction: Neeharika Jaiswal
- Make-Up: Nausheen
- Hair Styling: Janhvi
- DOP: Pramod
- Story: HR College team comprising Neeharika Jaiswal, Khushboo Patwari, Anshika Sethi, Trishla Kothari, Adnan Faizy
- Music and Edit: Can Communicate



Movie still from HR College Team 1



Movie still from HR College Team 2



Puppet show being readied by students from Nirmala Niketan College

#FILM 3: NIRMALA NIKETAN: SHORT FILM USING PUPPETS

Synopsis: The enthusiastic and creative group of students from this college they came up with a story portraying gender bias at the workplace. The story unfolds in a cottage industry owned by a man, where village women make papads and other food items. They laughingly describe the situation where the man simply orders them around and verbally abuses them while they slog it out to produce the products. It ends with an indirect threat that if not for us (women), the man would have nothing to feel so vain about!

Creative process and production: The lyrics penned by the students painted a grim picture, but on the suggestion of the Can Communicate team they re-wrote it to present the situation in a lighter and tongue-in-cheek manner. As the students had the prior experience of puppetry, particularly for social causes, they were allotted this format. They also had puppets in college which was willing to provide them for the shoot. Against a chroma screen, the puppet show was shot and the song recorded separately. In the post-production, colourful backgrounds depicting the small scale industry and music have been added.

Key question: Why is women's work so undervalued?

Credits:

- Direction: Yogi Chopra
- Puppets: Provided by college
- Lyrics and composition: College team comprising Aditya J Tamboli, Dhvani N Shah, Prachi V Mahabal, Siddhi A Gheewala, Nidhi Trivedi
- DOP: Pramod
- Editing: Can Communicate

#FILM 4: ST. XAVIER'S COLLEGE

Synopsis: The film focused on 'eve-teasing' and sexual harassment, since the subject was recently in the spotlight with a woman in Assam being molested in public. The message has been shown through the innovative idea of a buzzing fly which annoys the protagonist, a college student. The squashing of the pest by the girl gives the clear message, "Women should not take eve teasing lightly and should take action."

Creative process and production:

The students wanted to work on the subject of access to basic toilet facilities for women and their idea was even approved by Mr. Gopi Kukde and Dr. A.L. Sharada. But due to the unavailability of actors, the team had to change its story on the day of the shoot. They came up with a story idea on sexual harassment of girl in the college campus and with inputs from Yogi Chopra and Preeti Gopalkrishnan of Can Communicate, presented it in a realistic manner. Shot in the Xavier's College campus in fast fading daylight, the team worked hard to get the message across in a crisp manner.

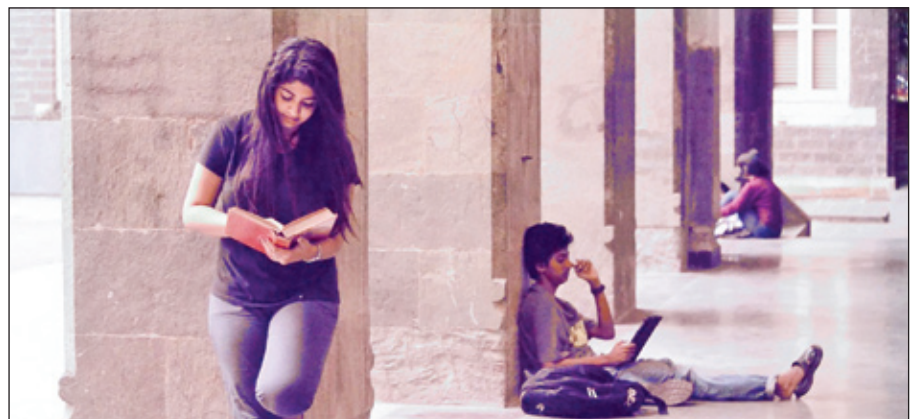
Key question: "Is eve-teasing a harmless act?"

Credits :

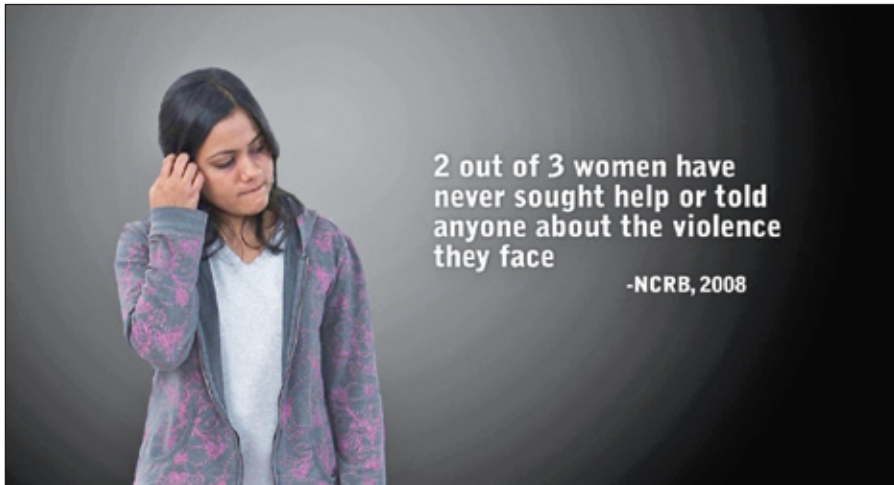
- Directed by Anshuman and Preeti Gopalkrishnan
- Executed by team SEAMEDU
- Story: College team comprising Akash, Om, Ronit, Shubham, Christy
- DOP: Anshuman and Ravi Toteja
- Music and Editing: Can Communicate



