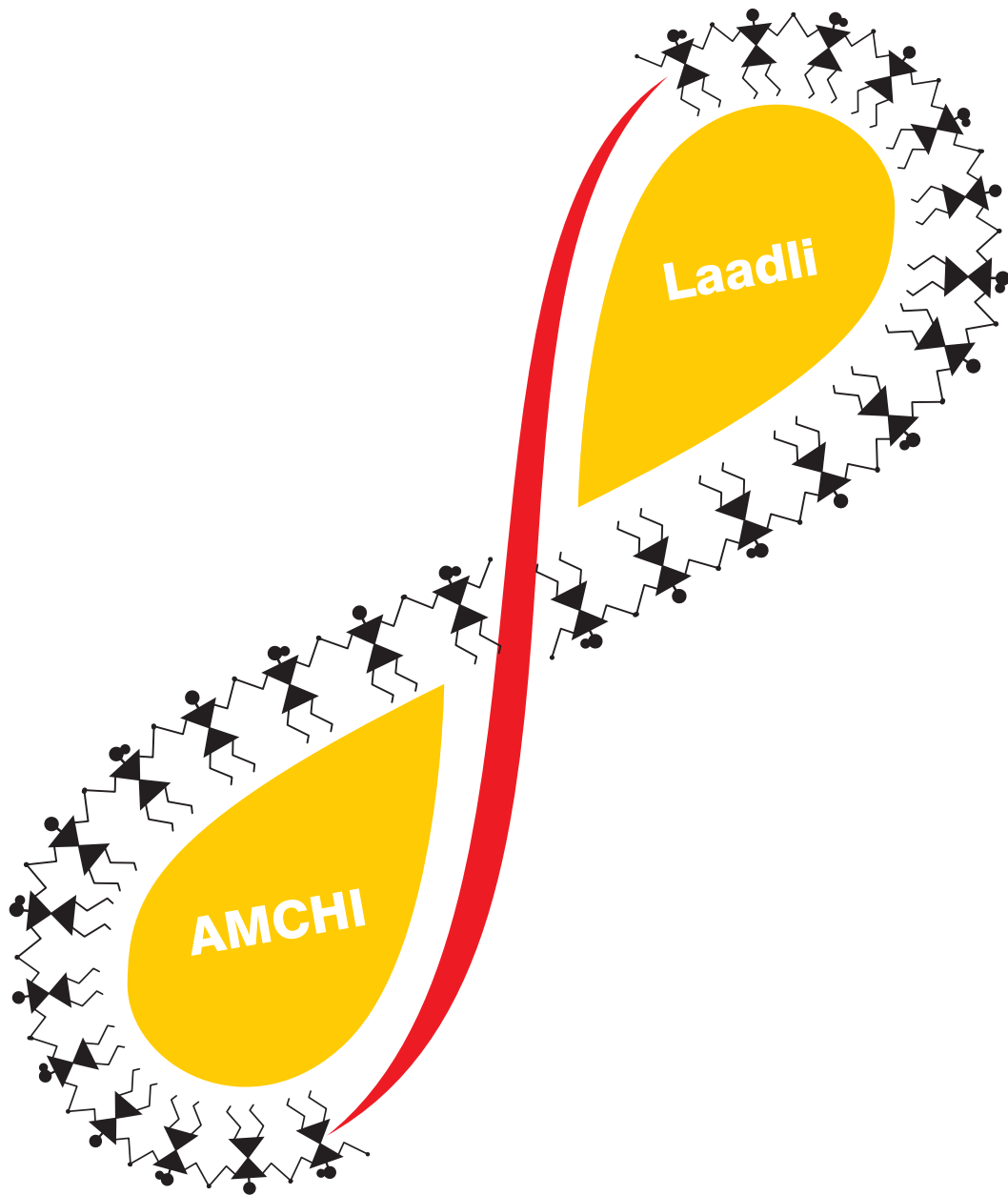


Population First

ANNUAL REPORT



APRIL 2017 - MARCH 2018

FOREWORD

It gives me great pleasure to present the Annual Report for the year 2017-2018. The year was eventful with many new partnerships being forged with *Laadli* reaching out to a diverse group of people.

In partnership with IAA we were once again able to take the *Laadli* Media Awards to the South Asia Region. We also had ViaCom18 joining us as a cause partner for the Media Awards.

We were also fortunate to have had Pandit Shiv Kumar Sharmaji lending his support to the cause of *Laadli* through a fundraiser.

Through our association with Tech Mahindra Foundation (TMF) we were able to reach out to the team of TMF, their NGO Partners as well as their service providers and beneficiaries – the Anganwadi workers, primary school teachers and special educators with specially designed programmes on gender, being a change maker, theatre as a pedagogic tool etc. The high point of this engagement was the performance of a play on gender discrimination by school children at the Kala Ghoda Festival.

Our collaboration with Script Writers Association (SWA) had led to incorporating the theme of gender portrayals in films at many of the events organised by SWA, including at Literature Fests at Vadodara and Ahmedabad as well as in their Master Classes and training programmes. Panel discussions were organized with senior film personalities as well.

We also had an opportunity to sensitize HR College students associated with the Rotary club of Mumbai on gender and adolescent sexual and reproductive health issues, who were going to be peer educators in Municipal schools of Mumbai. Students of KC College collaborated to conduct a research study on 'Media-How Gender Sensitive and How Inclusive' which was shared with not just the students but also with senior leaders of advertising and media industry at the INDIAA awards event of IAA.

As the Nodal Agency of Pratigya Campaign for Maharashtra we had organized a webinar for disseminating the Guttmacher report on Abortion in India and trained the NGO Partners of the campaign on use of social media in safe abortion campaigns.

Our 16 days of activism reached out to the unreached by organizing a series of workshops and discussion forums for college students, staff of the BEST and Mahindra Tractors.

Thus, we have been able to bring in more and more people to join us in making the world more sensitive and inclusive through engaging conversations and meaningful dialogue.

We look forward to your comments and suggestions on our activities.

Mr. S.V. Sista
Executive Trustee

Dr. A.L. Sharada
Director

INTRODUCTION



WE do not engage in charity
WE do not provide any services
WE do not create infrastructure
WE do not promote parallel systems

WE empower women, youth and communities to work on their needs, dreams and aspirations
WE build bridges between communities and government systems to ensure that the schemes are implemented with transparency and accountability
WE work with influencers to create public opinion and challenge dominant and harmful social norms and stereotypes

WE are a social impact organization
WE are catalysts
WE are change makers
WE are thought leaders

WE believe in the power of people
WE believe in dialogue and negotiation
WE dream of a world that is inclusive and free of discrimination and violence.

OUR VISION:



An India where every child is wanted, cared and nurtured;
An India where every woman is empowered to exercise her rights;
An India where every citizen is secured a life of social well-being, free of poverty,
violence and discrimination;
An India where health and population programmes are pursued as an integral part
of social development and gender equality in an environment of collective responsibility



OUR INITIATIVES

Population First (PF) has done all these through our two major programmes:

**AMCHI: Action for Mobilization of Community Health Initiatives and
LAADLI: Media Advocacy and youth initiative to promote gender sensitivity, equality and
inclusiveness in society.**

ACTION FOR MOBILIZATION OF COMMUNITY HEALTH INITIATIVES (AMCHI):

AMCHI, which means “Ours” in Marathi, is a community empowerment project that works with women, children and communities at large as well as with service providers like health workers, school teachers and gram sevaks for better quality, accountability and transparency in health, education and other services. AMCHI is implemented in 96 villages under nine Primary Health Centers in the Shahapur block of Thane district, Maharashtra.

ACTIVITIES

- Parivartan ki Oar: Theatre-based workshops to motivate and strengthen the communication skills of service providers
- Micro-planning at the village level to identify issues and develop community-driven action plans
- Amcha Gaon Amchi Shaan village development contest
- Innovative training programmes with school children, panchayat members, women and youth groups and village level committees to empower them to play a proactive role in village development
- AMCHI livelihood initiatives involving women’s self-help groups (SHGs)

LAADLI- A GIRL CHILD CAMPAIGN

Laadli, a girl child campaign of Population First, was launched in June 2005 to address the problem of the falling sex ratio highlighted in the Census of 2001. However, over the years the scope of the project was redefined to work with media, advertising and youth to address the reasons why she is considered unwanted and undermined in our society.

ACTIVITIES

Laadli Media Advocacy

- *Laadli Media & Advertising Awards for Gender Sensitivity (LMAAGS)* acknowledges and felicitates gender sensitive reportage in the media and portrayals in electronic and print media
- *Ad and Media Analysis:* Films, advertisements and news reports are regularly analyzed from a gender perspective to highlight the subliminal gendered messaging in communication
- *Laadli Fellowships* are given to journalists and film scriptwriters to promote, investigative reporting on gender issues and gender sensitive portrayals
- *Gender and Media Workshops for Working and student journalists and film scriptwriters* to sensitize them to gender issues through interactive theatre based workshops
- *Innovative activities:* A number of collaborative events are organized with media and advertising agencies and organizations to promote gender sensitivity in the media.

Laadli Youth Initiatives

We interact with more than 20,000 college students every year to help them question the dominant gender perceptions and redefine gender equations. Apart from that, we have developed modules on facilitation skills for teachers to initiate conversations with students on gender issues in classrooms.

PF works with college students through the National Service Scheme (NSS) Network and Women Development Cells (WDC) to organize:

- Discussion Forums
- Communication Techniques and Campaign Management Workshops

- Self-Empowerment to Social Transformation Workshops to provide communication and negotiation skills to youth to redefine gender equations at home, in colleges, on the streets and at work places
- Change Makers Clubs: To create non- judgemental space in colleges to engage students on gender issues
- Mainstream gender into the ongoing curricular and co-curricular activities

IMPACT

- We have been able to mobilize 5.5 crore government funds in 20 villages in 2017
- We have been able to make village communities build 2500 toilets and soak pits each and 1500 kitchen gardens in the last 3 years on their own initiative
- We have influenced the narratives on gender issues in media and advertising.
 - Ad Club introduces an Abby for gender sensitivity
 - Campaign India Magazine carries reviews of ads from gender perspective
 - Press Club and Script Writers Association join us as cause partners.



A snippet from the Play Shikandi, which won the Laadli Media Award for Gender sensitivity

EDUCATE

Dedicated to transforming and challenging mindsets to evolve and create sensitive spaces to address injustices prevailing in our society, we at Population First engage with various stakeholders to educate and inform them, transforming them into influencers and change makers in their sphere of work.

We have conducted a number of awareness and education programmes for:

- College Students
- Media professionals
- Script writers

Population First has also provided technical support to:

- Tech Mahindra Foundation
- Pratigya- Safe Abortion Campaign



WORKSHOP AND FILM FESTIVAL IN AMLANI COLLEGE

Population First has been organizing workshops titled ‘Self-empowerment to Social Transformation’ over the years and has also curated a travelling campus film festival titled ‘Doosra Chashma’ to engage students on gender issues.

The workshop and film festival were organized in Amlani College on 23rd and 24th September 2017. The workshop included sessions on Sex, Gender and Patriarchy, Gender Based Violence, Gender Spectrum and Sex Selection. The sessions were attended by fifty five students and were conducted by Ujjwala Mhatre and Dr. Ishmeet Nagpal from Population First. Manisha Korde and Ujjwala Mhatre were on the panel for a discussion after the films were screened.

Doosra Chashma, the travelling Campus Film Festival on Gender was organized at Amlani College on 24th September 2017. Screenings of movies - non-fiction, short fiction, features, animation and documentaries were followed by panel discussions and group activities, which reinforced the learning through captivating stories and narratives of the films.

WORKSHOP ON GENDER FOR UNDERGRADUATE STUDENTS

At LJNJ College, Vile Parle (E) 26 undergraduate students participated in a two day workshop on Gender Sensitivity on the 5th and 6th of October. Ujjwala Mhatre and Ishmeet Nagpal conducted sessions.

The sessions on the first day were focused on Sex, Gender and Patriarchy conducted by Ujjwala Mhatre and Gender based violence and Gender spectrum by Ishmeet Nagpal. On the second day the sessions on Sex Selection and safe abortion were conducted by Ujjwala Mhatre and Ishmeet Nagpal discussed menstruation and the myths related to it.



Participants of Undergraduate students

The students presented role plays on topics like sexual harassment, myths related to menstruation, sex selection and gender stereotypes. The students have also written about the positive changes that they would make in their lives towards Gender Equality.

The teachers appreciated the workshop very much and said that though some of these topics were part of the syllabus they could not address them at length in the classroom.

GENDER MEDIA WORKSHOP FOR COLLEGE STUDENTS IN COLLABORATION WITH ROTARY CLUB OF MUMBAI

Population First was invited by Rotary club of Mumbai to conduct a training programme on gender and communication to its Rotaract Club members who could then use those skills in conducting programmes in the communities and schools. The training programme focused on the qualities of a change maker.

