

FOREWORD

It gives me great pleasure to present the Annual Report for the year 2018-2019. The year was eventful with many new partnerships being forged and *Laadli* reaching out to diverse groups of people.

The year was marked by two important issues – the brutal rape and murder of Asifa and the #MeToo movement. Both have high-lighted the deep rooted misogyny and gendered mindsets that justified and normalized violence against women.

We are happy that we were able to initiate some meaningful engagement with the media on these issues. We conducted two gender sensitization workshops for working journalists, one in Thane and another in Bhubaneshwar in collaboration with Sambad Media. We responded to the #MeToo movement by initiating conversations with advertising professionals, content writers of web series and film script writers and film makers in collaboration with HyperCollective, Screen Writers Association, Bhumika Women’s Collective and Press Club.

This year is also significant as we have made inroads into the electronic media by organizing a workshop on dealing with gender, sex selection and abortion in programming in General Entertainment Channels.

We have also brought out a white paper on reporting on rape in media post the Kathua rape case and a media analysis report on reporting on sex selection and abortion.

The entries for the *Laadli* Media Awards were impressive as always and have been compiled into a volume titled “Gender Frames”

Last but not the least we have forged a partnership with JSW to adopt and implement our people centric, collaborative rural development model to their project villages to address child malnutrition issues.

We look forward to your support and feedback.

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 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 programme are pursued as an integral part
of social development and gender equality in an environment of collective responsibility



OUR INITIATIVES

Two of our flagship programs include:

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 for this year was implemented in 210 villages under 14 Primary Health Centers and six sub centers in Shahapur block of Thane district and in Raigad district, Maharashtra.

ACTIVITIES

- Parivartanki 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- THE GIRL CHILD CAMPAIGN

Laadli, the 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 girl children are considered unwanted and undermined in our society.

ACTIVITIES

LAADLI MEDIA ADVOCACY

- *Building skills and capacities of communicators to generate gender sensitive content*
 - Gender and Media Workshops for Working and student journalists and film scriptwriters to sensitize them to gender issues through interactive theatre based workshops
 - *Laadli* Fellowships are given to journalists and film scriptwriters to promote, investigative reporting on gender issues and gender sensitive portrayals
- *Creating supportive ecosystems:*
 - *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.

- Consultations with senior media, advertising and film fraternity. Collaborative events organized in collaboration with professional Bodies like IAA, ASCI, AAI, Press Clubs, etc
- *Institutionalizing Reward mechanisms*
 - *LaadliMedia* awards for gender sensitivity award journalists from print, electronic and web media from across South Asia region in 15 languages. Gender sensitive ads, films, books are also felicitated with *Laadli Media Awards*
 - Innovative activities: National Creative Excellence Awards and other campaigns also create reward systems that promote gender sensitivity in communication and messaging.

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 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 reached out to more than 1,50,000 households in Thane and Raigad districts, constructed close to 6500 soak pits and 8500 kitchen gardens to manage waste water and around *4900 toilets and 90% of toilets* constructed are being used.
- 45 vermi composting units have been set up involving 450 women across 45 villages of Shahapur.

EDUCATE



LAADLI DAY



As *Laadli* turned 13, on 9th June 2018, Population First organized an event at the Holy Name Church, Colaba, Mumbai. The focus was on prevention of violence against young girls, and to discuss issues like the deep-rooted gender discrimination in society. The reasons for violence against girls, meaning of consent, gender stereotypes and peer pressure to conform, were discussed with young boys and girls invited from schools around Colaba. Media professionals were also invited to convey the message to a larger cross section of people.

In the backdrop of the deeply disturbing the Kathua Rape Case and its coverage, a White Paper - "How Sensitive, How Nuanced?" Review of Media Coverage of Kathua Rape Case - was released analyzing the reporting of rape in the media.

http://populationfirst.org/Common/Uploads/HomeTemplate/80WNDoc_White%20Paper%20Final.compressed.pdf

Authored by Maggie Paul, Manager, Gender Studies at Population First, the report focused on how rape and violence against women are reported in the press and what it means to adopt a 'gender lens'. It raised relevant points about media coverage of gender-based violence.

The white paper was released by Mr. Kumar Ketkar - veteran journalist, Mr. Ramesh Narayan – founder of Canco Advertising, Ms. Abha Singh – renowned legal expert, Ms. Suneeta Rao – the

Laadli spokesperson, Ms. Mini Nair –media person and Dr. A. L. Sharada – Director, Population First. The event culminated in a press conference in which Dr. A. L. Sharada and our guests answered questions from the press about the release of the white paper and the need to address the increasing violence against women sensitively in the media. Around– 200 young people participated in the event.



Following the launch of the White Paper, a thought provoking and relevant play titled, ‘Chhed Chhaad Kyun?’ was performed by the team of “Theatre of Relevance”, on sexual harassment under the direction of its founder Manjul Bhardwaj. This was followed by an interactive session, with all the young girls and boys who formed the majority of the audience.

DOOSRA CHASHMA FILM FESTIVAL



Population First in collaboration with the NSS Unit of SPND Women’s College, Ghatkopar; organized ‘Doosra Chashma- A Film Festival Exploring Gender’ on 5th and 6th September, 2018, for 337 students across faculties. The two-day film festival was curated by renowned curator, Ms. Smriti Nevatia which aimed at striking conversations around various aspects of gender, sexuality, gender-based oppression and violence. Each of the sessions, **Understanding and Questioning Binary Gender Roles and Stereotypes**, **Resisting the Gendered Nature of Oppression**, **Patriarchy, Caste and Violence**, **Non-normative Bodies and Desires**, saw various film screenings followed by stimulating panel discussions. The sessions were moderated by Dr. A.L. Sharada, Ms. Smriti Nevatia, and Mr. Meet Dhyaneswar. Trans-persons, Mr. Prats, a Clinical Psychologist and Mr. Mridul Dudeja also participated in the discussions.

POPULATION FIRST – UNFPA COLLABORATION TO BUILD CAPACITIES OF MEDIA AND COMMUNICATION PERSONS

In 2018, Population First conducted five workshops and two consultations for media and communications persons at Mumbai, Puri and Hyderabad with support from UNFPA. The workshops were to be conducted on gender related themes of relevance. Considering the magnitude of sexual harassment cases being reported under the 'Me Too' Movement it was imperative to acknowledge and take necessary steps to build safe and gender just workplaces. Having worked on gender related issues and influencing stereotypical mind-sets positively for over a decade, Population First thought it fitting, to deconstruct the issue of sexual harassment at work place. With stalwarts from legal, social, advertising and media backgrounds, initiating the dialogue, the workshops focused on the Me Too movement and implementation of The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013”

MEDIA CONSULTATION – POSH: IMPLEMENTATION AND CHALLENGES



Population First in collaboration with UNFPA and supported by the Press Club of Mumbai, organized a Media Consultation- 'POSH: Implementation and Challenges', on 27th November 2018, at Marine Plaza with 26 participants from Media Houses and Advertising Agencies. Resource Persons Mr. Kumar Ketkar, veteran journalist, Ms. Kalpana Sharma, independent journalist, Ms. Anuja Gulati, State Program Coordinator at UNFPA, and Ms. Ujwala Kadrekar, Human Rights Activist, spoke on various aspects related to sexual harassment at work place and highlighted the importance of setting up of the Internal Committee, disseminating information regarding the Sexual harassment of women at workplace Act, , conducting workshops and training for the Internal Committee members and staff. **As a result of the workshop, several organizations like Whistling Woods, Hyper Collective, etc. requested Population First to organize separate workshops for their staff and members of internal Committees**

SEXUAL VIOLENCE: INITIATING CONVERSATIONS



On 14th & 15th December 2018, a two day workshop on “sexual violence: initiating conversations” was held at Bike Suraj Plaza, Ghodbunder road, Thane. The 17 participants included journalists, and academicians from all over India.

The objective was to discuss gender, sexuality and violence to create awareness on how to report and write sensitively about the issue. As part of the workshops issues of Sexual harassment at workplace and domestic violence and how to sensitively report on these issues were also discussed.

Resource persons for the workshop were Mr. Manjul Bhardwaj, Founder Theatre of Relevance, Ms. Shreya Ila Anasuya, Editor, Skin Stories, Point of View, Ms. Anuradha Rajan, Chief Executive of Mumbai Mobile Creches, Ms. Sameera Khan, Journalist and Faculty at TISS,

Ms. Ujwala Kadrekar, Human Rights Activist and Ms. Mrudula Sawant, Member of State, Supervisory Board, PCPNDT Act.

GENDER CONVERSATIONS



A one-day workshop on Gender Conversations organized by Population First facilitated by Hyper Collective team, headed by Mr. K.V Sridhar and supported by UNFPA was held on 17th of December 2018 at Mayfair Banquets from 11am to 5pm, with 23 participants.