Stills from a film by students of St Xavier's College



Stills from a film by students of St Xavier's College



A film by the Sophia College team

#FILM 5: SOPHIA COLLEGE: SHORT FILM USING CHROMA SCREEN

Synopsis: The group of girls from Sophia College had a good understanding of gender issues and had a great concept for their short film. The film is on the theme of 'Domestic Violence' giving shocking statistics of poor conviction rates. The women are shown to be perfectly normal in the initial frames, and then suddenly the shocking scars from the violence inflicted on them are revealed. There is a high impact which emotionally captures and highlights the extent of violence in their homes.

Creative process and production: The enthusiastic team was one of the well-prepared teams - right from their story and script to execution - they had it all ready. The make-up was done by a make-up artist who is the sister of the one of the participants. Using a chroma screen, the film was shot and during post-production the shocking statistics were added. Music has been used very effectively to create a grim mood befitting the story and message.

Key question: *Why is justice denied to women facing violence?*

Credits:

- Directed by Sanjay Ramachandran
- Executed by the Sophia college team comprising Shrungi Tawade, Saloni Singh, Pallavi Singh, Janaki S.
- DOP: Pramod
- Music and Editing: Can Communicate
- Make-Up done by Burn and Bruise Make-up Specialist, Nisha Singh
- Additional Make-Up: Nausheen
- Hair Stylist: Janhvi

#FILM 6: MMK- SHORT FILM USING PIXILATION

Synopsis: The students came up with a quirky idea that is sure to appeal to the youth. They wanted to highlight that girls and women should stop doing nothing when men do any action that amounts to sexual harassment.



A film by the MMK College team

Creative process: The basic idea stemmed from internal discussions and ideation within the group where the girls felt that often they just ignored sexual passes and acts which are tantamount to sexual harassment. Instead of ignoring them, they should resist and complain against such acts. The boys in the group also felt they should appeal to men who witness such acts to stand up and



A film by the Sophia College team

take some action, instead of being mute spectators who do nothing.

Key question: *"When will you stop doing NOTHING?"*

Credits:

- Direction: Sanjay Ramachandran
- Concept and story: Team comprising Kummail Changezi, Manali Panchal, Zoya Khan, Neha Mulchandani,

#FILM 7: VIVEKANANDA COLLEGE- SHORT FILM USING STOP MOTION ANIMATION

Synopsis: The students, guided by the Can Communicate team, came up with a concept for an experimental video using paper cut-outs and stop motion animation technique. Being students of Mass Media, they chose a topic of relevance – Gender Stereotypes in Print Media, highlighting the way women and girls are often projected in the media. Some of the aspect discussed include an obsession with beauty and slimness, macho portrayal of men and “pink and pretty” portrayal of women etc. Somewhere the stories of real women, real issues affecting men and women are lost and the film calls for more responsible reporting by the media.

Creative process and production: The students were enthusiastic and began collecting images, headlines and alphabets to make key words and present their concepts. They were guided by the Can Communicate team, which also edited the film using stop motion technique to depict the message in a quirky manner. Collating images was time-consuming and messy and it was done over a period of two days using 50 old magazines.

Key question: “Where are the stories of real women?”

Credits:

- Direction: Yogi Chopra
- Executed by the college team comprising Dhanesh Kandhari, Farhan Fayyaz Shaikh, Sneha Shetty, Sumedh Salvi, Jayesh Chhatwani, Naina Bajaj, Madhuri Dewan, Aanchal Jaidhara, Sonal Vijan, Nikhil Kalyanpad
- DOP: Madhusudan Tayade
- Music and Editing: Can Communicate



A film by the Vivekananda College team

Young Women Achievers



MUMBAI FIRE BRIGADE'S WOMEN FIRE-FIGHTERS AND OFFICERS

For the first time in 123 years, women fire-fighters joined the Mumbai Fire Brigade this year, in 2012. The training of the five inductees was no different from their male counterparts. The brigade plans to induct 30 women fire-fighters in all, a move introduced after it was observed that there was awkwardness among women victims when dealing with male fire-fighters. Chennai and Hyderabad fire brigades are the only others in the country to have women fire-fighters. (Source: TNN)

BAVICCA BHARATHI

Bavicca Bharathi is the Youngest Commander in the country, holding four Limca records, including one for her pilot training done along with her mother, Judith Jeslin Bharathi. She is also the youngest Commercial Pilot Licence holder and youngest Airline Transport Licence holder. Her first aircraft was the Kingfisher Airlines ATR 72-500, which she commanded at the age of 21. Currently, she is a Commander on the Airbus-320 with India's youngest airline, Indigo.