The training-workshop was attended by 30 Students from HR College.

The 5-day workshop was facilitated by Mr. Manjul Bharadwaj, well known exponent of Theatre of Relevance and Dr. Sharada, Director of Population First. The workshop included visualization exercises which enabled the participants to understand what we perceive and why we perceive what we perceive and our approach to addressing the same. We need to understand what we want to change, why we want to change and how we want to change before we embark on any mission of change.



Participants of Gender Media Workshop

Concepts like sexuality, gender bias, nature of consent etc. were explored through discussions following film screenings. A discussion on challenges that the LGBTQ+ persons face, Section 377 and the language used in the law was also carried out to bring about more nuanced understanding of gender and sexuality.

Students were given the task to convince others to bring about a change. This exercise was helpful in making participants understand that **Change can be uncomfortable** and is often a frustrating and tiresome task. The need to make the desire for change a shared goal and the importance of working together was emphasized in the various activities conducted.

Reiterating the importance of having a clear understanding of Gender while dealing with the issues of gender violence and discrimination at the individual, school and community level, Dr. A L Sharada conducted a session on Gender Issues covering “What is Gender & why it exists” and “Intersectionality of Gender” (Caste, Religion, etc)”.

Students were divided into groups & sent to different floors to view objects through a gender lens. The groups observed lots of things in the college which they had never observed earlier. The following observations were made by the students:

- A group picture of the professors showed that most of them were women. So this shows that the profession of teaching is taken by women
- Then there was a list of the football team on the notice board of the college and there were only boys’ names
- There was only one toilet for the girls while there were more toilets for the boys
- In the gallery showing principals of the college there were less no. of women.

The importance of verbal and non-verbal communication in human interaction was explained by Mr. Manjul Bhardwaj through role plays and activities. He impressed on the participants the importance of being conscious about non-verbal communication or body language in conveying messages to others.

GENDER SENSITIZATION OF WORKING JOURNALISTS



Journalists at Vishakhapatnam

Population First, in partnership with Digital School, organised a two-day workshop on gender sensitive reporting in Media. Twenty two working journalists, freelancers, bloggers, writers and story tellers from north coastal districts of Andhra Pradesh participated in the two day workshop on 1st and 2nd October 2017 at Bay Leaf Spa and Resorts at Visakhapatnam.

GENDER MEDIA WORKSHOP IN COLLABORATION WITH PRATIGYA CAMPAIGN, PRESS CLUB AND UNFPA

Population First, with support from UNFPA and in collaboration with Press Club of Mumbai and Pratigya Campaign for Safe Abortion, conducted a workshop on 1st and 2nd November 2017 At the Press Club of India, Mumbai. The workshop provided an in-depth sensitization on gender related issues for thirty two working journalists from across the country and few lecturers of Mass Communication from Solapur University. The sessions in the workshop covered a wide range of topics and guidelines for reporting such as concepts of gender, sex, patriarchy and gender based violence, sexual harassment at workplace, prenatal sex determination, sex selection and safe abortion. An experiential theatre session facilitated by Mr. Manjul Bhardwaj enabled the participants to explore their own gendered mindsets.



Kalpana Sharma addressing the participants



Journalists from across the country

ORIENTATION OF LAADLI MEDIA FELLOWS

Population First instituted the *Laadli* Fellowships five years ago as part of its Media Advocacy efforts. The fellowship of Rs.50,000/- required the fellow to write four stories in four months. This year the fellows selected were Ms. Shreya Ila Anasuya (independent writer, journalist and activist) Ms. Vinaya Deshpande (journalist with ten years' experience) Ms. Katta Kavitha (senior reporter at Nava Telangana) and Ms. Sindhuvasini (BBC Hindi).

A workshop was organized on 13th May 2017 at FPAI to orient the four journalists selected as *Laadli* Media Fellows to the theme “Gender and Sexuality – Being LGBTQIA in India.”

Ms. Kamla Bhasin, Mr. Meet Tara Dnyaneshwar, Ms. Sonal Giani and Ms. Smriti Nevatia led interactive sessions on various issues related to the theme. The participants included apart from the fellows, ten winners, three freelance journalists and PF staff. In an exclusive session Ms. Smriti Nevatia and Dr. A. L. Sharada discussed the outlines of the articles to be written by the Fellows.



The Laadli Media Fellows – Sindhuvasini, Vinaya Deshpande, KattaKavitha and Shreya IlaAnusuya with Mr. ShashiTharoor, Dr. KalpanaApte (FPAI) and Dr. Sharada



From L to R Dr. Ishmeet Nagpal, Ms. Anuradha Tewari, Mr. Harish Iyer, Ms. Rajshree Ojha and Dr. A.L. Sharada

PANEL DISCUSSION ON LAADLI DAY

On June 9, 2017, Population First Marked the *Laadli* Day by organizing a panel discussion, in association with the Screen Writers Association (SWA). The event was held at SWA premises in Andheri West.

Mr. S.V. Sista, Founder and Executive Trustee, Population First, Dr. A.L. Sharada, Director, Population First and Ms Dolly Thakore, veteran theatre personality and National Coordinator for *Laadli* addressed the sixty scriptwriters, who attended the workshop. Ms. Aranya Johar, an eighteen year old spoken-word- artist, opened the event with her widely shared poem “Brown Girl’s Guide to Gender”.

The Panelists for the discussion were Ms. Anuradha Tewari, well-known for co-writing screenplays of films like *Fashion*, *Jail* and *Heroine* in the Hindi film industry, Mr. Harish Iyer, equal rights activist, Ms. Rajshree Ojha, director of *Aisha* and *Chaurahen* and Dr. A. L. Sharada, Director, Population First. Dr. Ishmeet Nagpal, the Advocacy and Communication Manager at Population First, moderated the Panel and conducted the interactive session.

Several short video compilations from Bollywood movies were screened, portraying mansplaining, moral policing, sexism, slut shaming, objectification, homophobia, stalking, sexual harassment, etc. It was concluded that communicators in both print and audio-visual media need to be accountable for the messages they put in the public domain. Ms. Ramya Pandyan, a member of Sexonomics Band, presented a spoken word piece called ‘My Feminism’ to conclude the session.

In line with the mandate of Population First, the *Laadli* Day event stepped beyond a celebration, to raise pertinent questions and challenge the perspectives of the participants.

LAADLI AND SCREENWRITERS ASSOCIATION COLLABORATION

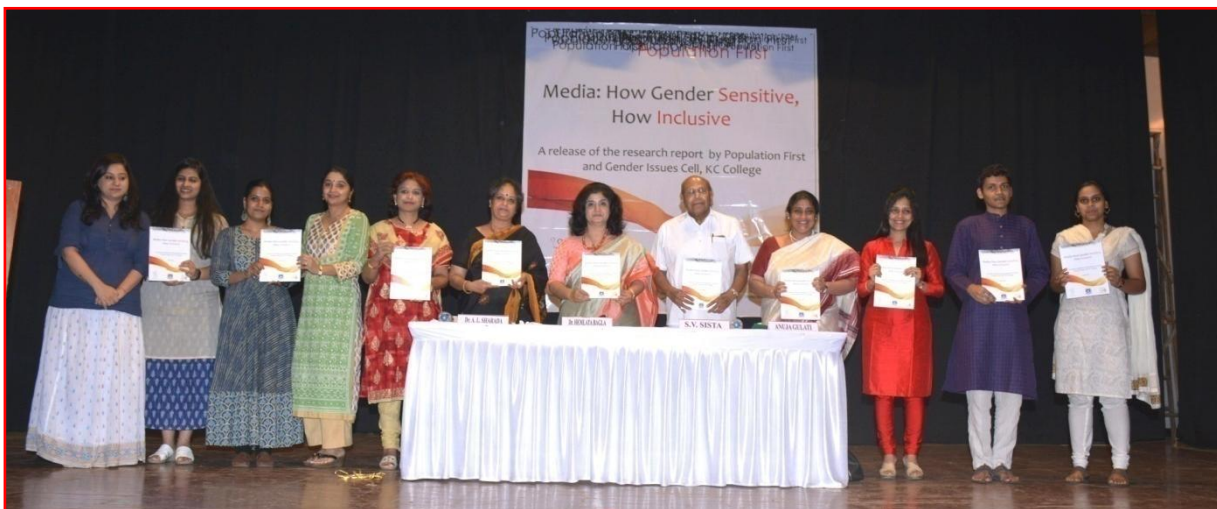
Dr A.L. Sharada participated in a panel discussion on ‘Portrayal of Women in Hindi Cinema’ at the 5th Edition of the Gujarat LitFest, organised by the Scriptwriters Association on 6th January 2018.

The panel included scriptwriters, Tanuja Chandra (Qarib Qarib Single), Advait Chandran (Secret Superstar) & R. Prasanna (Shubh Mangal Savadhan), moderated by Sanyuktha Chawla Shaikh, scriptwriter of Neerja.

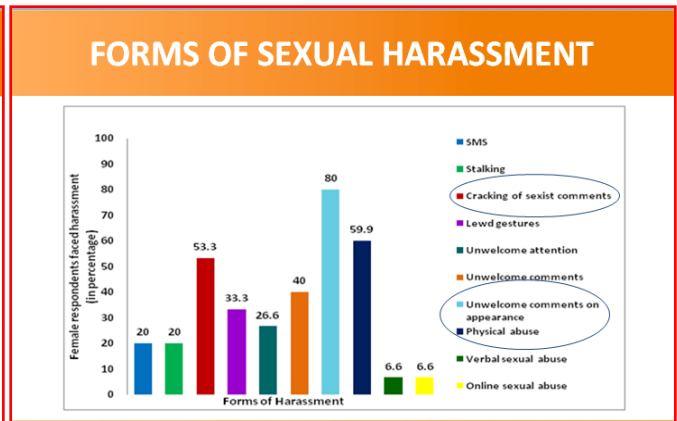
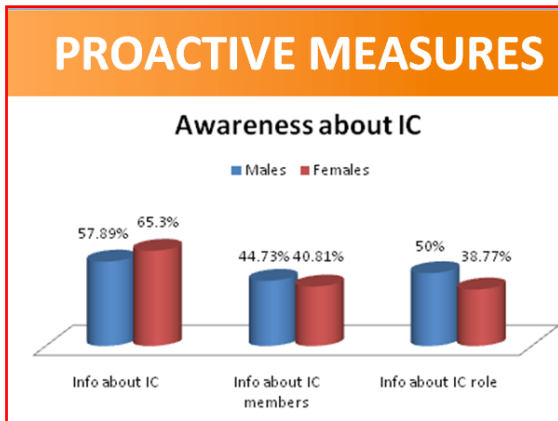
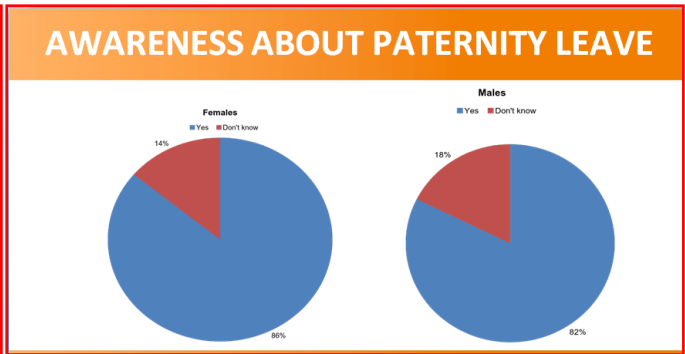
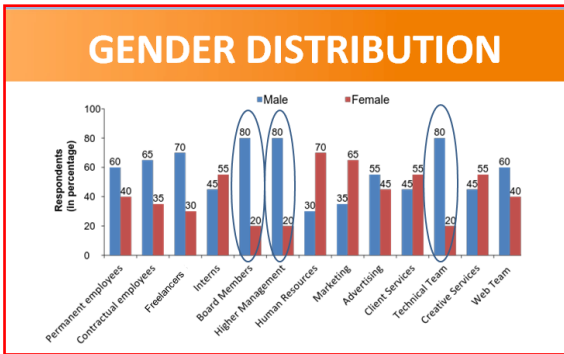
RELEASE OF KC COLLEGE RESEARCH REPORT AND PANEL DISCUSSION

The release of the research report “Media- How Gender Sensitive, How Inclusive” on gender sensitivity and inclusion in media organisation and advertising agencies was held on 28th July 2017 at Rama Watumull Hall, KC College. The study was conducted with support from UNFPA and in collaboration with the Gender Issues Cell of KC College.

Dr. A. L. Sharada, Mr. S.V. Sista, Ms. Anuja Gulati with the Principal of KC College Prof. Hemlata K Bagla and research team of KC College headed by Prof. Leena Pujari along with the research team released the report.