The objective of the workshop was to create awareness among the participants about Gender Sensitivity and discussing it in the light of the culture of Advertising Agencies, the #MeToo Movement and the response from the Advertising World.

To implement and aid setting up of the IC (Internal Committee) and understanding sexual harassment of women at workplace, apart from sensitizing them on creating and critically assessing advertisements from a gender perspective.

The resource persons for this workshop were Dr. A.L. Sharada, Ms. Ujwala Kadrekar, Human Rights Activist, Ms. Anuja Gulati, State Program Coordinator, UNFPA, Ms.Tista Sen, National Creative Director, JWT, Ms. Aazmeen Kasad - Advocate, Professor of Law and Social Worker and Ms. Deepa Shankar Ganesh.

WORKSHOP ON GENDER SENSITIVITY IN REPORTING



Population First in collaboration with Sambad Media House organized a two- day residential workshop for young journalists at Om Leisure Resort at Puri, Orissa on 19th and 20th of Dec 2018. Twenty-six participants attended this workshop.

Mr. Soumya Ranjan Das, Editor, Sambad, and Member of Parliament underscored the importance of being gender sensitive in the way we build our organizations and pursue our writing. Dr. Bhagaban Prakash, Founder Chair Person, Odissa Nagarik Samaj and head of Orissa Election Commission, Dr. A. L. Sharada, Ms. Anuradha Mohanty, a development activist, Ms. Jyothi Panigrhi, former Chair Person of Orissa Women’s Commission and Ms. Namrata Chadha were the resource persons who facilitated the various sessions.

Dr. Sharada facilitated a session on Gender and Patriarchy. The sessions highlighted the need to promote women’s participation in politics and democratic processes and also gave a bird’s eye

view of the various laws and how they are not being implemented in the true spirit owing to the patriarchal mind-sets and institutions

The sessions were followed by a theatre workshop by Mr. Manjul Bhardwaj, Founder Theatre of Relevance, which focused on the role of the media as change makers.

#METOO - IMPACT ON WOMEN IN MEDIA



Population First in collaboration with Screenwriters Association organized a one-day workshop on #MeToo - Impact on Women in Media. The objective of the workshop was to implement and aid setting up of the IC (Internal Committee) and understanding sexual harassment of women at workplace. The workshop was organized on 28th December 2018 from 11am to 5 pm at The Classique Club, Mumbai. Thirty-six participants attended the workshop.

Mr. S. V. Sista introduced Population First and the role of *Laadli* Media Awards in sensitizing the media. Ms. Anuja Gulati, State Program Coordinator, UNFPA gave the key note address. In her address, she expressed that #MeToo is a revolutionary movement that encouraged several women to break their silence and come forward to share their stories of being sexually harassed. She also quoted a study conducted by Population First & KC College supported by UNFPA on how gender sensitive and inclusive the media and advertising organizations were and stated that according to the study one out of three people in media houses faced sexual harassment at workplace. She further added that the movement should not be seen as a movement against men as it was being made out, but as a movement against wrong.

The workshop comprised of two engaging panel discussions, **'#MeToo Movement's Impact on the Film Industry'** and **'Why are we seeing the rise of women exploitation content on the web?'**

The first panel was moderated by actor Renuka Shahane with panelists Vinta Nanda - Veteran writer & producer, Onir - Screenwriter, Director-Producer, Heema Shirvaikar, Lawyer & Internal Committee member - SWA, Nishtha Jain - Documentary filmmaker & Ketki Pandit, Chairperson, Internal Committee, SWA providing valuable inputs.

The second panel was moderated by Tannishtha Chatterjee, (Senior Actor, Screenwriter & Director) with panelists Smita Singh,(Screenwriter, Sacred Games – Netflix) Karan Anshuman,(Creator, Inside Edge & Mirzapur - Amazon Prime) Mayank Tewari (Screenwriter, XXX Uncensored - Alt Balaji. Screenwriter, Ragini MMS, Newton), Anupriya Goenka,(Actor, Sacred Games, Padmaavat, Daddy) Manu Sharma (Writer, web series for Hotstar & Applause).

Ms. Nishtha Jain pointed out that, more women need to be encouraged to speak up about harassment at workplace and more men need to be involved in the #MeToo movement.

MEDIA CONSULTATION ON POSH- IMPLEMENTATION & CHALLENGES -HYDERABAD



Population First in collaboration with Bhumika Women's Collective organized a one-day consultation on POSH - Implementation and Challenges and other current issues with media representatives, women groups and NGOs. The meeting was organized on 29th December 2018

from 10.30am to 5.00 pm at Hotel Sandhya, Hyderabad where 44 participants attended the session.

While Dr. Sharada spoke about the role of Population First and *Laadli* Media Awards in sensitizing the media, Ms. Satyavati, shared the history of the Vishakha Guidelines and the evolution of the Sexual Harassment at Workplace (Prevention, Prohibition and Redressal) Act, 2013. She also explained the importance of Local Complaints Committee and the inclusion of women working in the unorganized sector into the purview of the Act. Ms. Devi, Cultural Activist spoke about the #MeToo Campaign.

Ms. Vyjayanti VasantMogli and Ms. Rachana, transgender activists, spoke on the **Anti-Trafficking Bill, 2108** and **Transgender Persons Bill, 2018**. Ms. Vyjayanti discussed about the gaps in the trafficking bill and said there is more focus on forced rescue and rehabilitation rather than focusing on prevention.

POPULATION FIRST AND TECH MAHINDRA COLLABORATION

The engaging and symbiotic partnership between Population First and Tech Mahindra has resulted in various interesting initiatives. One such initiative implemented by Population First was Capacity Building of Tech Mahindra team members and various project partners on Gender and Communication skills.

Following sessions were conducted:

- Training for Community Mobilisers
- Teachers' Training – Story Telling Session
- Gender training by Population First for Tech Mahindra Foundation

TRAINING FOR COMMUNITY MOBILISERS

Training for Community Mobilisers was held at the Tech Mahindra Centre, on 7th & 8th September 2018.

The training was conducted by Dr. A.L. Sharada, Ms. Sangita Tribhuwan and Mr. Fazal Pathan from Population First on the 7th and by Mr. Manjul Bhardwaj, Founder of Theater of Relevance on the 8th of September 2018.

The two-day workshop to train community mobilizers was conducted with an aim to ensure maximum enrolment for the skill training programmes and reduce dropout rate from the Tech Mahindra Skill Development Centres. The participants discussed problems encountered by youth in the villages and how to motivate young people to avail services, provide career guidance, handle difficult situations on the field and manage time to get best results.

Dr. Sharada explained the importance of understanding the needs, aspirations and fears of the people. Suggestions for Implementing Organizations and Tech Mahindra Foundation were also given. Mr. Manjul Bhardwaj, helped participants redefine their role as change makers, not just as mobilizers, emphasizing the role of effective communication, particularly while dealing with youth.

TEACHERS' TRAINING – STORY TELLING SESSION



Training for Balwaadi and Primary School teachers of the Sanyas Ashram Municipal School, for 21 teachers was held on 22nd September 2018.

The resource person Ms. Leela Chaganty - a trained pre-school educator and counselor included different kinds of stories, their importance, styles of narration while pointing out the do's and don'ts and the roots in evolution of storytelling and impacts of story-telling on the cognitive and emotional development of the child. Interesting and stimulating discussion on methods of storytelling like enactment, puppetry and drawing on the blackboard gave meaningful insight to the participants. The groups received hands on experience of conducting interactive story-telling sessions by using paper bag puppets.

To sum up the sessions, Dr. Sharada emphasized how critical thinking was vital to a child's development and therefore children should be encouraged to ask questions and think for themselves. She added that stories can be changed by incorporating role reversals, to change conventional gender perceptions.

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Liked the idea of telling a story through blackboard images. –PrabhaGund

The most important message was to identify the dream each child has and the emotional connect with the child. - Rehnuma

Puppet show using a curtain/ dupatta was a unique idea. - Tejal

It was interesting to learn how gender can be incorporated in stories by giving them a fresh twist. – Hina

One important learning was not to tell the moral of a story but to leave it to the critical thinking of the children. – Namrata

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GENDER TRAINING BY POPULATION FIRST FOR TECH MAHINDRA FOUNDATION



Two Gender Training sessions for Tech Mahindra Foundation were conducted by Population First on 15th and 29th October 2018 for the Balwadi Teachers at Save the Children, India Office, BKC, Mumbai. The outcome intended was, for teachers to recognize the gender biases that play out in a class and know how to deal with them.