Bavicca Bharathi



Divya Ajith Kumar

DIVYA AJITH KUMAR

Divya Ajith Kumar is the first woman in military history to win the coveted Sword of Honour, the highest award to a cadet at the Officers Training Academy, surpassing 244 cadets, including 64 women. For a civil service aspirant who did not know that women could join the forces, she came out on top in physical training, endurance and also won the Gold Merit in the Combined Order of Merit. She also led the passing out parade for her batch. She is currently serving as a Lieutenant with the 50 Light Air Defence Regiment in Jammu.

Stree Shakti

Performed by Ipshita Rajesh & Troupe

A well known 20th century Indian poet exclaimed that "to be born as a woman, one has to do immense penance". Our scriptures too portray Parashakti as the Supreme Being. Devi is the core of the universe - the mother of all - the pious and the wicked, the rich and the poor, the saint and the sinner - all are her children.

The infinite potential in men and women is the same. The greatest strength of women lies in their innate motherhood, in their creative, life-given power. And this power helps the women to bring about far more significant changes in society than men could ever hope to accomplish. She is the provider, the nourisher.

The little child with little care in the world blossoms into a woman and when she enters Grihastashrama, she becomes to a man what banks are to a river. In spite of her never ending responsibilities, she takes out time for everyone from her little ones to the aged people at home. She is the first to rise and the last to sleep and in between her endless chores, she finds time to lend a helping hand to her spouse. Today the scene may have shifted to urban settings. The area of work, the kind of work may have changed but the woman still continues to effortlessly and gracefully play all the roles with élan.

Sincere Thanks:

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The Performing Stars



The Dharavi Project in Mumbai is an initiative of the ACORN Foundation (India). The Dharavi Project is a multimedia project that invites Indian and visiting foreign visual artists, singers, dancers, musicians, and actors to interact with the waste collectors of the city and their children. The project organises art workshops, concerts, music, dance and drama classes for this marginalised workforce of Mumbai. There has been an enthusiastic response from the children of Dharavi, who have attended several music workshops and also performed alongside Indian and foreign artists at Blue Frog, a jazz club in Central Mumbai.

PERFORMANCES

'Ori Chiraiya' – Duet by Nayantara Bhatkal and mother, Svati Chakravarty Bhatkal



Curtain-raiser 'Masakali' by Dharavi Rocks band

Svati Chakravarty Bhatkal has been a media professional for over two decades working in journalism, publishing, interactive learning and branding. She co-scripted the Walt Disney children's film, Zokkomon and was Vice Chairperson, Children's Film Society of India. Most recently, she worked as Co Director and Head of Field Research, Satyamev Jayate. Svati is also a trained Indian classical singer and a budding lyricist.

Her daughter, Nayantara, who inherited her mother's love for music, made pit-stops at journalism, anthropology and law before finally becoming a full-time musician less than a year ago. She performs regularly with her band, Harbour Light and has sung for brands such as Nivea, Bombay Times, Parachute and TVS.

"Stree Shakti" performed by Ipshita Rajesh

Ipshita Rajesh was initiated in the Bharatnatyam art form as a promising talent in 1194 at the age of six. In 2003, at the age of 14, she performed her 'Arangetram' to a packed auditorium, and since has been part of numerous prestigious festivals and performances. Recently, she was part of Navarasa to Ramarasa – an exploration of humanity in divinity, a solo-ballet in collaboration with the renowned flautist Shri. Himanshu Nanda, disciple of Padmavibhushan Pt. Hariprasad Chaurasia.

Ipshita holds a Bachelors of Commerce degree and is pursuing a BFA in Bharatanatyam at SASTRA University, Thanjavur under the supervision of Dr. Padma Subrahmanyam. Additionally, she is a faculty member at Sanskriti Academy of Fine Arts, Mumbai, assisting her own Guru in the teaching of Bharatanatyam.





My 'independent at 20' step
 My 'journalism is my calling' step
 My 'so what if my parents
 are doctors, I'll be a fashion
 designer' step
 My 'won't ask dad to pay

my credit card bills' step
 My 'fat to fit' step
 My 'I'll stand up to my boss' step
 My 'first EMI' step
 My 'if I can run a house, I can run
 a business' step

1 CRORE GIRLS ARE GEARING UP FOR THEIR NEXT BIG STEP. AND YOU?

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