KEY FINDINGS



INTERNATIONAL WOMEN’S DAY CELEBRATIONS WITH SCHOOL GIRLS FROM SHAHAPUR



International Women’s Day was celebrated with the girl students of KilleMahuli High School, Pivali, Shahapur by watching gender sensitive films and participating in a lively panel discussion that followed, conducted effortlessly by our AMCHI coordinator Sangeeta. The themes covered in this Film Festival were Menstruation, Child Marriage, Child Sexual Abuse, Violence and other women’s issues. The rapt attention of the girls while watching the films was mesmerizing. The girls hesitated at first but were encouraged to overcome their inhibitions and speak freely on these issues. After their initial hesitation they spoke openly leading to a good discussion.

PANEL DISCUSSION AT IAA AWARDS EVENT



A panel discussion with advertising industry leaders was organised on gender inclusiveness and sensitivity in media and advertising at the 3rd edition of IAA Awards, was held at St. Regis, in Mumbai on 8th September 2017.

The panel discussion was moderated by Ms. Megha Tata, COO, BTVi and Vice-President, IAA India Chapter. The panel discussion touched upon a wide range of issues such as the problems that women face at the grass roots level, marginalised and oppressed segments not being adequately represented, absence of uniform policy for maternity and paternity leave, maternity leave causing resentment among men and pushing back woman in their workplace, workplace harassment, lack of mentoring by senior management to retain women in the workforce etc. It was concluded that while change is happening, it is not happening fast enough and at the scale at which it should happen.

The high profile panel included: CVL Srinivas- CEO South Asia at Group M, Sudhanshu Vats- Group CEO, Viacom18 Media Pvt Ltd., Meenakshi Menon- Managing Partner, Spatial Access, Shalini Kamath- MD- HR & Corporate Communication, Ambit, Anuja Gulati- State Programme Coordinator, UNFPA India. Dr. A.L. Sharada- Director, Population First shared the findings of the research study with the audience.

POPULATION FIRST AND TECH MAHINDRA COLLABORATION

Tech Mahindra has been providing institutional support to Population First in lieu of technical support being provided by Population First to build the capacities of its team members and other project partners on gender and communication skills.

The following activities were conducted under this partnership:

- Theatre workshop for Special Education Teachers
- Training Program for TMF team on 'Being a Change Maker'



THEATRE WORKSHOP FOR SPECIAL EDUCATION TEACHERS

As a follow-up of the theatre workshop conducted for Educo Students, there was a need expressed for a similar workshop for the children with speech and hearing impairment under the ARISE programme. Since working with them requires special skills, a three day workshop was held for the teachers on theatre techniques as pedagogic tools.

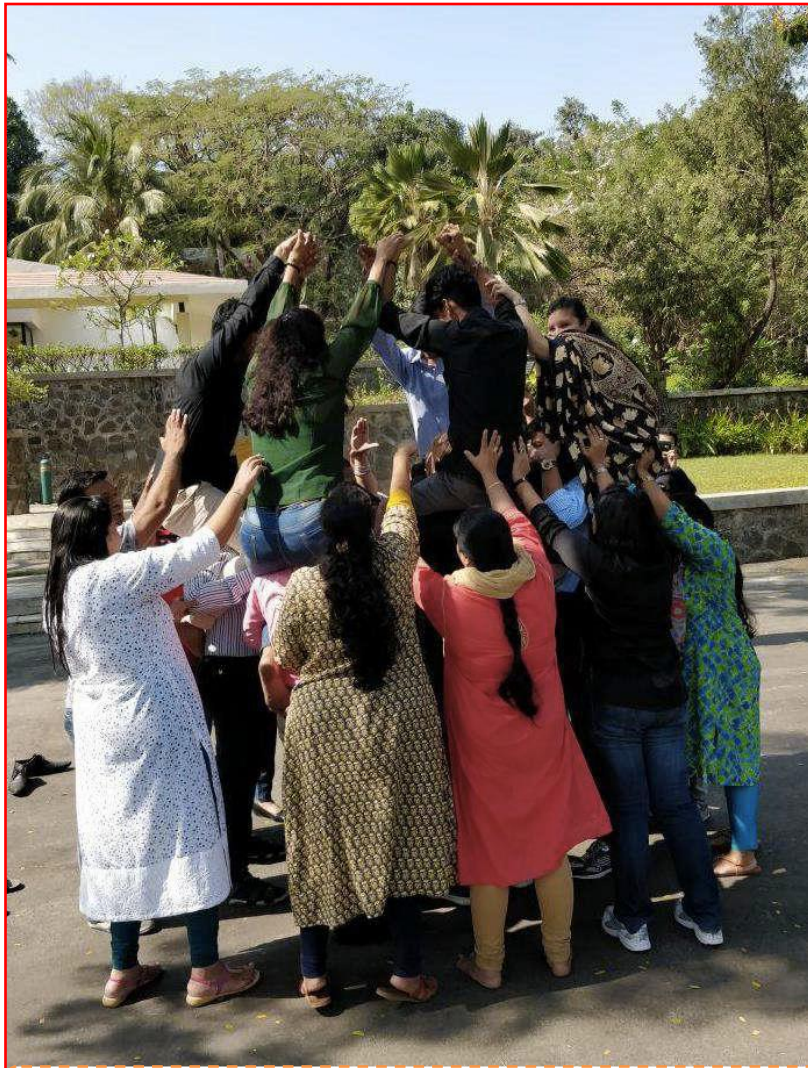
The workshop from 22nd to 24th January 2018, dispelled myths about drama being a process of copying idols or rote learning dialogues, and stressed on the messaging, communication and the experience of enjoyment and collaboration – between actors, co-actors, the story and the audience. The teachers were trained to train the specially-abled children who would then perform at locations decided by ARISE and at partner schools of Tech Mahindra Foundation and Population First.

The workshop was organized by Tech Mahindra Foundation's (TMF) ARISE along with Population First (PF) and Theatre of Relevance (ToR) teams. A group of 11 teachers from various ARISE+ partner schools that cater to students with disability, Vikas Vidyalaya, Bombay Institute for Deaf and Mute, Helen Keller Institute for the Deaf and Deaf blind and Utkarsh Mandal attended an intensive three day participatory, activity-based workshop to use drama as a medium to tell stories.

TRAINING PROGRAM FOR TMF TEAM ON 'BEING A CHANGE MAKER'

Population First was invited by TMF to conduct a training programme for its Centre Managers and Placement Officers to help them work as a team and address the issue of low conversion rate of their skill development programmes. The question was how are the team members perceiving their role – as mere mobilizers or as change makers? The two-day training session at Uttan, on 19th and 20th January 2018 helped develop a perspective among the participants of the larger vision of the initiative – to harness the power of youth to build a economically strong India and their role as change makers.

The interactive sessions conducted by Population First (PF) team along with Theatre of Relevance (ToR) included among others the process of constructing the human pyramid. The individual experiences were deconstructed and decoded by Dr. A. L. Sharada to identify the major lessons learnt from the exercise on being a 'Change Maker'



The Human Pyramid

POPULATION FIRST AND PRATIGYA PARTNERSHIP

Abortion is legal in India and is a conditional right of women. Pratigya is a campaign by a collective of NGOs and individuals working on safe-abortion issues and focuses on addressing issues of lack of awareness, stigmatization of abortion, amendments to MTP act and the conflation of MTP and PCPNDT act in the broader context of women's rights. Population First is a member of its core group and is a nodal partner for Maharashtra State. Many activities were undertaken by Population First under Pratigya Campaign which were as follows:

- **Webinar on Guttmacher Study Findings**
- **Workshop for NGO'S from Maharashtra**
- **Abortion Campaign in Colleges**
- **Media Fellowship for Reporters to Write about Safe Abortion Issues**
- **Workshop for Pratigya Partners**
- **Media Workshops on Safe Abortion and Sex Selection**
- **Use of Social Media for Abortion Advocacy Outreach**

WEBINAR ON GUTTMACHER STUDY FINDINGS

The much awaited Guttmacher study results on abortion estimates in India were published in Lancet on the 11th of December, (EST) 2017. The study throws light on the incidence, access and quality of abortion services in India.

Population First and Pratigya Campaign for safe abortion organized a webinar with fifty participants and discussed the study methodology, major findings and points to consider while reporting on the results of the study on Tuesday 12th December, 2017.

The webinar was addressed by the researchers of the study Prof. Chander Shekar, IIPS, Rajib Acharya, Population Council, Chandrasekhar and Anupam Shukla from Pratigya Campaign Secretariat and Dr. A.L. Sharada, Population First

The findings of the study were widely disseminated by Population First through emailers as well, resulting in its coverage in some major newspapers.

10 KEY TAKEAWAYS FROM THE GUTTMACHER STUDY ON THE INCIDENCE OF ABORTION AND UNINTENDED PREGNANCY IN INDIA, 2015

1	This is the first comprehensive national study of the incidence of abortion and unintended pregnancy in India. Although abortion has been legal under a broad range of circumstances since 1971, there has never before been a study specifically designed to measure national abortion incidence in India.
2	An estimated 15.6 million abortions occur annually in India.
3	Almost half of the 48.1 million pregnancies that occur in India each year are unintended. Two-thirds of all unintended pregnancies end in abortion
4	The national abortion rate in India is 47 per 1,000 women of reproductive age, which is similar to abortion rates in Pakistan (50), Nepal (42) and Bangladesh (39)
5	Close to one in four abortions in India (22%) are provided in health facilities. Almost three in four abortions (73%) are obtained independently through purchasing medical methods of abortion from a chemist or informal vendor. The remaining 5% are obtained using various methods that are often dangerous
6	Medical methods of abortion (MMA)—using a combination of mifepristone and misoprostol—account for four in five abortions in India. Medical methods of abortion are safe and effective when used in accordance with World Health Organization guidelines
7	Only 5% of abortions in India occur in public health facilities, which are a key source of health care for poor and rural women
8	The majority of primary health centres and substantial proportions of community health centres, the most common types of public health facilities in India, do not offer abortion services. The most common reasons reported for not providing abortion services are lack of trained staff and lack of necessary equipment or supplies
9	The researchers propose various steps to increase the availability of abortion services in health facilities, such as: training more doctors to provide abortions, expanding the number of approved abortion providers by permitting and training nurses, auxiliary nurse midwives and AYUSH doctors to provide medical methods of abortion, equipping health facilities with necessary equipment and supplies so that they can provide surgical abortions and medical methods of abortion;
10	The study’s findings on unintended pregnancy suggest that there is great need for improvements in contraceptive services so that programs can better help women and couples avoid pregnancies they do not want.

Vinoj Manning, Executive Director, IpasDev. Foundation

WORKSHOP FOR NGO'S FROM MAHARASHTRA



Participants from NGO's

Dr. Suchitra Dalvie addressing the issues of Abortion



On January 12th 2018, Population First organized a one day workshop on the Reproductive Rights of Women, as the Maharashtra partner of the Pratigya Campaign for Safe Abortion. The workshop held at YWCA, Colaba was attended by 16 representatives from different NGOs.

The aim of the workshop was to expand the partner base of the Pratigya Campaign in Maharashtra and involve more organisations to contribute towards increasing awareness about safe abortion and be part of the advocacy for safe abortion rights for women.

Resource Persons for the Workshop were Ms. Anuja Gulati (State Coordinator of UNFPA India in Maharashtra) Prerna Puri (Pratigya Campaign) Dr. Suchitra Dalvie (Obstetrician and Gynaecologist) Dr. Shilpa Shroff (Assistant Coordinator, Asia Safe Abortion Partnership) Dr. A. L. Sharada(Director, Population First) Ujjwala Mhatre (Communication Manager Population First)

ABORTION CAMPAIGN IN B.M. RUIA COLLEGE



Posters made by students on Safe Abortion Day

The Safe Abortion Day on 28th of September 2017 was observed with a two day workshop on gender discrimination and safe abortion access for forty two undergraduate students held at B.M. Ruia College on the 28th and 29th of September 2017.

The workshop dealt with a number of topics such as Gender, Sex and Patriarchy, Sex Selection and Communication, Gender Spectrum and Gender Based Violence. A poster competition was organized and the award winning entries were promoted on social media as well apart from being displayed on the college notice board. These sessions were conducted by Dr. A. L. Sharada, Ujjwala Mhatre and Dr. Ishmeet Nagpal from Population First and Dr. Shamala Dhupte from FPAI.

Condom ads may go, unwed moms to stay

Even as the Centre strives to restrict airtime of condom ads, Sassoon Hospital in Pune report states around 180 unwed mothers, including 92 minors, delivered babies this year; most women were not even aware of abortion rights

CHAITRALY DESHMUKH
@chaitralydeskh

PUNE: In an advisory to all TV channels on December 15, the B.K. organisation asked them to restrict airing of condom advertisements to about 15 minutes a day and to not air those meant for children or women. While the Maharashtra High Court has issued a order to the seeking to ban the airing of such ads, the government is asking the channels to restrict their airing in the country, according to a report received from the Sassoon Hospital this year.