Working around the subtle yet deep-rooted mind-set of gender discrimination, these workshops engaged the participants to think out of the box and make necessary changes to bridge the gender gap. The workshops were designed to encourage lateral thinking with an element of fun to highlight gender biases and gender stereotypes and also understand the nuances and conditioning leading to stereotyping of gender in society. The use of everyday examples to present these issues imparted a meaningful insight to stop gender discrimination and received positive feedback from the participants.



Ms. Daiwashala Giri, a veteran resource person, conducted the session on 15th October 2018, with 31 Balwadi teachers, while Ujjwala Mhatre from Population First, conducted the workshop on 29th October with 21 Balwadi teachers.

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We learnt that Gender is constructed by society! Women need to assert themselves for their rights. In school we can make women aware of their rights by talking of these issues in parents meetings. – Savita Wakekar.

Through this session we learnt how to raise our voice for our rights. I feel confident after this session that we can bring about many changes. -Husenbee Maktum Husen Bepari.

I liked this session very much. I would get scared when my daughter came home late but after this session I feel more confident and shall make her strong. – Prachi Toraskar.

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POPULATION FIRST AND PRATIGYA CAMPAIGN

THE PRATIGYA CAMPAIGN IS A NETWORK OF INDIVIDUALS AND ORGANIZATIONS WORKING TOWARDS PROTECTING AND ADVANCING WOMEN'S RIGHTS AND THEIR ACCESS TO SAFE ABORTION CARE IN INDIA.

Population First is a member of the Pratigya core group and nodal partner for Maharashtra State. Under the partnership, workshops and activities were conducted to address issues like awareness regarding safe abortion, the effective implementation of the PCPNDT Act and the conflation of the PCPNDT and MTP Act.

Following were the activities undertaken by Population First under the Pratigya Campaign:

- Visit to the H.Q. of Food & Drug Administration
- Session in a workshop organized by the State for border districts
- Interactive Session with the Creative Team of Sony TV
- Abortion Day Survey on Social Media

VISIT TO THE H.Q. OF FOOD& DRUG ADMINISTRATION

On 8th May 2018, Pratigya Campaign reached out to the regulatory body, the Food and Drug Administration, one of the stakeholders in the safe abortion debate and discourse. Ms. Ujjwala Mhatre Communications Manager, Population First, met Mr. Amrut Nikhade Jt. Commissioner Drugs, to find out the views of the officers responsible for regulating abortion pills in the market, especially about the over the counter (OTC) sale of the medical abortion kit.

Though medical abortion is a safe and convenient method of termination of an unwanted pregnancy if done under medical supervision, access to abortion pills, which should be available with the doctor's prescription, had become increasingly difficult. The interview revealed that the FDA had been made aware by NGOs working on prevention of sex selection, that the abortion kit was being misused for pre-birth sex selection i.e. abortion of a female fetus after a sex determination test and that was the reason for clamping down the OTC sales of these drugs. Mr. Nikhade agreed that medical abortion kits made up of a combination of drugs Mifepristone and Misoprostol were legal, provided they were administered in registered MTP centres under the supervision of a qualified gynecologist. It was observed that:

- There was a need for creating awareness through programmes, organized for the FDA and its officials.

- To curb malpractices, it was essential that abortion kits were made easily available and abortions done under the supervision of registered medical practitioners, through registered abortion centres.
- Abortion kits issuing guidelines for their use and information about post abortion care should also be made available.

WORKSHOP ON EFFECTIVE IMPLEMENTATION OF PCPNDT ACT

A one-day workshop was organized by the State Family Welfare Bureau, Pune in coordination with UNFPA, Thane for border districts from seven States bordering Maharashtra on 18th May 2018 at YASHADA, Pune. A session on right to Safe abortion and effective implementation of the PCPNDT Act was conducted by, Ms.Ujjwala Mhatre of Population First at the workshop. Dr. Archana Patil, Additional Director, Health Services, State Family Welfare Bureau, Dr. N. D. Deshmukh, Assistant Director/ Nodal Officer, PCPNDT, State Family Welfare Bureau, Pune and Ms. Anuja Gulati, State Coordinator for UNFPA, addressed the participants and set the agenda.

Around 70 representatives from all over Maharashtra, especially the border districts, along with representatives from seven states having a common border with Maharashtra like Chhatisgarh, M.P., Telangana, Karnataka, Gujarat, Goa, Dadra Nagar Haveli, attended the workshop. The concern of the organizers was the porous borders between states which they felt provided people who were denied a sex determination test in one state, a chance to get it done in the neighbouring state.

On behalf of Pratigya (Maharashtra), Ujjwala Mhatre made a presentation on Reproductive Rights of Women, and the conflation between PCPNDT Act and MTP Act.

INTERACTIVE SESSION WITH THE CREATIVE TEAM OF SONY TV



In response to a miscommunication in one of the ads promoting its programme on abortion and disability under their Zindagi Ke Cross Roads programme Population First under the Pratigya Campaign organized a sensitization program for the creative team of Sony TV. Twenty-three members of the creative team of Sony TV attended the workshop on 9th July 2018.

Dr. A.L. Sharada, Director, Population First and Ms. Anuja Gulati, Maharashtra State Coordinator, UNFPA engaged the team in an interactive sessions on Gender and Reproductive Rights of women.

Distinguishing between Gender and Sex and analyzing how gender roles are stereotyped by society and are deeply internalized by all of us, Dr. Sharada stressed how important it was to change mindsets to break gender stereotypes. In the field of advertisements, instituting an Abby for gender sensitivity at the Goa Festival was a milestone and a positive step in the right direction.

Ms. Anuja Gulati, talked of the conflation between the MTP Act and the PCPNDT Act, emphasizing how the two laws and their purpose are different and how implementation of one should not compromise implementation of the other. The Sony team was congratulated for bringing a debate about women's reproductive rights into the mainstream through their reality show, 'Zindagi ke Crossroads'. Media guidelines on abortion, pre-birth sex selection, gender-based violence and Media Kit on Abortion were distributed to the participants.

WORKSHOP ON 'ACCESS TO SAFE ABORTION: ISSUES & CONCERNS'



A workshop with practicing gynecologists was held on 27th July 2018 to address the issues and concerns of Access to Safe Abortion at the Banquet Hall, Midtown Pritam Hotel, Dadar, Mumbai, with 34 participants attending the workshop.

Through the concerted efforts of MCGM, FPAI and FOGSI, Population First organized the workshop. Ms. Prerna Puri, External Communication & Advocacy Coordinator, FRHS India gave a brief background about the Pratigya Campaign. She explained that the campaign was aimed to dissociate the PCPNDT Act and the MTP Act and avoid conflation of the two Acts. The focus was to initiate strategic communication to address gender biased sex selection and then communicate with key stakeholders to bring awareness about abortion. Ms Anuja Gulati, State Coordinator, UNFPA made a presentation on the conflation between the PCPNDT Act and MTP Act, stating how abortion was the consequence of sex selection and not the cause and how the two Acts need to be implemented in letter and spirit without impinging on the other.

As part of the session, on 'An Overview of Abortion in India', Prof. Dr. Chander Shekhar, Professor at the International Institute of Population Sciences, made a presentation on "Unintended Pregnancy and Abortion Incidence and Service Provision, conducted in six study states in 2015". He explained why charting of abortion incidence was important.

In his impressive session on 'Right to Abortion in the context of MTP Act' Dr. Atul Ganatra, Obstetrician Gynaecologist and Gynaecological Endoscopist, pointed out what was wrong with the Indian Abortion Law and how women were being denied safe abortion despite a law enacted in 1970. He also shared the WHO guidelines for dosage of medical abortion drugs and advised the doctors present, regarding dosage of medical abortion pills.

The workshop concluded with an informative and interesting panel discussion, with Adv. Anubha Rastogi, Legal Consultant, Dr. Suchitra Dalvie, Coordinator, Asia Safe Abortion Partnership, Dr. Mangala Gomare, Deputy Health Officer, FWMHC and Adv. Meenaz Kakalia, Human Rights Law Network, Mumbai which was moderated by Dr. Kalpana Apte (FPAI). The panel discussed medico – legal aspects of the issues around safe abortion and public health.

ABORTION DAY SURVEY ON SOCIAL MEDIA

As a build up to the International Day for Safe Abortion, 28th of September, 2018 Population First found a unique way to reach out to people to find out what they think about issues regarding abortion through a 'monkey survey, a tool that allows users to create their own surveys using question format templates on social media. Questions regarding abortion and whether it should be a woman's choice to opt for abortion, if a pregnancy was unwanted, were put up on social media a few days prior to Abortion Day and more than hundred responses were received. The link to the survey was put on Facebook, Twitter and all our WhatsApp groups reaching out to a wide cross section of women and men. The hashtags used to trend on social media were

#ichooseichoosenotto and **#mybodymychoice**. The responses we got were varied and made for an interesting reading.

The survey was also reported in the media by Rakhi Bose on News18.com, titled, '**On Safe Abortion Day, Here's a Question: Do Indian Women Have Enough Facilities?**' which covered the survey in a comprehensive manner, further increasing our outreach on safe abortion issues. Given below is the link to this article.

<https://www.news18.com/news/buzz/on-safe-abortion-day-heres-a-question-do-indian-women-have-enough-facilities-1892261.html>

EMPOWER



MICROPLANNING



Micro-planning is fundamental to all the interventions undertaken by Population First. This intervention helps AMCHI (field project) team to develop tailor made programmes and make adjustments in our modules of existing interventions of malnutrition, school in development, and livelihood opportunities. For instance: poor participation of women in Gram Sabhas and not organizing Mahila Gram Sabhas by the Gram Panchayats had been identified during our micro-planning process which led to workshops for women on Mahila Gram Sabhas and workshops for all stakeholders on Panchayati Raj Institutions (PRI).

Micro-planning involves participatory tools such as house-hold survey, village mapping, community weighing of children, change analysis, resource mapping, seasonality etc; all of which help the team identify key issues in the project area and aide the team to create and modify the intervention strategies accordingly.

Key Issues Identified in 29 villages of Vasind Beat 2 are as follows:

- Malnutrition among 0 to 6 years of children attending Anganwadi Centres (AWC)
- Lack of awareness among parents about causes, ill effects and remedies for malnutrition.
- Health check-ups and growth monitoring not being undertaken in the AWCs
- Lack of information on ANC/PNC care and need for regular check-ups among young mothers and their families.
- Poor understanding of PRI members, Village Health Nutrition & Sanitation (VHNS) Committee members on their roles and responsibilities
- Lack of adequate and appropriate information and knowledge among health service providers regarding behaviour change communication
- Poor monitoring and lack of accountability of health service providers.

COMBATING MALNUTRITION

Malnutrition among children is one of the major challenges to community health improvement across India. Incidence of malnutrition is quite high in the project areas because of inadequate medical resources, poor of sanitation and hygiene behaviours, lack of information and knowledge among parents on health-related issues associated with malnutrition, and lack of adequate nutritious food. The AMCHI project approached this challenge holistically by involving the community, the parents, the children, and the health service providers.

COMMUNITY WEIGHING



Community weighing as a concept is designed to engage the entire community in the well-being of their community's children. A typical community weighing session is conducted monthly and witnesses participation from both the parents along with their children, the health service providers such as the ASHA and the AWW, community members and representatives from the VHNS committee

The parents are taught to monitor their children's growth every month through tools such as growth chart. They are also advised to visit the AWWs regularly and avail all services from them which are crucial to the growth and development of the child. They are also counseled on nutritious meal, regular recording of the weight and height of the child, and basic sanitation and hygiene practices to be adopted in the AWC and at home.

An average of 258 children were enrolled in the AWCs across five villages of Sarangpuri, Ambiwali, Bajarpada, Kharangan, Amberpada, and 198 children were weighed on an average each month, indicating 77% children being weighed on an average each month.

SUPPLEMENTARY NUTRITION

On the basis of the community weighing, malnourished children are identified and their nourishment grades are recorded. Children who are Moderate Acute Malnutrition (MAM) and Severe Acute Malnutrition (SAM) in terms of weight, Mid Upper Arm Circumference (MUAC) and height are closely monitored by the AMCHI team and the health service providers.

In Vasind Beat 2, provision of supplementary nutrition has begun in 19 of 29 villages. These are the villages where there is dearth of adequate resources that would ensure availability of nutritious food to the children. The children are provided with Rajgira ladoos and dates as part of the supplementary nutrition. The AMCHI team also suggests various nutritious and healthy alternatives and recipes to the parents and the AWWs during their follow up meetings or during workshop for the parents. Provision of such supplementary nutrition in Vasind Beat 2 area has seen a significant impact over a period of time in the children. Currently, 273 of 412 identified children are being provided with this supplementary nutrition. AMCHI team interacts with the rest of the children and their parents intensively to help improve their malnutrition grades.

WORKSHOPS FOR PARENTS



These workshops are aimed at parents, AWWs, ASHAs, ICDS, PRI, and village level monitoring Committee members to help them develop an understanding about malnutrition, how to address it at individual (parents and health service providers) as well as at a systemic level (Committee and PRI members). Various topics like safety and hygienic food preparation and consumption practices, causes and consequences of

malnutrition, government-based nutrition provision schemes, policies, and funding are discussed through interactive seminars, lecture sessions, and movies.

Overall 2,450 parents attended 85 meetings across 34 villages in two of our projects areas of Shahapur and Vasind.

HEALTH CHECK-UP



These health check-ups are crucial to constantly monitor the health, growth and development of the children on a monthly basis. The check-ups, apart from monitoring growth and the development milestones, also provide timely medical aid to children who are ill. Necessary medicines, tests, and recommendations to health institutions are made by the doctors at these check-ups. These check-ups are attended by parents, health

service providers and the PRI members. In Bajarpada, Ambiwali, Amberpada, Kharangan, and Sarangpuri these check-ups were conducted at the village level whereas in Vasind Beat 2 project area the health check-ups were conducted at PHC and sub-centre level in order to reach out to more number of children from across 29 villages.

A total of 32 health check-ups were conducted reaching out to 1546 children. Forty-one children from among them were referred for further tests such as CBC or admission at CTC or sub-district hospital in Shahapur.

Similar to the supplementary nutrition being provided to children in Vasind Beat 2, supplementary nutrition was provided to 33 children in villages of Bazarpada and Ambiwali through the project funded by HTPF-MF

AROYA DIN CELEBRATION



Lack of adequate knowledge combined with misinformation on the side effects of vaccination has kept many children and young expecting mothers away from being immunized in the target areas. This lack of knowledge among the parents, women or the members of Gram Panchayat/ Village Health and Nutrition Committee (VHNC) and poor compliance with the immunization schedule led to organization of Aarogy Din or “Health Day”.

The day focuses on providing complete information about immunization to parents of children below the age of 6 and expecting mothers while providing ANC /PNC services to women monitoring their Hb, BP, height and weight with the aid of ANM.

A total of 48 Aarogya Dins were celebrated in 29 villages which saw 401 children get immunized, and 403 ANC and PNC mothers receive ANC/PNC check-ups in the Vasind project area.

TRAINING PROGRAMMES

SERVICE PROVIDERS



One of the major focuses of this year's interventions was to train the health service providers and entrust them with the responsibility of reducing under-nutrition in the communities by bridging the gap between stakeholders such as other service providers from the ICDS department, the village committee members, the Gram Panchayat members, parents etc.

Two workshops were conducted in Vasind project area with approximately 90% attendance from all the stakeholders from across 29 villages (ASHA, ANM, MPW, Block Facilitators).

GRAM PANCHAYAT MEMBERS (GP) AND VILLAGE HEALTH SANITATION AND NUTRITION COMMITTEES (VHSNC)



The goal of training the GP and VHSNC members was similar to that of training the service providers—to create a strong support system among the stakeholders with the clear goal of addressing malnutrition and maternal and child health care. In these programmes, subjects such as formation of VHNSCs, its roles and responsibilities, the rules and regulations governing them, allocation and disbursement of funds, role of GP members in VHSNC, funds reserved funds for mother and child development at GP level, how GP members could contribute for the development of AWC, and monitor the quality of services being provided were discussed and disseminated.

Two training programmes were conducted for VHNSC and GP members, which saw 105 VHSNC members, 22 GP members, 5 ASHAs and 5 AWWs in attendance from 12 villages.

PANCHAYATI RAJ INSTITUTION TRAINING (PRI TRAINING)



Strengthening of Panchayati Raj Institutions has been a need that emerged from our micro-planning process. This interest in engaging with the system and taking responsibility for monitoring reflects the desire for change. These trainings included workshops for Gram Panchayat members on PRI, workshops for women on Mahila Gram Sabhas (MGS). The workshops provided information on Panchayati Raj Institution, 73rd Amendment, PESA Act, and the rights and responsibilities of the villagers in ensuring effective functioning of PRIs.

These workshops were also open to other stakeholders such as VHNS committee members, villagers, school teachers, health service providers, and women, to enable them play an active role in monitoring the institutions, ensuring smooth and effective functioning of the system and enabling them to bring community development, health, and education related issues of the villages into the agenda of PRIs.