According to some NGOs, these unwed mothers often come to government hospitals to give birth and through the new month term.

According to some NGOs, these unwed mothers often come to government hospitals to give birth and through the new month term.

95% of women are unaware of abortion rights.

113% of women are unaware of abortion rights.

लोकमत

कायद्याच्या भीतीने जीव धोक्यात : कऱ्हाड आणि सातारा तालुक्यात प्रमाण वाढतेय; मुलांनंतरच्या गर्भपाताची संख्या नगण्य

पहिल्या मुलीनंतर गर्भपात करणाऱ्यांची संख्या चिंताजनक

प्रणी अग्रवाल-पाटील ।
लोकमत न्यूज नेटवर्क

कायदा : मुलीचा जन्मच घ्यायचा नसल्याने आणि अतिशय उच्चमूल्ये करणाऱ्या सारखे असल्याने महिलांमध्ये गर्भपात ही सध्या एक मोठी समस्या बनत आहे. मुलीनंतर गर्भपात करणाऱ्यांची संख्या चिंताजनक आहे.

अज्ञान आहे. कायदा अतिशय उच्चमूल्ये करणाऱ्या सारखे असल्याने महिलांमध्ये गर्भपात ही सध्या एक मोठी समस्या बनत आहे. मुलीनंतर गर्भपात करणाऱ्यांची संख्या चिंताजनक आहे.

शुद्धीकरण	र मुलीनंतर गर्भपात	२ मुलीनंतर गर्भपात	३ मुलीनंतर गर्भपात	४ मुलीनंतर गर्भपात
मात	५२	४०	८	६
वाई	३६	४०	०	०
मर्यादा	४	३	४	०
कराण	८०	३९	४०	०
अज्ञानी	२९	६६	३	०
वैधानिक	३६	८३	३	०
समाप्त	६४	८	२	०
कराण	६१२	८०	२६	५
कराण	०५	२२	४	०
कराण	२०	३	०	०
कराण	५४	६८	५	०
	५४३	२२४	९०	२०

हेही आकडेवारी नेमके काय सुचविते? विद्यार्थ्यांच्या आणि मुलींच्या आवाजाचा आवाज उठवणे गरजेचे आहे. मुलींच्या आवाजाचा आवाज उठवणे गरजेचे आहे. मुलींच्या आवाजाचा आवाज उठवणे गरजेचे आहे.

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PRATIGYA-PF MEDIA FELLOWSHIPS

Abortion is often not covered in the media and in depth articles exploring the various dimensions of the issue are still rare. To engage journalists in writing on gender issues 3 fellowships were awarded to three journalists Chaitraly Deshmukh of Mid-Day Pune, Yugandhar Tajane of Punyanagari a Marathi Newspaper and Prajakta Dhekale a freelance journalist. A Fellowship of Rs. 30,000/- each was given for writing three researched articles based on safe abortion over a period of six months.

MEDIA WORKSHOPS ON SAFE ABORTION AND SEX SELECTION



Participants of media workshop on Safe Abortion and Sex Selection for the fellows

A day long workshop for media professionals from Maharashtra was organised on the 4th of December 2017 at FOGSI office, Lower Parel, Mumbai to orient the three journalists chosen for the fellowship. The workshop focused on myths and misconceptions surrounding abortion, communication issues in reporting on abortion, the proposed amendment of the MTP Act, conflation of MTP act with PCPNDT Act and other acts, caution to be taken in reporting on abortion data. The need for gender sensitivity in reporting on abortion to promote abortion as a conditional right of women was reiterated by the resource persons

The sessions were conducted by Dr. A. L. Sharada (Director, Population First), Dr. Rishima Pai (President, FOGSI), Anupam Shukla (Research Manager at FRHS), Perna Puri (Communication and Advocacy Coordinator, FRHS), Dr. Shilpa Shroff (Assistant Coordinator, Asia Safe Abortion Partnership), Aarti Dhar (Senior Journalist, The Hindu) and Bhavani Giddu (CEO of footprint Global communications).

USE OF SOCIAL MEDIA FOR ABORTION ADVOCACY OUTREACH



Participants of social media workshop

Communication on Social Media is the order of the day, known to influence people world over. News travels fastest on WhatsApp, Twitter, Facebook, Instagram, and YouTube. Before one can blink, a post has been sent or received. A day-long training programme on “Social Media Communication on Safe Abortion Advocacy Outreach” was organized to harness the power of social media to spread awareness about Safe Abortion issues.

The workshop was conducted by Ms. Bharati Ramchandran, on 6th February 2018 at The Westend Hotel, Mumbai. A communications professional with more than 23 years’ experience, including 18 years in the development sector, she explained the use of social media to leverage and amplify a story to create a buzz. A mix of simple and low cost methods can be used to spread information, raise awareness and develop vibrancy in a community, she said.

Anupam Shukla, Research Manager at FRHS India and Dr. A L Sharada, the Director of Population First provided information on safe abortion and challenges faced while communicating on abortion.

A brief introduction of the Pratigya Campaign and its efforts to find common ground between the MTP and PCPNDT laws, both of which sought to protect women’s rights was given. The problems caused by the conflation of the two laws (resulting in denial of safe, legal abortion

services to women, driving them to quacks for unsafe abortions) causing complications and at times death as well, was discussed.

A quick update on the activities carried out for Safe Abortion Advocacy through the Pratigya Campaign in Maharashtra which included workshops in colleges and interactions with working journalists as well as NGO's was presented.

The different aspects of communication methods & message style were explained by Dr. A.L. Sharada, with stress given on pre-testing the content before dissemination. This was followed by a discussion about the data, graphics used in the print media and the presentation of articles. The session concluded with stress on abortion being shown as a legitimate choice by women who feel responsible for themselves and their families.

The session on use of Social Media as a communication strategy followed, highlighting some innovative and effective means of communicating messages like, creating your own badges – which could be a photo with a surrounding slogan, sharing celebrity stories, campaigns and events on Face Book, using Infographics to make statistics interesting and easily understandable, Tweetathons and WhatsApp as a tool for digital media campaigns.

EMPOWER

AMCHI (ACTION FOR MOBILIZATION OF COMMUNITY HEALTH INITIATIVES)

AMCHI the flagship project of Population First works on community participation in programme implementation and monitoring. All its initiatives bring women to the forefront as change makers in the social development process.

AMCHI has touched more than 77500 people across 155 villages of Shahapur block of Thane district since its launch in 2007.

Currently activities are on in 37 villages. A total of 15 villages are being covered under the funding support of HTPF- Mahindra Finance, with a total funding of rupees 50 Lakh. The interventions are Malnutrition, Women's Livelihood through Vermi-Composting and the School-in-Development initiative. 12 more villages are being covered under a project funded by IndoStar, with a total funding of rupees 17.26 Lakh, with Women's Livelihood through Vermi-Composting and School-in-Development as interventions. Activities are continuing in 10 of our old villages.

The new project began from August 2017. The activities included preparatory work for the interventions, workshop for service providers and micro-planning in nine villages.

The approach involves community mobilization through Village Micro- Planning using various Participatory Rural Appraisal techniques involving stake holders at the community level- youth, women, service providers, as well as members of the village level committees and the Gram Panchayat. The focus of the initiatives is on Health, Livelihoods, Hygiene & Sanitation.

MICRO-PLANNING



Village mapping activity in progress at Apta village.



Village mapping activity in progress at Dehna village.

Micro-planning is the foundation of all interventions be it Malnutrition, Livelihoods for Women through Vermi-Composting or S-I-D initiatives in the communities. The process done over three days facilitates the communities to become aware of the situation around them with respect to specific development issues like sanitation, hygiene, incidence of illnesses, malnutrition or livelihoods for women. The process also helps the AMCHI team to build a rapport with the community and motivate the key stakeholders to act upon the issues.

The participatory tools used in the micro-planning process include household survey, village mapping, community weighing of children, change analysis, resource mapping, seasonality, etc.

KEY ISSUES IDENTIFIED

- Poor Waste Management
- Malnutrition among 0 to 6 year children with only 30% children attending Anganwadi Centre (AWC)
- Lack of awareness among parents about causes, ill effect and remedies of malnutrition
- Health Check-ups and growth monitoring not being undertaken in the AWC
- Poor utilization of toilets: 60% toilets were constructed under Swachh Bharat Abhiyaan but only 20% were in use
- Poor condition of school toilet and girl's urinal
- Untrained PRI members, Village Health Nutrition & Sanitation (VHNS) committee members and School Management committee members
- Inactive Gram Sabha and Women Gram Sabha and neglect of issues related to water supply, road construction, construction and repairing of Anganwadi Centres (AWC)
- No employment opportunities for women

COMBATING MALNUTRITION



AMCHI endeavors to create communities that take care of their children in terms of nutrition.

Under the malnutrition alleviation intervention, community weighing was conducted in the presence of parents to make them aware of the nutritional grade of their children.

Growth Monitoring: Growth charts were used to teach parents how to monitor growth of their children every month. Parents were asked to visit the AWC regularly and avail all the services provided through it.

- **Exposure visits** were organized to villages where the malnutrition intervention was successfully implemented for AWW and Helpers, ASHA, members of Gram Panchayats, members of nutrition committees and parents of the children enrolled in Anganwadis



Health check-up in progress at Kharangan village

- **Monitoring and follow-up visits** were undertaken to inform communities of the upcoming activities such as health check-up, parents' workshop, or to follow-up on the health of sick children to ensure that the medicines are being given properly or follow up on AWC to monitor their operational status. The importance of supplementary nutrition was explained to the families of identified children. Dates, groundnut ladoos and ghee/coconut oil were provided as supplementary nutrition to the children.

- **Health Check-ups** were conducted where the parents and key community persons of malnourished children were asked to be present for the check-up where medicines for common illnesses were provided. Before the checkup is conducted the parents were contacted and the entire process and importance of check-up was explained to them. .
- **Workshops for parents** were conducted to develop their understanding of malnutrition. Parents of all children enrolled in AWC, Gram Panchayat members, ASHA. Supervisor of ICDS department, ANM, teachers and other key persons of the village were invited to the workshops.

IMPACT:

- AMCHI reached out to 272 children in the age group 0-6 years across 5 villages who were enrolled in Anganwadi centres.
- Community weighing was conducted 13 times across five villages wherein 495 children were weighed during Jan-Mar 2018.
- Five health check-ups for children were conducted in 5 villages in which 93 malnourished children were examined by a doctor.
- Of these 93, 54 children were referred for CBC test
- Two of the five villages were selected for pilot project in providing supplementary nutrition. In these 2 villages, 34 children were provided with supplementary nutrition
- Under supplementary nutrition, dates, groundnut ladoos & ghee were provided
- Five workshops for parents were conducted in five villages in which 288 parents participated.
- 60% increase in Anganwadi attendance of children was observed at AWC

LIVELIHOOD FOR WOMEN THROUGH VERMI-COMPOSTING



AMCHI aims at empowering women by working with women's groups to promote income generation activities. Currently, vermi-composting project is being implemented in 22 villages and the following activities were conducted in the last one year.

Exposure visit: It is important to build the confidence of the women undertaking the projects by exposing them to successful women's groups who are implementing the project effectively. Thus, at the very beginning of the new project exposure visits are organized. The objective of the exposure visit is to help new groups understand the process of construction of pits, shed, vermi-wash unit, especially the measurements and specifications of the unit. The members of old groups interact with the new groups and share their knowledge, experience and techniques. The exposure visits help members gain confidence by clarifying their doubts, fears and apprehensions with the older group members who are the role models for the new groups.

Exposure Visits			
Project funded by	Village (New Groups)	Participants	Place of visit
IndoStar Capital Finance	Shai, Masavane, Kosla, Partoli Umbhrai, Shivner, Toranpada	85	Katkarwadi, Kostha, Bhabale Gokulgaon and Jambhe, Arjunali and Khariwali Dehna and Pashtepada
Mahindra Finance and HTPF	Kalgaon, Ambivali, Sogaon, Nadgaon, Ambarpada	56	Gokulgaon, Jambhe, Babbhale, Dehna and Pashtepada
Grand Total		141	

Monitoring Visits for Group Formation: Regular monitoring and hand holding is crucial for the success of the project as most women are new to undertaking an income generation activity. The PF team explained the process of vermi-compost production and marketing as well as criteria for the group and group members at these meetings. The visits ensured that the construction of the vermi-compost pits done according to the specifications. The need to learn new skills required for running the enterprise was emphasized. 27 visits were made to the construction sites across 12 villages.