Activity	Attendance	No of Sessions
Mobilization of Women for Mahila Gram Sabha	995 women from 21 villages in August 2018	12 sessions
	305 women from 4 villages in January 2019	4 sessions
Mahila Gram Sabhas	461 women from 4 villages in August 2018	4 Gram Sabhas
PRI Training Sessions	94 GP and PESA members, 140 community members from 35 villages across 11 Gram Panchayats in November and December 2018	3 sessions
	Approximately 21 GP and 315 community members including health service providers, village committee members and teachers across 6 villages attended the PRA training programmes in January and March 2019	4 sessions

MATERNAL HEALTH

ANTE NATAL AND POST NATAL CARE (ANC/PNC)



In the 29 villages of Vasind project area, ANC/PNC mothers are being trained promote safe deliveries and child care in the first 1000 days of a child's life from conception. These training sessions include information dissemination on importance of breastfeeding, consumption of nutritious diet during and after pregnancy, importance of institutional delivery, pregnancy monitoring in each trimester, immunization of the mother and the

child, importance of contraception, and government schemes such as JSY & JSSK. These training sessions also include regular health check-ups and encouragement to attend the Aarogya Din being conducted at the PHC level.

A total of 188 women attended ANC/PNC health check-ups across five PHC health check-up camps at Vasind, Asangaon and Plotpada.

ADOLESCENT SEXUAL AND REPRODUCTIVE HEALTH



Adolescents are a heterogeneous group with varying health needs. Actions taken during this phase can impact a person's life, opportunities, education and health status. Adolescents also represent a major potential human resource for overall development of the country. Most

adolescents are unable to find accurate information regarding health and access to services. AMCHI team coordinated with the villagers and the health service providers to facilitate access to comprehensive reproductive and sexual health education for adolescent girls. This resulted in village level training sessions with resource persons and follow up sessions with the AMCHI team.

A total of 704 girls were trained in 11 sessions in the last seven months in the Vasind project area. Fifty two follow up sessions were conducted by the AMCHI team which saw the attendance of 995 girls.

SCHOOL IN DEVELOPMENT

School-In-Development (SID) intervention of Population First considers children as an important stakeholder in community development especially in improving the community health and sanitation standards.

Through this intervention and the 'Vikasdoot' programme children are trained to become 'Messengers of Change'. The training programme focuses on behavioural change with regards to sanitation, hygiene, and nutrition. In doing so, it also provides a platform for the children to voice their opinions and demands for a better schooling environment. It helps them realise their responsibilities as valuable stakeholders in the community who work towards a better school, a better home, and a better community.



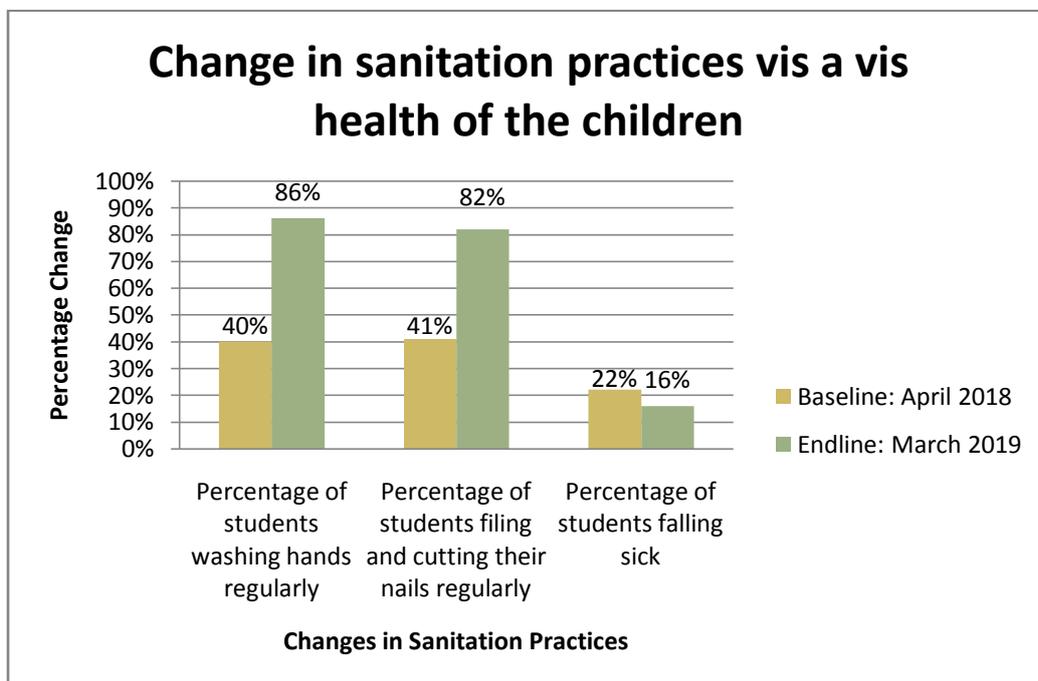
Following the training, regular review meetings were held to guide the students in their initiatives. Information was provided to the children through various interactive methods. Leadership skills were promoted through the 'Bal Panchayats' where the VikasDhoots had their own Council of Ministers with each Minister had a role.

Apart from engaging the school children, meetings with parents, teachers, School Management Committee (SMC), members of Gram Panchayat and other community members were also

included as part of the SID initiative. This inclusion provides the entire community, opportunities to build on the work carried out by the students.

Of the 1160 students enrolled in the 10 schools, 387 students were trained under SID initiative. After the completion of the training, on an average in each school, the toilets were cleaned 13 times in a month, ensuring better sanitation in school. The children also developed the habits of cutting nails, washing hands, cleaning school premises and toilets and taking a lead in developing their schools with the help of their teachers and the PF team.

At the community level, the students conducted eighty-one rallies spreading the message of good sanitation and hygiene practices across 10 villages in Shahapur. This constant messaging and encouragement by the Vikasdoots and the trained students led to a total of 144 soak pits being constructed, 297 kitchen gardens being developed, 312 compost pits being built, and 165 new toilets being brought into use in these 10 villages.



Source: The analysis was done using the data obtained from the project areas during the FY 2018-2019

LIVELIHOODS: VERMI-COMPOSTING



The AMCHI project aimed at creating livelihood opportunities for women in the project areas. Under the livelihood programmes women are trained to undertake vermin-composting as an income generation activity and are engaged actively in procuring material, its management, record keeping and marketing. As a part of the training, exposure visits are organized to other successful women's groups who are already implementing the project. A total of 73 women from 12 groups were engaged in the vermi-composting livelihood initiative.

REVIEW MEETINGS:

With a view to guide and motivate the groups to increase their sales, regular review meetings are held in all villages. Each group is given guidance during the meeting especially with respect to their respective challenges, precautions that need to be taken considering seasonal variations. They are also made aware of maintenance of the unit, importance of marketing visits, and good quality packaging and transportation of the product.

MARKETING VISITS:

The groups make regular marketing visits to nearby farmhouses, farm owners and nurseries to promote the use of organic manure. Sample packages and written material/ pamphlets are shared with potential users and buyers of the vermi-compost and vermi-wash.

DEMONSTRATION:

The groups visit and select a small patch of land on a farmer's plot for the benefits of vermin compost and vermiwash. The farmer is convinced to use only the organic manure in that patch of land as per the instructions of the group members to demonstrate the actual benefits of its application, in terms of quality of crop, yield, and impact on the quality of soil. The same experiment is also carried out on the farms of some of the members of the women's group. The groups distributed 2.5 Quintal manure to 24 farmers for demonstration purposes.

FARMER MELAVAS

Farmer Melavas are organised not only to sell the organic manure, but also to have previous users of the manure to share their experiences regarding the quality of the manure and its result. The team members share small samples of the manure with all those attending the melava explaining how to use it.

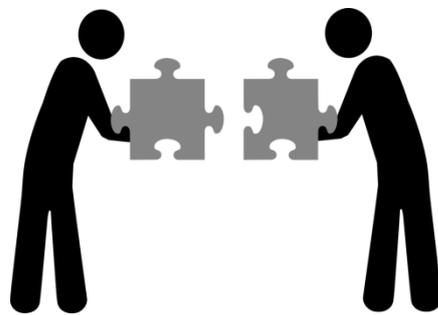
PRODUCTION AND SALE

Below are the details of production and sale of vermin-compost and vermin-wash.

Project Apr 2018-March 2019	Vermi-compost Produced (in quintal)	Earnings	Vermi-wash Produced (in litre)	Earnings	Own consumption of vermi-compost (in Quintal) and vermi-wash (in litres)	Cost of own consumption (in Rs)	Total Income (in Rs.)
HTPF	333	187250	119	600	42	25200	214850
					9	1800	
						27000	
Indo Star	485	252500	104	1400	55	33000	289200
					15	2300	
						35300	
Total	818	439750	223	2000		62300	504050

An additional Rs. 4,900/- was also earned by selling earthworms to the customers who placed an order for it. Therefore, the endeavour earned the women groups a total of Rs.5,08,950/-. The women earned approximately Rs.6, 904/- annually.

ENGAGE



9TH EDITION - LAADLI MEDIA & ADVERTISING AWARDS FOR GENDER SENSITIVITY 2017



The 9th edition of the *LaadliMedia* and Advertising Awards for Gender Sensitivity was held in Delhi on 14th September 2018 at United Services Institute. The awards for all the four regions were held together.

The event was graced by veteran journalist and Magsaysay Award winner Mr. P. Sainath and several eminent leaders from media and the development sector like Ms. Nalini Singh, senior Journalist, Ms. Aruna Vasudev, author, critic and editor, Ms. Cecilia Costa, Mr. Derk Segaar, UN Information Centre for India and Bhutan and Al-Amin Yusuph, Advisor for Communication And Information, UNESCO.

The evening showcased a stellar performance by renowned Kathak exponent Padmashri Shovana Narayan.

More than 1500 entries were received across 14 languages from all over the country. The 60 member jury included members from media, academia and the social sector. 14 Jury Appreciation Certificates were given and 82 winners were felicitated. The awards were

supported by UNFPA as the Cause Partner, CMS as the Collaborating Agency and UNGC as the SDG Outreach Partner. Rajasthan Patrika and Telegraph were the media partners for the regional event.

LIST OF JURY MEMBERS (REGIONAL)

Abha Singh	Anand Madhab	Anuja Gulati	Anuradha Rajan
Arvind Kumar Singh	Asha Hans	Bishakha De Sarkar	C. Vanaja
Dr. Bal Mukund Sinha	Dr.D.K.Mangal	Dr. GaurangJani	Dr. K. Bharathi
Dr. Kalpana Apte	Dr.Kanchan Mathur	Dr. S. Krishnaswamy	Dr. Sonal Pandya
Geeta Ramaseshan	Geeta Seshu	Gokul Krishnamoorthy	Gyanendra Pandey
Indrajit Neogi	Indu Capoor	Jeyarani	Joi Barua
Kavitha Muralidharan	Monica Nayyar Patnaik	Yusuf Hatim Muchhala	Lalima Aneja Dang
Malti Mehta	Manjari Chaturvedi	ManjiraMajumdar	Mannika Chopra
Meena Karnik	Meghna Ghai Puri	Mini Kakar	Keerti
Mukesh Kumar	Olga Tellis	P.P. James	Pamela Phillipose
Priyadarshan	Prof. Hemant Joshi	Prof. Kuldeep Kaur	Rabiya Nazki
Rajni Nagpal	Richa Anirudh	Ritu Kapur	Sajaya Kakarla
Sampad Mahapatra	Sandeep Sahu	Satyavati Kondaveeti	Shefali Chaturvedi
Siby Kattampally	Smriti Nevatia	Sonali Khan	Sunny Sebastian
Urmilesh	Vidya Bal	VJM Diwakar	Lad Kumari Jain

LMAAGS Regional				
Sr. No.	Languages	No. of Entries	Winners	Jury Appreciation
1	English	499	34	8
2	Malayalam	43	5	1
3	Telugu	68	5	1
4	Tamil	65	3	1
5	Kannada	3	2	
6	Hindi	410	17	2
7	Urdu	7	1	
8	Marathi	68	4	1
9	Bangla	22	2	
10	Odiya	31	4	
11	Assamese	7	1	

12	Punjabi	10	1	
13	Gujarati	67	3	
	Total	1300	82	14

2ND EDITION -SOUTH ASIA LAADLI MEDIA & ADVERTISING AWARDS FOR GENDER SENSITIVITY 2017



Launched in 2017, the Second Edition of the South Asia *Laadli* Media and Advertising Awards for Gender Sensitivity was held on October 12th 2018, at the Tata Theatre, NCPA, Mumbai.

An 11-member Jury panel selected the winning entries, and awards were given to 32 winners from media, advertising, films, books and theatre. Awards were also presented to three winners from South Asia, selected by the country offices of IAA in Pakistan, Nepal and Mauritius were also felicitated at the event.

A new category of award, acknowledging - 'Women behind the Screen' was announced and presented posthumously to Late KalpanaLajmi for her extraordinary contribution to films.

Mr. Shekhar Gupta veteran Journalist graced the occasion as Chief Guest, while Rohini Ramnathan, well known radio jockey hosted the show. The evening saw an entertaining performance by JoiBarua, renowned singer and music director, rendering his songs in Assamese and English. This was followed by the Mehli Mehta Music Foundation Choir performing in honour of our *Laadli* of the century Awardee Ms. CoomiWadia of the Paranjoti Choir.

While the *Laadli* of the Century Award was presented to Ms Coomi Wadia, a world famous Orchestra Conductor, Padma Bhushan Dr. Prabha Atre, a renowned Hindustani classical music Vocalist and the senior most front ranking living legend of the Kirana Gharana was conferred with the *Laadli* Lifetime Achievement Award.

The awards were organised in association with International Advertising Association, supported by UNFPA as Cause Partner, Campaign India as Media Partner, United Nations Global Compact as SDG Outreach Partner, National Centre for Performing Arts as Venue Partner and Priyadarshini Taxis as Conveyance Partner.

WINNERS (Category: Books)			
Name	Category	Title	Category
Nalini Jameela & Reshma Bharadwaj	Winner	Romantic Encounters of A Sex Worker	Non – Fiction
Sanam Meher	Winner	The Sensational Life and Death of Qandeel Baloch	Non- Fiction
Anita Kumar	Winner	Cappuccino Confessions	Fiction
WINNERS (Category: Films & Theatre)			
Category		Title	
Film		Lipstick Under My Burkha	
Film		Parched	
Theatre		Saat Teri Ekvees	
<i>Laadli</i> Lifetime Achievement Award		Padma Bhushan Dr. Prabha Atre	
<i>Laadli</i> of The Century		Ms. Coomi Wadia	

LIST OF JURY MEMBERS (NATIONAL)

Deepa Gahlot	Dolly Thakore	Jeroo Mulla	K V Sridhar
Meena Menon	Mohammed Khan	Pia Benegal	Parmesh Shahani
Sathya Saran	S. V. Sista	Toral Shah	

OUR INTERNATIONAL JURY

Helder_ De Oliveira Filipe	Prakash Rimal	Ravin Lama	Sarmad Ali
Shanker Raj Pandey	Touria Prayag		

INTERNATIONAL WINNERS

- Durga Karki (Nepal) – for highlighting how the deep rooted harmful practices in society have encouraged the violation of women’s basic right to live.
- Himanshu Marchurchand (Mauritius) – whose article highlights the feeble attempts made to address the fallacious calculation of GDP by the informal sector. An important section is dedicated to the illegal sectors such as drugs and prostitution.
- Tooba Masood (Pakistan) – for her series that cover issues on gender, while bringing out the true image of women as intelligent, determined and strong.

‘Gender Frames’ a compilation of 38 award winning entries of *Laadli* Media and Advertising Awards for Gender Sensitivity (LMAAGS) 2017 and 2015-16, was released during the awards ceremony, at the hands of the Chief Guest, Mr. Shekhar Gupta. The articles featured in the book, focus on a wide range of issues, reflect analytical depth and gender sensitivity. The narratives involve perspectives on health, violence and law with reference to women. They also bring to light the challenges of people with social and physical disabilities and non – hetero-normative sexualities and genders. They initiate a dialogue on gender equality, deepen understanding of discriminatory practices in society and highlight the lacunae in programmes implemented by the state.



TATA MUMBAI MARATHON: SUPPORT LAADLI

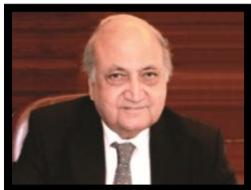
Tata Mumbai Marathon is one of India's biggest platforms to raise funds for various charities. It is an occasion when men and women reaffirm their commitment to a cause dear to them by running for it, raising pledges or by cheering the runners. Over 550 NGOs have successfully raised in excess of INR 229 crores over the past 15 editions. Like every year, Population First received generous funds from individual donors. This year, around eight charity bibs were bought by individual donors for Half Marathon and Dream Run. IRB infrastructures & developers, who are consistent in their support to Population First over the years, participated enthusiastically in the run. Population First team members also raised Rs.2,42,018/- through

their respective fundraising pages. A total of Rs.10,83,198/-was raised through corporate sponsorship, pledges and sale of bibs.

A 'Citation of Achievement' was awarded to Population First, for being the highest fundraising NGO in the category of Gender Equality.



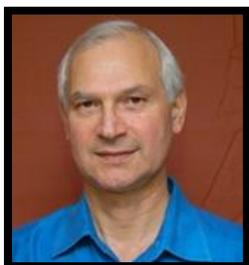
OUR BOARD OF TRUSTEES & DIRECTOR



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.