Orientation Training: The orientation programme is organized to familiarize the women's group members to the various aspects of the vermin-composting process, marketing and other accounting/ management issues. It helps them understand the process of construction, production and marketing. The focus is on construction of the unit as it begins immediately after the training but the other aspects of storage, maintenance, record and book keeping and marketing are also included in the training. The topics of the training programme thus include:

- Construction of the vermi-compost pits (measurement, required material, construction process)
- Construction of vermi-wash unit
- Preparing cow dung bed for insertion of earthworms
- Record keeping of production, sale and income
- Protection of earthworms
- Planning and execution of work by the group members
- Watering methods
- Manure storage system, packing and methods of manure collection from production pits
- Marketing and use of marketing material for marketing of manure



Construction of pits in progress at Ambivali (left)

Review Meetings: The review meetings are a means to train the members on specific issues of production, storage and marketing the manure depending on the challenges faced by the groups as well as needs of the season. It is also a means to check the strengths and weaknesses of the groups and guide them to work as one unit.

REVIEW MEETINGS

70 Review Meetings were conducted with 12 new groups and 10 old groups being trained on vermi-enterprise in the year 2017-18.

Marketing Visits: Regular marketing visits were made by the women's group members to the nearby farm houses as well as to the farms of big farmers. They were explained the ill-effects of chemical fertilizers on soil and on health. Benefits of vermi-compost manure and its usage were shared too. Samples of vermi-compost manure were given to the farmers/farm house owners and contact details of all vermi-compost groups were shared with them. Orders are often received from the farmers during these visits.

Demonstration: To convince the farmers of the benefits of organic manure a few willing farmers are given sample manure and the vermin-wash to try on a small piece of their farm and follow the guidelines of its use to demonstrate the effectiveness of vermin-compost on the yield, quality of the produce and on soil. Often the farmers place orders for larger quantities of the manure in the subsequent rounds of farming. Thus the vermin compost project has been making an impact on promoting organic farming in villages.

The manure is also used in the farms of the women's group members to demonstrate the benefits of organic farming.

DEMONSTRATION

Demonstration of benefits of vermi-compost manure and vermi-wash was conducted in 14 plots of farmers across five villages under HTPF MF supported project and in 52 plots across 15 villages under IndoStar Capital Finance supported project.

Nakul Vise from Shivner village said, "I am happy that Population First has motivated women to take up the enterprise. Earlier I thought my mother would not be able to do it but now I see that she is ready and confident. I will extend all my support to the group in their work."

FARMER MELAVAS /EXHIBITION



Apart from marketing visits and promoting demonstration plots the women groups also organize farmer melavas and exhibitions in village fairs to reach out to larger number of farmers.

- Creating a demand for organic manure and pesticides is core to the success of the vermi-composting project as the produce needs to be sold to fetch money for the women and also to draw more and more farmers into organic farming which is increasingly gaining popularity.
- The farmers are also informed about the details of the women's groups from whom they could source the manure if they wish to use it, thus establishing the linkages between the users and the producers of organic- manure.
- Farmer melavas and exhibitions are means to promote vermi-compost products in the villages around the vermi-compost units. Farmers become aware of the benefits of vermi products and are motivated to try it in their farms. The presence of experts enables them to clear their doubts and they get to know the method of application of the manure and vermi-wash.
- Similarly, the weekly village markets are used to promote the vermin compost and vermi- wash. At the village markets a big stall is put up at a prominent point decorated with posters and banners of vermi-compost products. Small models of vermi-compost pits and vermi-wash units are displayed
- AMCHI team members and vermi-compost group members explain the visitors about vermi products.
- Small Samples of manure and vermi-wash are given away to people who visit the stalls.

FARMER MELAVA/EXHIBITION

12 Farmer Melavas/Exhibitions were conducted across 12 villages where potential of farmers to use vermi manure was high. 1562 farmers from villages surrounding the venue attended the events during the year 2017-18.

Follow up and Review: Follow up and review visits were conducted to guide the groups to take the necessary steps for the production of vermi-compost manure and vermi-wash, with regard to proper planning and coordination among themselves. The groups need the support and guidance of AMCHI team at this stage. The group needs to remain motivated and work as a team.

SubhashNikhade, a farmer of Awale village said, "In my village around 85% farmers cultivate green vegetables like fenugreek, spinach and capsicum. All use chemical manure and over last few years the production cost has increased by 45-50% as rates of chemical fertilizers and pesticide have increased. I was looking for an alternative which I got today. I understand the benefits of vermi-compost manure now and will try it. If I get good results, I promise I will convince all farmers to use it."

PRODUCTION AND SALE

As a result of consistent efforts in production and marketing, the old as well as new groups could earn well. The table below indicates group-wise production and sale of the vermi-compost products.

<i>Project</i>	<i>Vermi-compost Produced (in quintal)</i>	<i>Vermi-wash Produced (in litre)</i>	<i>Vermi-compost Sold (in quintal)</i>	<i>Vermi-wash Sold (in litre)</i>	<i>Earthworms Sold (in kg)</i>	<i>Total Income Generated (in Rs.)</i>
IndoStar Capital Finance	599	203	471	39	45	426750
HTPF MF	73	47	21	0	0	17200

Across 7 New Vermi Groups formed under IndoStar Capital Finance, 104 Quintals of Vermicompost was produced and 21 Quintals of Vermicompost was sold, generating an income of Rs. 10,500.

IMPACT

141 women trained in vermin-composting

12 Farmer Melavas/Exhibitions across 12 villages create awareness about organic farming among 1562 farmers

Rs. 453650/- income generated through vermin composting

Vermi-compost manure and vermi-wash benefits demonstrated in 66 plots of farmers across 20 villages

120 quintals of vermin composting costing 72000 used in personal kitchen gardens, farms and fields of the women

SCHOOL-IN-DEVELOPMENT: SID



The S-I-D intervention identified and trained children as important influencers and stakeholders in village development process. This also included appointment of trained students, called the ‘Vikasdoots’ or messengers of development to bring about behavioural change with regard to sanitation, hygiene and nutrition. Bal Panchayats were formed in all the schools under the programme with children leading numerous initiatives to promote good hygiene and sanitation in their families, schools and communities. This intervention was carried out in 15 schools and a total of 600 Vikasdoots were identified and involved in the project.

This intervention made all stakeholders aware of the avoidable causes of common illnesses like diarrhea, malaria, jaundice and chest infections and the large amounts of money spent on treatment. The importance of hygiene and sanitation to avoid these diseases is communicated effectively by the Vikasdoots through various means.

Meetings with parents, teachers, members of School Management Committee, members of Gram Panchayat and community members were also included as part of the SID initiative.

Regular review meetings were held to guide the students in their initiatives to enhance the engagement and support of the teachers and community members, for the efforts being made by the children. At the end of the training the teachers acknowledged that the training programme had an excellent effect on the students as they became actively involved in the process.

The students, including the tribal students, learnt well in the training and began thinking critically and expressing themselves.

Students were provided information regarding following dimensions of cleanliness according to the impact given below.

IMPACT

Work Done by Vikasdoots during 2017-18			
Description	IndoStar	HTPF MF	Total
Soak Pits constructed	35	57	92
Kitchen Gardens developed	45	69	114
Compost Pits constructed	79	69	148
Dustbins introduced in households	272	279	551
Toilets brought to use	47	63	110
School premises cleaned (Monthly Average)	62	106	169
Students Washing Hands before eating regularly (Monthly Average)	276	370	646
Cleanliness Rallies conducted	26	41	67
Internal Meetings conducted by Vikasdoots	33	57	90
Students Clipping their Nails (Monthly Average)	258	400	658
Students saving money in <i>Bachat Bank</i> (Monthly Average)	71	149	220
Cleaning of School Toilets (Monthly Average)	43	81	125
Families delivered sanitation and hygiene messages	951	638	1589



The vikasdoots of Savroli show the household dustbin installed with their efforts (right)

PICTURE GALLERY



ARSH training at Lenad village



ANC PNC Melava at Kinhavali village



ARSH Melava at Veholi village



Weighing activity at Shelavali village under malnutrition



Payarwadi SID training activity



Vermi composting group at Vehli

ENGAGE

Laadli's reach and impact is determined by the effective partnerships, alliances and collaborations it forged with a wide range of organizations and networks to promote gender sensitivity in all communication that goes into the public domain. IAA, Press Club of Mumbai, Screen Writer's Association are some key partners who are helping us reach out to a large community of media, advertising and film professionals. We owe a word of gratitude to them and to our funders - Colors TV, UNFPA, and others who supported the Laadli Media Awards, helping us engage with the major influencers. A special thanks to IAA for making the South-Asia Laadli Media Awards possible.

8TH EDITION OF *LAADLI* MEDIA AND ADVERTISING AWARDS FOR GENDER SENSITIVITY (LMAAGS) 2015-2016



The LMAAGS aims to establish gender sensitive reporting as an integral part of good journalism while highlighting, acknowledging and celebrating the commendable effort of media in promoting gender sensitivity. The awards were supported by Colors Viacom18 and UNFPA.



Around 1254 entries in 13 languages were received from print, web & electronic media. Forty five media leaders, cultural icons & senior advertising professionals were part of the high profile jury and a total of 86 awards were given out.

Press conferences were held in Mumbai, Hyderabad, Delhi, Guwahati and Bhubaneswar. Rajasthan Patrika and The Telegraph joined us as our media partners. Around 19000 column centimetres of coverage was received for the press conferences and the awards events

Regional events were held at Ahmedabad, Delhi & Hyderabad to felicitate the award winners from the Western region, Northern- Eastern & Southern regions respectively.

LMAAGS SOUTH, HYDERABAD



The Southern region *Laadli* Media and Advertising Awards for Gender Sensitivity 2015-16, was held at Ravindra Bharati Auditorium in Hyderabad, on April 10, 2017. Thirty one Media professionals from 4 languages were honoured for their outstanding effort for highlighting gender concerns. A total of 282 entries were received in four languages.

The awards were presented by Mr. Mahesh Bhagwat, IPS, Commissioner of Police, Mr. Mamidi Harikrishna, Director, Department of Culture, Ms. Mallu Swarajyam, Activist and Ms. Neelima Pudota, the first mountaineer in the state of Telangana to conquer the Everest. Bhumika Women's Collective was on board as collaborating agency.

LIST OF JURY MEMBERS

Roopa Barua	Dr. K. Bharathi	Thota Bhavanarayana	Danny
P.A. Devi	VJM Diwakar	Sudha Goparaju	Lalita Iyer
Sarala Rajya Lakshmi	Dr. C. Mrunalini	Dr. Prasad Murty	Jinka Nagaraju
Kuppili Padma	Saraswathi Rama	Uma Maheshwara Rao C	Usha Turaga – Ravelli
Manasi V	Vanaja C	V. Vasanthalakshmi	Dr. Alamelu Rishi

LMAAGS Southern Region				
Sr. No.	Languages	No. of Entries	Winners	Jury Appreciation
1	English	91	10	1
2	Malayalam	14	2	1
3	Telugu	111	12	2
4	Tamil	66	1	*
5	Kannada	0		
6	Hindi	0		
7	Urdu	0		
	Total	282	25	4

LAADLI MEDIA AWARDS GO INTERNATIONAL



Supported by UNFPA and IAA (International Advertising Association), the *Laadli* Media Awards gained international visibility by recognizing significant contributions to the gender discourse across five countries of Pakistan, Bangladesh, Sri Lanka, Mauritius and Nepal. Ms. Lubna Jerar Naqvi from Pakistan, Ms. Martine Luchmun from Mauritius, Ms. Dinitha Rathnayake from Srilanka and Ms. Ramkala Khadka from Nepal were the recipients of the first edition of the South Asia *Laadli* Media Awards.

Population First, with the support of Colors Viacom18, International Advertising Association (IAA), Ashok PIRAMAL Group and UNFPA India, announced the winners of the First South Asia *Laadli* Media and Advertising Awards for Gender Sensitivity 2015-16 on May 12th 2017 at Tata Theatre, NCPA. Shashi Tharoor, MP, presided over as Chief Guest for the event that was hosted by senior television journalist Ms. Barkha Dutt. Our Special guests who joined the *Laadli* event were Ms. Kalpana Apte, Ms. Anuja Gulati, Mr. Kaushik Roy and Ms. Sapangeet Rajwant.

THE JURY MEMBERS INCLUDED:-

Amrita Chowdhury	Dilip D'Souza	Amy Fernandes	Deepa Gahlot
Reema Gehi	Namita Roy Ghose	Mohammed Khan	Sameera Khan
Kiran Khalap	Kumar Ketkar	Ayaz Memon	Neeru Nanda
Siraj-Ayesha Sayani	Kalpana Sharma	Gurbir Singh	K V Sridhar
Ms. Anuja Gulati.			

Kamala Bhasin, a feminist activist, poet and author was conferred the *Laadli* Lifetime Achievement Award. According to her feminism is not a war between men and women. She says it is a fight between two ideologies. One that elevates men and gives them power, and the other, that advocates for equality. [Click here](#) to listen to her speech at the First South Asia *Laadli* Media & Advertising Awards for Gender Sensitivity 2015-16.