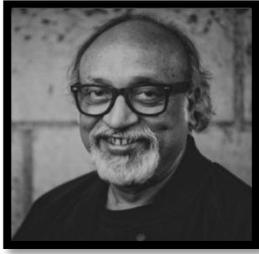
Jamshyd N. Godrej is the Chairman of the Board of Godrej & Boyce Manufacturing Company Limited. He is also the President of World Wide Fund for Nature, India, and Chairman of CII Sohrabji Godrej Green Business Centre, a centre for excellence for energy efficiency and conservation, water policy etc. Mr.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

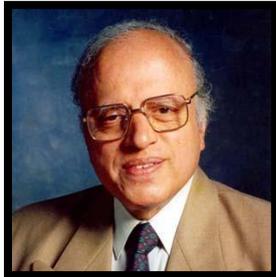


Dr. Indu Shahani is the former Hon’ble Sheriff of Mumbai and is the Principal of H.R. College of Commerce & Economics. With over three decades of teaching experience, Dr. Shahani is a doyen in the field of academics, nurturing future leaders. Dr. Shahani was awarded the Honorary Doctor of Letters degree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



by Campaign Asia..

K. V. Sridhar the Founder of Hyper Collective was the Chief Creative Officer of Sapient Nitro and Leo Burnett India, prior to starting his own venture, HyperCollective. He has 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 in the last 40 years



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 is widely referred to as the father of the Green Revolution in India



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 market shares.



Mr. Pradeep Mallick, served as an Advisor at Wartsila India Ltd. and was an 'Adviser' and a 'Mentor' to several companies. He served as the Managing Director of Wartsila India Ltd and helped to establish Wartsila in India as a Greenfield project in 1988. He has worked in a number of Companies in the field of Power Distribution & Power Transmission, primarily in managing large turnkey projects in India, Gulf, West Asia and North Africa.



Dr. A. L. Sharada the Director of ‘Population First’ is active in the development sector for the last 30 years as a researcher, trainer and program manager. She worked 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 has also initiated gender analysis of ads and films in Print media.

WORKSHOPS AND SEMINARS ATTENDED BY PF TEAM

Meetings attended by Sangita Tribhuvan- AMCHI Project		
Date	Description	Subject
12.04.'18	Meeting with the Health Department for Block Level Supervision and Planning	
30.05.'18	Meeting at the Sub District Hospital	Malnutrition
13.07.'18	ICDS- Integrated Child Development Scheme	Infant Mortality
12.08.'18	Core Committee meeting for the Tribal Development Project	Malnutrition
02.08.'18	Meeting to discuss the Navasanjivani Scheme at Collector's Office	Deaths due to Malnutrition
12.09.'18	Core Committee meeting for the Tribal Development Project	Malnutrition
02.11.'18	Navasanjivani at Collector's Office	Deaths due to Malnutrition
15.12.'18	Core Committee meeting for the Tribal Development Project	Malnutrition
22.02.'19	District Level Workshop conducted by the Panchayat Samiti	Experience sharing by all NGOs
	Workshop on Adolescent Girls by VACHA Samiti (Attended by Meenal Gandhe & Sangita Tribhuvan)	

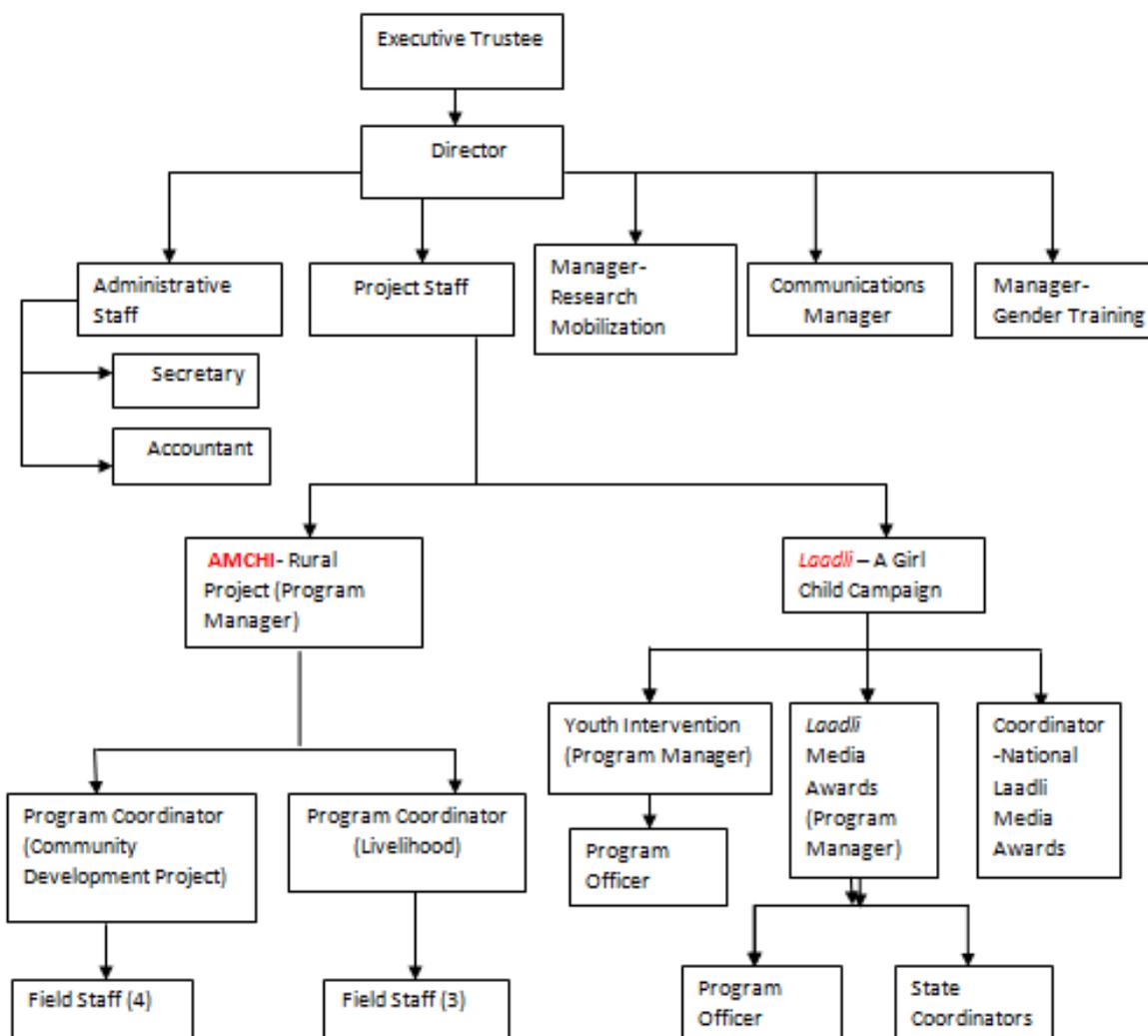
MEETINGS AND EVENTS ATTENDED BY DR A. L. SHARADA

Date	Description
08.08.'18	Dr. A.L. Sharada travelled to Goa to participate in the Strategy Meeting of the Pratigya Campaign.

08.08.'18	US Consulate Round Table Conference
29.09.'18	Dr. A.L. Sharada was invited to speak about her vast experience, working with women, highlighting gender issues and raising a voice to question patriarchy. The event was organized by She The People in their programme titled, 'Online Safety Summit Panel (Gender abuse online: What are the parameters, triggers)'
16.10.'18	Dr. A.L. Sharada attended the "First Prof. Irawati Karve Memorial Lecture - Early Women Sociologists in India: Community in the making" by Kamala Ganesh, Former Head, Dept. of Sociology as part of the Inauguration of the Centenary Year Celebrations 2018-2020
24.10.'18	Dr. A. L. Sharada attended the #Me Too #YouToo #UsToo where Network of Women in Media (NWMI) and the Mumbai Press club invited Journalists for a conversation on Sexual Harassment, the law and what needs to be done.
25.10.'18	Mr. S.V. Sista and Dr. A.L. Sharada were invited by Mr. Anand Mahindra (Nanhi Kali Project) to attend the launch of the TAG Report 2018. This was the first and largest survey that reveals what it means to be a teenage girl in India.
15.11.'18	Dr. A.L. Sharada conducted a Session on 'Gender & Advertising', at Sophia College,(a collaboration of Sophia College and Mumbai University for a short-term certificate course entitled, "Encapsulating Gender: An Interdisciplinary Perspective")
16.02.'19	Dr. A.L. Sharada was invited as a panelist on, "Role of Actors in Changing the Narratives". Change Narrative Alliance and CINTAA co-organized the session at Act Fest 2019 (www.actfest.in): The purpose of this discussion was to highlight how actors can (on-screen and off-screen), contribute in influencing the ongoing discourse on issues related to health, sustainability and environment.
16.03.'19	Dr. A.L. Sharada moderated the Panel Discussion On -Why this story? The choices we make in Storytelling an event was organized by She The People. The panelists included Poorva Naresh, Jyoti Kapoor & Ashwini Iyer Tiwari from the film fraternity.