WINNERS (Category:Books)			
Name	Category	Title	Category
Volga	Winner	The Liberation of Sita	Novella
EssarBatoool, Irfah Butt, SamreenaMushtaq, Munaza Rashid, Natasha Rather	Winner	Do You Remember KunanPoshpora?	Non- Fiction
SharanyaManivannan	Winner	The High Priestess Who Never Marries	Fiction
Aparna Jain	Jury Appreciation	Own It	Non-Fiction
Noor Zaheer	Jury Appreciation	Denied by Allah	Non-Fiction
WINNERS (Category: Films & Theatre)			
Category		Title	
Film		Nil BatteySannata	
Film		Parched	
Theatre		Shikhandi	
Laadli Lifetime Achievement Award		KamlaBhasin	

Four *Laadli* Media Fellowships were announced from among the award winners. The theme of the fellowship was Gender and Sexuality and Ms. Shreya IlaAnasuya (independent writer, journalist and activist) Ms. Vinaya Deshpande (journalist with ten years' experience) Ms. Sindhuvasini from BBC, Ms. Katta Kavitha from Nava Telangana received the fellowship.

You can find our Chief Guest Mr. Shashi Tharoor's Speech at the First South Asia *Laadli* Media & Advertising Awards for Gender Sensitivity 2015-16 [here](#)



Shri. ShashiTharoor and MsSapangeetRajwant (Senior Vice President Marketing Viacom 18) present the award to Ms. Chatura Rao

BREAKING NEWS: CHALLENGING GENDER BARRIERS



Population First has been collating the award winning entries for wider dissemination and creating a large pool of gender sensitive writing for reference by student and working journalists alike. This year's edition "Breaking News: Challenging Gender Barriers" was unveiled at SALMAAGS. The compilation of award winning articles from 2015 to 2017 brings forth 61 award winning entries on nine themes of social issues, gender and sexualities, trafficking, gender based violence, women and work, women and politics, women and conflict, gender issues in programme implementation and emerging social trends- thereby deepening the understanding of discrimination prevalent in society and the lacunae in the programmes implemented by the State.



Performance by the artistes of Darpana, Ahmedabad at the Western Region awards event

PADMAN CYCLE AUCTIONED FOR *LAADLI*



Adolescent Girls from Shahapur with Sangeeta Tribhuvan (Third from left) and R. Balki at the press meet announcing the auction

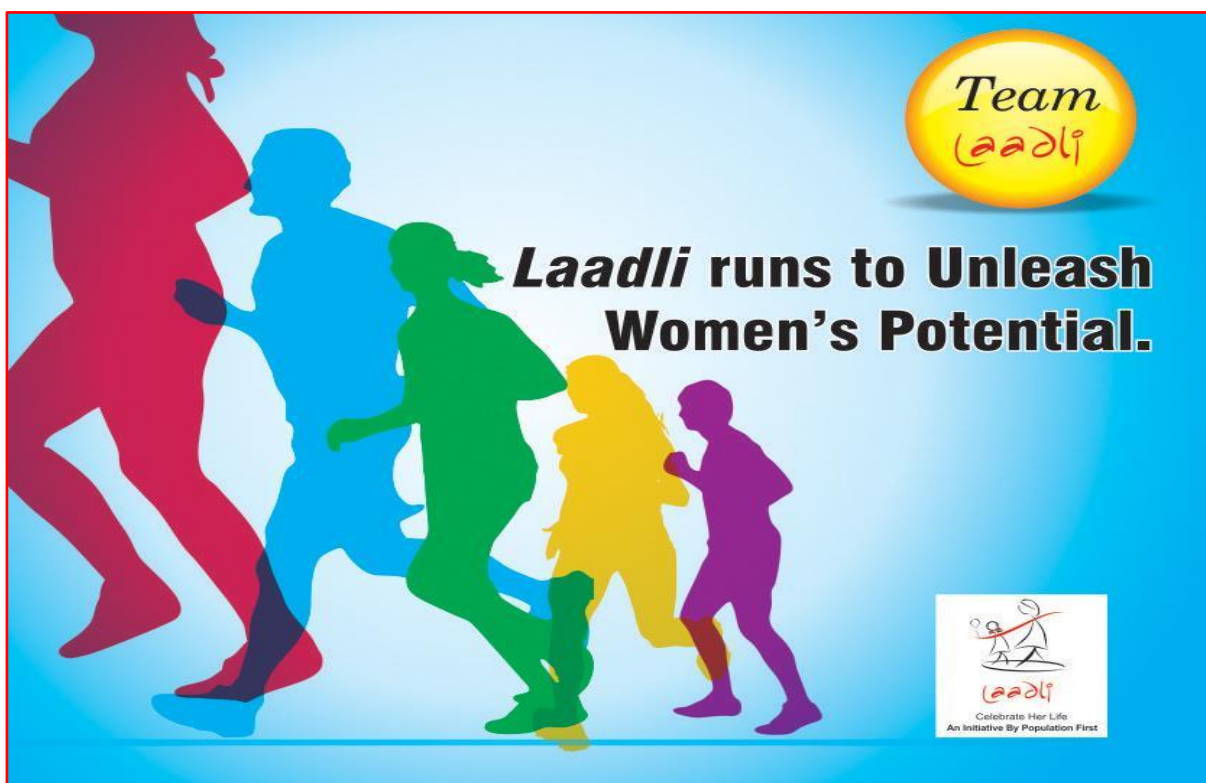
The Director of Padman, R. Balki offered to auction the cycle used in the film Padman, a movie which highlighted the menstrual hygiene issues, to support the *Laadli* Campaign. The auction was announced at a press conference, where adolescents from the AMCHI villages articulated their issues and concerns regarding menstrual hygiene. They said they would like to use the commercial sanitary pads throughout the period but they use them only when they go out as they cannot afford them. They felt engaging with men is important to address the stigma attached to periods.

The panel discussion that followed titled “*Say no to Stigma and Taboos - Period*” was moderated by Ms. Dolly Thakore, theatre actor and national coordinator for *Laadli* Media Awards. Mr R. Balki, Indian Filmmaker and Director of Padman, Dr. Rishma Pai, Ex- President of FOGSI, Ms. Anuja Gulati, State Program Coordinator, UNFPA, Mr. Shoheb Ali, Director, Marketing, bidkartz.com, Ms. Rupa Naik, Senior Director, MVIRDC World Trade Centre, Mumbai and Dr. A.L. Sharada, Director, Population First participated in the panel discussion. An amount of Rs.150,000/- was raised for *Laadli* by the Padman team.

RUNNING FOR *LAADLI*: TATA MUMBAI MARATHON 2018



As we do every year we have participated in the Mumbai Marathon 2018. We wish to thank all those who have supported the cause of gender equality, community development and the girl child by supporting *Laadli* in the Tata Mumbai Marathon held on 21st January, 2018. It was a memorable dream run for the *Laadli* team with a hundred and twenty five members running for the cause. There were sixty five members from IRB, thirty five from Population First and twenty five half and full marathon runners registered with us who ran for *Laadli*. A total of Rs.18,65,220/-was raised through corporate sponsorship, pledges and sale of bibs.



KALA GHODA ART FESTIVAL



Q. What is the only thing that is more important than the final performance in theatre?

A. The process of getting the performance together

Tech Mahindra has been providing institutional support to Population First and is being provided technical support by Population First to its various CSR activities, particularly in promoting greater gender sensitivity in programme implementation.

Population First and EDUCO, two programme partners of Tech Mahindra Foundation, came together to promote gender sensitivity among the students of Sai Baba Path School from 9th to 11th January 2018. The outcome of the workshop was a street-play styled drama, written and facilitated by the members of Theatre of Relevance (ToR). The children identified gender issues that are impacting their lives and showcased the same in the Play. They learnt and practiced dialogues, worked on their overall confidence, diction, voice modulation and creating impact on the audience. They performed the play at the prestigious Kala Ghoda Festival and also in the presence of Mr. Anand Mahindra at a corporate event and won much appreciation.

WHEN LEGENDS PERFORM FOR LAADLI

As the decade long association with UNFPA came to an end, Population First organized its first ever fund raiser event titled ‘Legends For *Laadli*’ featuring Santoor maestro Pt. Shivkumar Sharma performing for the cause of the girl child. Shri. Yogesh Samsi and Pt. Bhawani Shankar accompanied Panditji on Tabla and Pakhawaj respectively. The event was organized in association with Banyan Tree, an Event and Artiste Management Company.

An amount of Rs. 36,61,500/- was raised through the event, which would be used for workshops, fellowships and media awards.



Pandit Shiv Kumar Sharma performing at the fund raiser supported by Pandit Yogesh Shamsi on Tabla and Pandit Bhavani Shankar on Pakhawaj

Panditji very modestly mentioned that he felt honoured to be associated with the “pious work” of *Laadli*. The event was attended by dignitaries like Ms. Urvi Piramal (Ashok Piramal Group) and Ms. Rajashree Birla (Aditya Birla Group) who supported the event through sponsorships and advertisements.

The team is grateful to all who contributed. We would like to thank our co-sponsors - the Godrej Group as well as our associate sponsors - HSBC, Aditya Birla group and Bank of Baroda, in addition to our outdoor partners - Madison and Bright Outdoors, content partners – Hyper-collective and most importantly our event partners – Banyan Tree.

16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE- 25 NOVEMBER 2017 – 10 DECEMBER 2017

What fun is it only talking about inequality between genders and the violence perpetrated as a result to a crowd that is already sensitized? We have been talking about gender, so much so, that now there is a truly recognizable wave to dismantle gender binaries. But are we moving around in circles of those who are already converted? Wondering the same, this year Population First (PF) took the decision to move the conversation about gender – as part of our *16 days of activism* activities – out into spaces wherein these discussions are not very commonplace. *16 days of activism* is a global campaign against gender based violence carried out every year around the world from 25th November (recognized as the International Day for the Elimination of Violence against Women) to 10th December (the International Human Rights Day). This year we planned informal/semi-formal context based conversations outside of institutions where usually such sessions are conducted in abundance and instead focus on spaces where such discussions would hardly take place.

On 25th November 2017, marking the International Day for the Elimination of Violence against Women, the PF team got an opportunity to have a dialogue focused on Sexual Violence and Harassment with **Junior College students at B. M. Ruia College, Mumbai**. A total of 50 girls participated in the session. The session started with an introduction of the concept of 16 days of activism against gender based violence, what is the history behind it and why it needs to be done. Using role play and video screening (*Jor se Bol*) thereafter, the PF team started with eliciting the students' personal experiences of having faced sexual harassment in public spaces such as at the railway station, on the bus or on the way from station to college. Many of the students recounted their experiences and some enacted what exactly happens in these situations. There was also a discussion on what kinds of behaviour count as harassment and why such harassment takes place.



The PF team elaborated the wider phenomena of patriarchy that fixes gender roles and identities and places the resources and decision-making powers in the hands of men. Patriarchy devalues women's role as well as restricts their movement and sexuality thus creating conditions for gender based violence. One of these forms of violence is sexual abuse and harassment. The team also clarified in a participatory manner, using questions to extract from the group itself, certain misconceptions about harassment, such

as whether it is always only physical (but also include verbal, visual and even virtual), whether it only happens in public spaces (but also in the private space within homes) and what distinguishes harassment from "flirting" or "joking". The final section of the conversation revolved around what could be practically done in situations of harassment and the legal recourses available to women in general. There was a detailed discussion on Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 and Protection of Children from Sexual Offences Act (POCSO) Act, 2012.

The session opened up my worldview and made me alert to harassment that could happen within private spaces of home in addition to the public spaces.

Jannat Qureshi

The session gave me confidence that there is wisdom in raising my voice against the harassment that I face on the streets for it to discontinue rather than endure it quietly.

Anshu Tiwari

I was raised in such a way that I was scared throughout my life of boys, so much so, that if I see a group of boys I would change my own path. But this session – that encouraged open sharing – gave me courage to at least not be afraid and face the boys.

BubbliPaswan

On 29th November 2017, the International Women Human Rights Defenders Day, the PF team conducted a semi-formal session on gender based violence with **transportation staff (drivers, conductors and ground staff)** at the **Colaba Bus Station** of **BEST** (Brihan Mumbai Electric Supply & Transport).

The session consisted of 35 participants – mostly male transportation staff and a few female



ground staff at the bus depot working in the administration and finance departments. After the customary introduction, the session began with an informal questioning about whether the participants have witnessed any incidents of sexual harassment on the buses?and what are some of the things that they might have done about the same. The participants, initially hesitant, started opening up slowly saying that they had witnessed incidences but that

mostly when they raise their voice the women who were at the receiving end of the harassment fell silent and they ended up having an argument with the perpetrators instead. Therefore they felt that the women should speak up themselves.

The PF team facilitator then directed the conversation towards why they think harassment happens in the first place and why women do not speak up vocally, as they suggested. This led to a very interesting conversation and debate among the participants. Some male participants felt that the women wore provocative and indecent attires that provoked and instigated men to comment and take liberties with them. The female participants disagreed and argued that the problem was not with what the women were wearing but rather the mindsets and view of the men – who always looked to women as being objects of visual pleasure. Slowly some other male participants joined in with these women to say that such harassment and violence took place because of the objectification of women in popular culture and the larger inequality based on gender in the society. This opened a whole conversation about patriarchy that operates through all institutions such as family, schools, marriage and even language that propagates fixed roles based on gender and concentration of resources as well decision making powers in the hands of men within society. Some facts were shared about the incidence of violence – especially that the majority of cases were perpetrated by people known to the victim. The discussion also focused on what could be done to make girls and women speak up.

“The information given by you was very important and all of us need to change our mindset accordingly. First and foremost we must stop discriminating between boys and girls.”

Anand G. Kale

“The programme was good and will help encourage our staff to think about their behaviour with passengers travelling in our bus, especially in cases of incidents against women.”

Nitin Virkar

On 30th November 2017, a day before the World AIDS day, the PF team took another session on gender based violence at Mahindra Tractors in Kandivali (E) with male supervisors of factory workers. The session was organised jointly with the *Samantar* program of Mahindra Tractors under their Employee Social Options (ESOPS) banner – that engages employees on several social issues. The focus of the program was sexual harassment and violence against the girl child and how it affected them as parents as well as general citizens.

It was a group of 15 members; therefore the format adopted was that of an intimate focused group discussion – based on a few key questions. The session, after the introduction of the team as well as the campaign motive, began with a question about whether members of the group felt anxious as parents of girls and if they did why did they feel so? Some members responded saying that they felt very anxious because of all the incidences being reported almost every day across newspapers regarding rape and molestation. One participant pointed out that he has changed several school buses for his girl child and went to far off bus-stops to drop and pick her up personally.

The PF team summed up these reactions as a form of violence perpetrated on the female gender. Then the facilitator highlighted other kinds of violence perpetrated on women -physical, emotional, economic and sexual violence. It was also stressed that women face these forms of violence across their life-cycle from pre-birth, infancy, childhood, adolescence, reproductive age and even when they reached old-age.



The reasons were for these different forms of violence were also discussed at length. The group was extremely responsive and pointed out conditioning and socialisation of both genders through various institutions such as family, school and religion into stereotypical gender roles, as the main reason. They also pointed out the societal expectation of towing the gendered line and the resulting restrictions on girls as another reason. These also stopped women and girls from resisting violence.

The occurrence of domestic violence across the social, economic and community spectrum was established through the discussion which busted the myth that domestic violence is only a phenomenon which occurs in poor and illiterate families. The last part of the session focused on what they as concerned parents or just as concerned citizens could do.

It is very important to sensitize men – especially boys when they are younger – to become gender sensitive and break stereotypes about women’s role in society.

Suresh Pande

The session affirmed my resolve to allow and encourage my daughter to live completely free in society.

Mr. Anand Patel

Education and awareness needs to be taken up within the larger society regarding gender based violence and adopting a zero tolerance policy towards sexual harassment.

Mr. A. M. Joshi

On **6th December 2017**, one day after the International Volunteer Day for Economic and Social Development, PF team conducted another session at **B. M. Ruia College, Mumbai**, but this time with **graduate students**, on lines similar to the one conducted for the undergraduate students.

The major take away from these interactions was that the more we debate in public on gender issues, the better it would be for mass awareness and influencing pop-culture.

OUR BOARD OF TRUSTEES & DIRECTOR



Keshub Mahindra, Chairperson: Mr. Mahindra is the Chairman Emeritus of Mahindra & Mahindra Limited, the largest manufacturer of utility vehicles and tractors in India, and the flagship company of the M&M group. He is also the Chairman of Mahindra Foundation.



Rajashree Birla is a Director of all the major companies of the Aditya Birla group, which is recognized as “India’s first global corporation”. As Chairperson of the ‘Aditya Birla Centre for Community Initiatives and Rural Development’, Mrs. Birla oversees the group’s social and welfare work. These include sustainable employment schemes for rural youth, their education and training, programs for providing safe drinking water and empowerment programs for women.



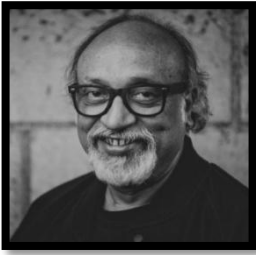
Jamshyd N. Godrej is the Chairman of the Board of Godrej & Boyce Manufacturing Company Limited. He is also the President of World Wide Fund for Nature, India, and Chairman of CII Sohrabji Godrej Green Business Centre, a centre for excellence for energy efficiency and conservation, water policy etc. Mr. Godrej was conferred Padma Bhushan in the year 2003.



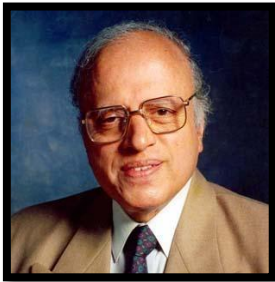
Urvi Piramal is the Chairperson of the Ashok Piramal Group. She is a Trustee of the Piramal Education Trust and Ashok G Piramal Trust, which has been set up for the underprivileged. The Trust runs a children’s School at Bagar in Rajasthan.



Dr. Indu Sahani the former Hon’ble Sheriff of Mumbai, is the Principal of H.R. College of Commerce & Economics. With over three decades of teaching experience, Dr. Sahani is a doyen in the field of academics, nurturing future leaders. Dr. Sahani was awarded the Honorary Doctor of Letters degree by the University of Westminster in London on November 16, 2009.



K. V. Sridhar the Founder of Hyper Collective. Prior to starting his own venture, he was the Chief Creative Officer of Sapient Nitro and Leo Burnett India. He is widely respected as a global creative leader has spent close to 38 years in Advertising. He had won a record 23 Cannes Lions, over 100 international and 300 Indian awards, honored with New York Festivals Creative Achievement Award in 2010. He was also inducted into the “Hall of Fame” of Asian Advertising and Marketing Legends last 40 years by Campaign Asia. Pops is also a TEDx speaker and deeply committed to the issues concerning the girl child, he is been working with Population first past 13 years to influence the content creators to be sensitive on gender issues.



Prof. M. S. Swaminathan has been described by the United Nations Environment Program as ‘the Father of Economic Ecology’ and by Javier Perez de Cuellar, former Secretary General of the United Nations, as “a living legend who will go into the annals of history as a world scientist of rare distinction”. Plant geneticist by training, Prof. Swaminathan’s contributions to the agricultural revolution in India had led to his being widely referred to as the scientific leader of the green revolution movement.



S. V. Sista is the Founder and Executive Trustee of ‘Population First’. Known to his friends as ‘Bobby’, he is one of those stalwarts who have guided Indian Advertising to consistently higher standards. He has always stressed social commitments and values to build sustainable and holistic growth rather than growth based on mere financials or market shares.



Dr. Sharada is the Director of ‘Population First’ is active in the development sector for the last 26 years as a researcher, trainer and program manager. She had the opportunity to work with international agencies like UNICEF, UNFPA and other Non-government organizations as a consultant. She was on the faculty of the Central University of Hyderabad and Indian Institute of Health Management Research. She is a member of the CBFC and also initiated gender analysis of ads and films in Print media.

WORKSHOPS AND SEMINARS ATTENDED BY PF TEAM

Meetings attended by SangitaTribhuvan

Date	Description
17.04.17	Block level Monitoring and Planning Meeting at Health Department, Shahapur
07.07.17	Regarding malnutrition at Sub-District Hospital, Shahapur
13.07.17	Katkari Utthan Abhiyan at Tehsil Office, Shahapur
01.08.17	Block level Convergence at Tehsil Office, Shahapur
14.08.17	Eradication of Malnutrition Camp Planning at Tehsil Office, Shahapur
19.09.17	Malnutrition Camp at Jindal Campus, Vasind
18.12.17	Decentralization Meeting at Health Department, Shahapur

Events attended by MeenalGandhe

22.09.17	Rise Summit (Participated in Round Table on Malnutrition, Innovation in Waste, and Agriculture and Livelihood)
28.08.18	Session on Volunteering for Social Cause for retiring employees of Western Railway

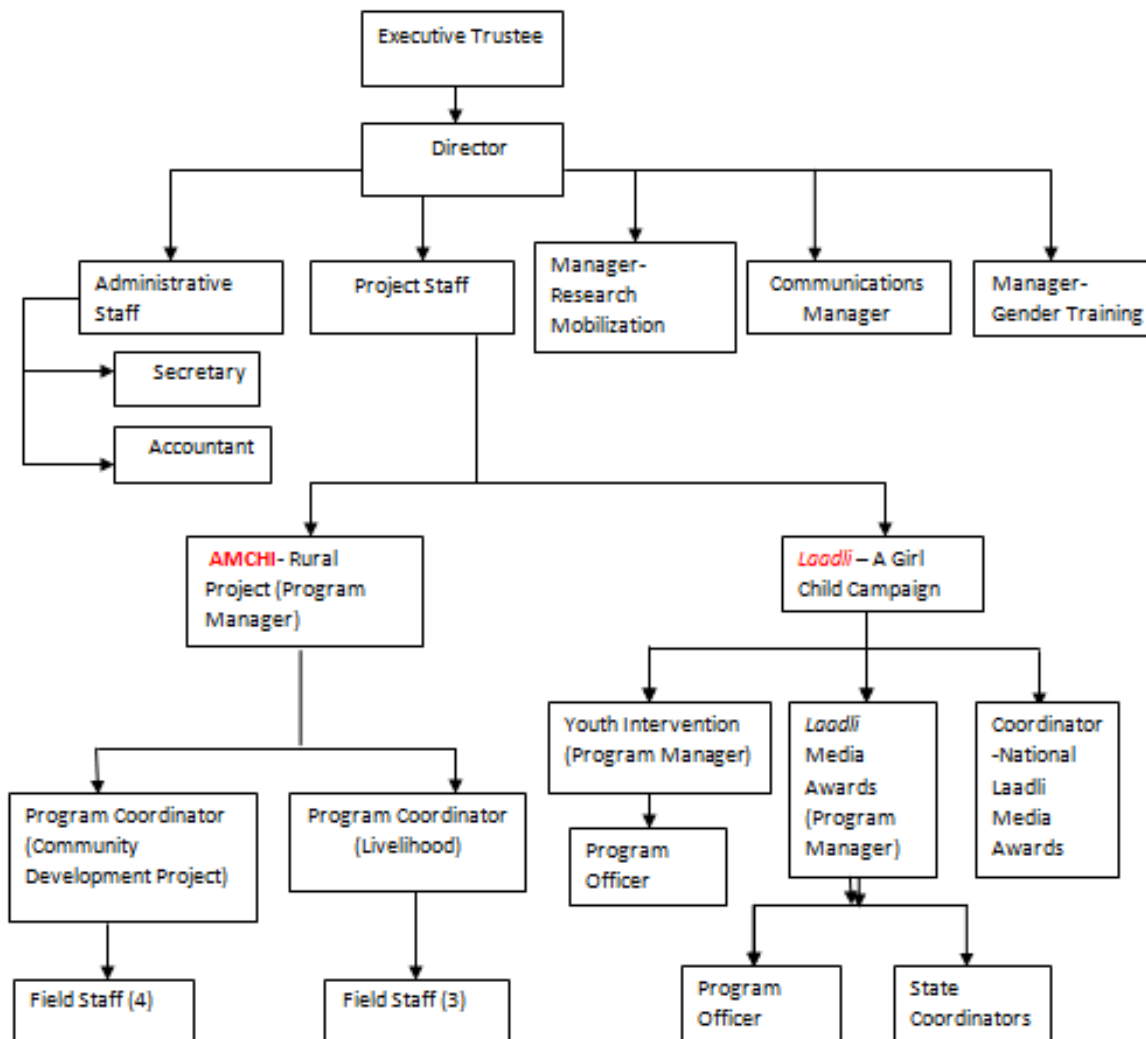
Events attended by Dr A. L. Sharada

Date	Description
22.07.17	Dr. A. L. Sharada conducted a session on Facilitating Gender Debates in Classrooms at SNTD college.
27.07.17	Dr. A.L. Sharada travelled to NIRDPR/UNICEF Hyderabad- to develop Gender Training curriculum- "Mainstreaming Gender for Improving Adolescent Health - A framework for capacity building of duty bearers"
11.08.17	Dr. A. L. Sharada attended the SAAMNE AA Launch –an initiative by Reeta Gupta for the 'Beti Bachao Beti Padhao' program, Ministry of Women and Child, Government of India and the Municipal Corporation of Greater Mumbai (MCGM). An anthem as a social endeavour to educate people on gender equality and gender biases was released. This film was supported by <i>Laadli</i> , Podar World School and World Trade Centre Mumbai.
23.08.17	Mr. Sista and Dr. A. L. Sharada attended the Book Launch –‘30 Second Thrillers’ authored by Mr. K V Sridhar - proceeds of which would be donated to <i>Laadli</i> .
22.08.17	Dr. A.L. Sharada attended the 7 th Summit on Skill Development - Skilling Rural India – the Technology Imperative by Yuva Parivartan.