ORGANIZATIONAL CHART

Organizational Chart



STAFF POSITION BETWEEN APRIL 2018- MARCH 2019

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.	Meenal Gandhe	Programme Manager - AMCHI	Nov 2015 – Jan 2019
5.	Asha Wellorker	Accountants Officer	Jan 2016-Till date
6.	Robert Sequeira	Office Assistant	Mar 2017- Till date
7.	Venu Gawali	Programme Officer	Aug 2016- Till date
8.	Neeta Khajuria	Programme Manager	May 2013- Till date(Pro-Bono)
9.	Sangeeta Tribhuwan	AMCHI Project Coordinator	Mar 2007 – Till date
10.	Pathan Fazal Feroz Khan	AMCHI Project Coordinator	Apr 2007 – Till date
11.	Dilip More	Field Officer -AMCHI	May 2009 – Till date
12.	Sadhana Chaudhary	Village Coordinator- AMCHI	Feb-2013- Till date
13.	Sandhya Patekar	Sr. Field officer-AMCHI	Dec 2011 – Oct 2018
14.	Vishakha Nipurte	Sr. Village Coordinator - AMCHI	Nov 2009 – Till date
15.	Amar Raut	Project Coordinator - AMCHI	May 2016 – Till date
16.	Vinayak Ware	Village Coordinator- AMCHI	Sept 2017- Till date
17.	Madhuri Bhangе	Jr. Village Coordinator - AMCHI	Apr 2016 – Till date
18.	Ujjwala Mhatre	Communication Manager	Sep 2017 – Dec 2018
19.	Maggie Paul	Gender Specialist	Oct 2017 – Oct 2018
20.	Nirmala Nathan	Resource Mobilization Manager	March 2018 – Aug 2018
21.	Raina Michyari	Programme Officer	April 2018 – Feb 2019
22.	Sneha Chavan	Programme Officer	April 2018 – Till date
23.	Shreya Khaund	Research Assistant	April 2018 – May 2018

24.	Swathi Chaganty	Programme Officer	November 2018- Till date
25.	Malavika Goyal	Research Assistant	July 2018 – Oct 2018
26.	Sangita Waje	Asst. Admin & Account Officer	Jan 2019 – Till date
27.	Sanjay Manje	Field Coordinator - AMCHI	Sep 2018 – Till date
28.	Ankush Bhere	Field Coordinator - AMCHI	Sep 2018- Till date
29.	Pramila Dhirde	Field Coordinator	Jan 2019- Till date
30.	Pratibha Thakur	Field Coordinator	Mar 2019- Till date
31.	VaishaliMhatre	Village Coordinator	Feb 2019- Till date

OUR TEAM

Salary Structure

Salary Structure as of 31st March 2019

Salary Structure	Male	Female	Total
Above 50,000	0	4	4
30,000 to 50,000	1	5	6
10,000 to 30,000	3	6	9
Below 10,000	3	7	10
Total Number of Staff			29

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

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Shushumna Jella	Haritha Paritala	Rajitha Bommakanti
Kumar Nidathavolu	Meghna Puri	Bhaskar Das
Zia Sud	Deepti Srivastava	Srinivas Alamuru
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Rama Alamuru	Mercy Barla	Bommakanty Lila Prasad
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Ivaturi Sivaram	Latha Bongarala	Tina Mehta
Akanksha Michyari	Laila Furtado	Ajay Michyari
Rohish Khalkho	Joyna Michyari	Abhishek Michyari
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Debashis Padhy	Pravina Pandit	Meenal Gandhe
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Ramesh Narayan	Stefania Conranza	Shrenik Khajuria
Barnali Biswas	UjjwalaMhatre	Vijay Sethia
PROJECT FUNDING		
Tech Mahindra Foundation	FRHS India/Pratigya Campaign	H T Parekh Foundation
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CONTRIBUTION	
Bank of Baroda	Ms. StefaniaCostanza
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International Advertising Association (IAA)	

DONATION DETAILS

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

1. Copy of Passport of the Donor (Audit purpose)
2. Letter from Donor pertaining donation details
3. Name, address, email id and contact no. of the Donor.

Following is the account detail of FCRA ACCOUNT.

ACCOUNT NAME : POPULATION FIRST

ACCOUNT NO. : 00601170000077

BANK ADDRESS : MANEKJI WADIA BLDG, GROUND FLOOR,
NANIK MOTWANI MARG, FORT,
MUMBAI- 400001, MAHARASHTRA

IFSC Code : HDFC 0000060

SWIFT : HDFCINBB

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, 2019

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2019	MARCH 31, 2018		MARCH 31, 2019	MARCH 31, 2018
	Rupees	Rupees		Rupees	Rupees
Trust Funds or Corpus :-					
Balance as per last Balance sheet	7,00,700	700	FIXED ASSETS (As per Schedule 'B')		
Addition during the year		7,00,000			
Adjustment during the year (give details)	-	-	Balance as per last Balance Sheet	1,39,762	1,51,562
			Additions during the year	1,76,345	30,200
Other Earmarked Funds :-	7,00,700	7,00,700	Less :- Sales during the year		-
(Created under the provision of the trust deed or scheme out of the Income)			Less :- Transfer to Other Earmarked Fund		-
Depreciation Fund			Less :- Depreciation for the year	79,856	42,001
Sinking Fund				2,36,251	1,39,761
Reserve Fund			Investments (in Mutual funds) :-		
			1,979.282 units B 43 Birla Sunlife Cash Manager - Growth	4,50,000	4,50,000
			217.125 units SBI Magnum Insta Cash Fund - Growth	4,50,000	4,50,000
Any other Fund (As per Schedule 'A')	11,21,432	56,36,448	Note : the market value of the above investment is Rs.18,14,769.43	9,00,000	9,00,000
	11,21,432	56,36,448			

Loans (Secured or Unsecured) :-			Furniture & Fixtures :- (Refer Schedule 'B') Balance as per last Balance Sheet	-	-
From Trustees			Additions during the year	-	-
From Others			Less :- Sales during the year	-	-
			Depreciation for the year	-	-
Liabilities :-					
For TDS payable	24,907	1,04,775			
For Profession Tax payable	2,350	-			
For Expenses	17,94,905	15,71,455	Loans (Secured or Unsecured) : Good / Doubtful		
For Advances	14,06,000	16,00,000	Loans Scholarship	-	-
For Rent and Other Deposits	-	-	Other Loans	-	-
For GST Payable	51,756	-		-	-
	32,79,918	32,76,230	Advances :-		
Income and Expenditure Account :-			To Prepaid Expenses	40,704	28,204
Balance as per last Balance Sheet	1,25,39,699	1,01,06,188	To Employees (As per Schedule 'C')	27,553	-
Less : Appropriation, if any			To Receivables (As per Schedule 'D')	3,419	17,08,152
			To Tax Deducted at Source	9,29,450	7,25,544
<u>Add : Surplus / (Deficit) as per Income and Expenditure Account</u>	(4,91,438)	24,33,511	To Others - Deposits (As per Schedule 'E')	1,59,500	1,40,500
	1,20,48,262	1,25,39,699		11,60,626	26,02,400
BALANCE C/F	1,71,50,312	2,21,53,077	BALANCE C/F	22,96,877	36,42,160

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, 2019 (Contd.)

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2019	MARCH 31, 2018		MARCH 31, 2019	MARCH 31, 2018
	Rupees	Rupees		Rupees	Rupees
BALANCE B/F	1,71,50,312	2,21,53,077	BALANCE B/F	22,96,877	36,42,160
			Income Outstanding :-		
			Rent	-	-
			Accrued Interest	87,203	89,738
			Other Income	-	-
				87,203	89,738
			Cash and Bank Balance :-		
			In Saving Account with HDFC Bank	54,772	20,49,740
			In Saving Account with HDFC Bank - FCRA A/C	3,16,074	2,03,822
			In Saving Account with IDBI Bank A/c no.004104000125956	58,638	38,170
			In Saving Account with IDBI Bank A/c no.004104000099271	9,037	5,241
			In Saving Account with Indian Bank	59,663	8,59,269
			In Fixed Deposit Account with HDFC Bank	1,42,63,702	1,52,63,702
			With the Trustee	-	-
			With the Manager	4,346	1,235
				1,47,66,232	1,84,21,179
			Income and Expenditure Account :-		
			Balance as per last Balance Sheet		-
			Less : Appropriation, if any		-
			Less : Surplus as per Income and Expenditure Account		-
			Add : Deficit as per Income and Expenditure Account		-
				-	-
Total Rs.....	1,71,50,312	2,21,53,077	Total Rs.....	1,71,50,312	2,21,53,077

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