04.09.17	Dr. A. L. Sharada attended the session by Action Aid India in collaboration with UN Women conducted an advocacy research on Recognition, Reduction and Redistribution of Women's Unpaid Work. Maharashtra State Consultation.
18.09.17	Dr. A. L. Sharada conducted a Workshop with students on Gender at the Rise Summit 2017 at WTC Colaba.
08.11.17	Dr. A.L. Sharada gave a talk at the Radio Club (Rotary Club)
08.12.17	Dr. A. L. Sharada attended the UNGC -2 nd Summit on Leveraging CSR for Sustainable Development Goals.
08.12.17	Dr. A. L. Sharada was invited to participate in an Interactive session with FPAI on initiatives taken by Civil Society Organizations and Government of India for supporting Sexual and Reproductive Health and Rights interventions especially around – interventions for key population / sexual minorities, access to services and information for young people, safe abortion services and range of contraceptive choices available in India and all the concomitant health and psychosocial issues that this gives rise to.
09.12.17	Dr. A. L. Sharada was invited to be the Mentor for the IDOBRO TISS iPreneur'17
06.01.18	Gujarat Litfest – Ahmedabad - Dr. A.L. Sharada participated in an engaging panel discussion on 'Gender Sensitivity in Films'
20.01.18	Dr. A.L. Sharada delivered a Guest Lecture at the Women Empowerment Conclave- 'Abhyuday'- IIT Powai.
20.02.18	Dr. A. L. Sharada travelled to Western Digital - SanDisk Institute, Bangalore, to share her experiences & give her inputs to female employees for the choices (on/off work) they made without feeling guilty or apologetic. This was followed by an interesting Q&A with employees.
23.02.18	Dr. A. L. Sharada attended the Pratigya - FOGSI (CAG) meeting to discuss and develop some key advocacy messages for the Campaign to be used by the members and review the progress made in advocacy initiatives.
06.03.18	Mr. S. V. Sista and Dr. A.L. Sharada attended the 7 th edition of the IAA, Olive Crown Awards- felicitating winners across 20 categories for creative excellence in communicating sustainability, or "green" advertising.

ORGANIZATIONAL CHART

Organizational Chart



**STAFF POSITION BETWEEN
APRIL 2017- MARCH 2018**

Sr. No.	Name	Designation	Tenure Period
1.	Mr. S. V. Sista	Executive Trustee	2002-Till date
2.	Dr A. L. Sharada	Director	June 2003-Till date
3.	Pooja Nagdev	Programme Officer	July 2015- Till date
4.	MeenalGandhe	Programme Manager - AMCHI	Nov 2015 – Till date
5.	Asha Wellorker	Accountant	Jan 2016-Till date
6.	Robert Sequeira	Office Assistant	Mar 2016- Till date
7.	VenuGawali	Programme Officer	Aug 2016- Till date
8.	Neeta Khajuria	Programme Manager	May 2013- Till date(Pro-Bono)
9.	SangeetaTribhuwan	AMCHI Project Co-ordinator	Mar 2007 – Till date
10.	PathanFazalFeroz Khan	AMCHI Project Co-ordinator	Apr 2007 – Till date
11.	Dilip More	Field officer -AMCHI	May 2009 – Till date
12.	Sadhana Chaudhary	Village Co-ordinator- AMCHI	Feb-2013- Till date
13.	SandhyaPatekar	Sr Field officer-AMCHI	Dec 2011 – Till date
14.	VishakhaNirpurte	Sr Village Co-ordinator - AMCHI	Nov 2009 – Mar 2017
15.	Amar Raut	Field Co-ordinator - AMCHI	Aug 2016 – Jan 2018
16.	Vinayak Ware	Jr Village Co-ordinator- AMCHI	Sept 2016- Till date
17.	MadhuriBhange	Jr Village Co-ordinator - AMCHI	Aug 2016 – Till date
18.	Veena Vinod	Communication Manager	Oct 1 st – June 2017
19.	SrinidhiRaghavan	Gender Specialist	Sep 2016-May 2017
20.	IshmeetNagpal	Communication Manager	Sep 2016 – Oct 2017
21.	YashvardhanTripathi	Resource Mobilization Manager	Nov 2016 – May 2017
22.	VandanaKhare	Communication Manager	July 2017 – August 2017
23.	UjjwalaMhatre	Communication Manager	Sep 2017 – Till date
24.	Hinakshi Patel	Resource Mobilization Manager	July 2017 – Feb 2018
25.	Maggie Paul	Gender Specialist	Oct 2017 – Till date
26.	Nirmala Nathan	Resource Mobilisation Manager	March 2018 –Till date

OUR TEAM

Salary Structure

Salary Structure as of 31st March 2018

Salary Structure	Male	Female	Total
Above 50,000	0	4	4
30,000 to 50,000	1	6	7
10,000 to 30,000	3	8	11
Below 10,000	1	4	5
Total Number of Staff			27

**Note: The highest paid staff is the Director and lowest paid is the field volunteers of the organization.

OUR DONORS 2017 -18

CORPORATES		
Enterprise Advertising Pvt. Ltd	Panini Advisors LLP	
Ashok Piramal Management Corp Ltd	Interplex India Pvt Ltd.	
Jolly Board Limited	Super Services Pvt.Ltd.	
Pirojsha Godrej Foundation	Hitkari Trading Corp	
IRB		
INDIVIDUALS		
Sulekha Bajpai	Pradeep Mallick	Taizoon Fakhrudin Khorakiwala
Dolly Thakore	Nivedita Sinha	SangeetaMalkhede
S. Sadasivam	Niloufer Patel	Anjali Kantikar
Ramesh Tekwan	Nandini Garg	Ajay Krishan Kakar
Anil Saraiya	Ramesh Narayan	Yusuf Hatim Muchhala
Meher Ansari	Surajratan Fatehchand Damani Janhit Nidhi	Vinod Kumar Menon
Satyam Tripathi	SeemaGarg	Lalan Kapadia
Praveen Kenneth	Subhash Keshavrao Malkhede	Dr. Anil Khadelwal
Mugdhan	C. V Prasad Rao	Arvind Malkhede
Nita Bhansali		
PROJECT FUNDING		
UNFPA	HTPF	UNFPA
Tech Mahindra Foundation	Colors	Tech Mahindra Foundation
FRHS India - Pratigya Camp	Indostar Capital Finance	FRHS India - Pratigya Camp

CONTRIBUTION	
Bank of Baroda	Ms. Stefania Costanza
HSBC India Foundation	Tech Mahindra
Aditya Birla Group	Reliance General Insurance Pvt Ltd
R K Swamy BBDO Private Limited	Whistling Wood Internation Ltd.
Nagesh Ganesh Alai amd Mrs. Veena	BTVI
Seema Sood	Mahindra & Mahindra Financial Services Ltd.
Mr. Hiru Patel	Godrej
Sudarashana & Pankaj Shukla	Sony TV

DONATION DETAILS

Cheques to be drawn in the name of “Population First”

Population First,
Ratan Manzil
Ground Floor, 64
Wodehouse Road, Colaba
Mumbai – 400 005
India

Contact: +91 9167902776

Email: info@populationfirst.org

Donations exempt under u/s 80-G of Income Tax Act 1961(Exempt) DIT(E)/MN/80-G/911/2008-09.

Donating from a Foreign Country?

Please send your donation to our FCRA Account. Please mail us on info@populationfirst.org for account details.

AUDITED ACCOUNTS

The Bombay Public Trust Act,
1950

SCHEDULE – VIII

[Vide Rule 17 (1)]

Name of the Public Trust:

POPULATION FIRST

Balance Sheet As At: MARCH

31, 2018

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2018	MARCH 31, 2017		MARCH 31, 2018	MARCH 31, 2017
	Rupees	Rupees		Rupees	Rupees
Trust Funds or Corpus :-			FIXED ASSETS (As per Schedule 'B')		
Balance as per last Balance sheet	700	700	Balance as per last Balance Sheet	1,51,562	1,25,595
Addition during the year	7,00,000		Additions during the year	30,200	1,05,750
Adjustment during the year (give details)	-	-	Less :- Sales during the year	-	-
	7,00,700	700	Less :- Transfer to Other Earmarked Fund	-	1
Other Earmarked Funds :-			Less :- Depreciation for the year	42,001	79,782
(Created under the provision of the trust deed	-	-		1,39,761	1,51,562
or scheme out of the Income)			Investments (in Mutual funds) :-		
Depreciation Fund	-	-	1,979.282 units B 43		
Sinking Fund	-	-	Birla Sunlife Cash Manager - Growth	4,50,000	4,50,000
Reserve Fund	-	-	217.125 units SBI Magnum Insta Cash Fund - Growth	4,50,000	4,50,000
Any other Fund (As per Schedule 'A')	56,36,448	37,26,286	Note : the market value of the above investment is Rs.1657364.24	9,00,000	9,00,000
	56,36,448	37,26,286			

Loans (Secured or Unsecured) :-			Furniture & Fixtures :- (Refer Schedule 'B')		
From Trustees			Balance as per last Balance Sheet	-	-
From Others	-	-	Additions during the year	-	-
			Less :- Sales during the year	-	-
	-	-	Depreciation for the year	-	-
Liabilities :-					
For TDS on Professional Fees	1,04,775	6,000			
For Expenses	15,71,455	18,85,679	Loans (Secured or Unsecured) : Good / Doubtful		
For Advances	16,00,000	18,00,000	Loans		
For Rent and Other Deposits		-	Scholarship	-	-
	-	-	Other Loans	-	-
			Advances :-		
			To Prepaid Expenses	28,204	33,894
Income and Expenditure Account :-	32,76,230	36,91,679	To Employees (As per Schedule 'C')	-	50,000
Balance as per last Balance Sheet	1,01,06,188	95,81,853	To Receivables (As per Schedule 'D')	17,08,152	600
Less : Appropriation, if any	-	-	To Tax Deducted at Source	7,25,544	5,16,496
<u>Add : Surplus as per Income and Expenditure Account</u>	24,33,511	5,24,334	To Others - Deposits (As per Schedule 'E')	1,40,500	1,50,500
				26,02,400	7,51,490
	1,25,39,699	1,01,06,188			
BALANCE C/F	2,21,53,077	1,75,24,852	BALANCE C/F	36,42,160	18,03,052

The Bombay Public Trust Act,
1950

SCHEDULE – VIII

[Vide Rule 17 (1)]

Name of the Public Trust:

POPULATION FIRST

Balance Sheet As At: March
31, 2018 (Contd.)

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2018	MARCH 31, 2017		MARCH 31, 2018	MARCH 31, 2017
	Rupees	Rupees		Rupees	Rupees
BALANCE B/F	2,21,53,077	1,75,24,852	BALANCE B/F	36,42,160	18,03,052
			Income Outstanding :-		
			Rent	-	-
			Accrued Interest	89,738	73,186
			Other Income	-	-
				89,738	73,186
			Cash and Bank Balance :-		
			In Saving Account with HDFC Bank	20,49,740	25,59,462
			In Saving Account with HDFC Bank - FCRA A/C	2,03,822	5,95,553
			In Saving Account with IDBI Bank A/c no.004104000125956	38,170	10,682
			In Saving Account with IDBI Bank A/c no.004104000099271	5,241	3,96,272
			In Saving Account with Indian Bank	8,59,269	8,19,559
			In Fixed Deposit Account with HDFC Bank	1,52,63,702	1,12,63,702
			With the Trustee	-	-

			With the Manager	1,235	3,384
			Income and Expenditure Account :-		
			Balance as per last Balance Sheet	1,84,21,179	1,56,48,614
			Less :		
			Appropriation, if any	-	-
			Less : Surplus as per Income and Expenditure Account	-	-
			Add : Deficit as per Income and Expenditure Account	-	-
				-	-
Total Rs.....	2,21,53,077	1,75,24,852	Total	2,21,53,077	1,75,24,852
			Rs.....		

Population First

Population First

Ratan Manzil, 64,
Ground Floor, Wodehouse Road,
Colaba, Mumbai – 400 001
Telephone: 91 9167902776

Website:

www.populationfirst.org
www.laadli.org

Twitter: Laadli_PF

Facebook: <https://www.facebook.com/groups/laadli>