

Population First



Laadli

APRIL 2015 TO MARCH 2016

AMCHI

Foreword

We are happy to share with you our Annual Activity Report for 2015-16. As you go through the pages of the report, I am sure you will understand our vision and our approach to realise that vision. Divided in to three sections, Educate, Empower and Engage, the Annual Report highlights our engagement with potential influencers and change makers viz media and advertising, youth and village communities.

Population First strongly believes in empowerment and collective action and steers clear of creating parallel systems or engaging in charity. Maintaining the dignity of the people we are working with, forging partnerships based on commitment to the cause and building capacities to rope in more and more people into bringing about change are important for us as they could bring about change that is sustainable.

We are happy that our advocacy with the ad fraternity has lead to instituting an Abby for Gender Sensitivity at Goa fest. Similarly, an MOU is signed with Film Script Writers Association to promote gender sensitivity in their activities with the script writers.

Our college initiatives have resulted in us reaching out to a number of young people through workshops and festivals.

Our community initiatives in Shahapur are yielding more results particularly in addressing malnutrition, sanitation and adolescent health issues. Population First is being actively engaged in an advisory capacity at the block and district level programme monitoring.

Thus, Our AMCHI initiatives are making a big impact and we have been successful in putting in place a sustainable village development model and hope we would be able to influence more corporate CSR initiatives to adopt the model in the coming years.

We take this opportunity to thank UNFPA for its steadfast commitment to the cause and all our supporters, partners, and sponsors who share the dream of an India that is gender sensitive and gender equal.

Dr. A.L.Sharada, Director, Population First

Mr.SV.Sista, Executive Trustee, Population First



Educate

Change is possible only when there is a critical thinking that enables people to question, challenge and confront the practices, beliefs, mindsets and systems that promote gender inequality, justify gender injustice and rationalize violence. Population First through its initiatives enables media and advertising persons, youth, children and other stake holder to look at the world through a gender lens and make small steps towards building a gender equal society

Over the years Population First has been working consistently working to create greater awareness about and sensitivity towards gender issues. Broadly the activities undertaken are as follows:

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1. Gender Sensitization workshops for working journalists
2. Gender Sensitization Workshops for media students
3. Gender film festivals
4. College based activities through Change Makers Clubs supported by Women Development Cell and NSS departments

WORKSHOP ON GENDER SENSITIZATION FOR WORKING JOURNALISTS

Media is a major influencer and both programmes and reporting have tremendous influence on the way a particular issue or subject is perceived. Therefore, advocacy with the media especially the working journalists is an important means to open up conversation on gender related topics. In this context, Population First supported by UNFPA, organized workshops across the country for the media fraternity.

The workshops, apart from clarifying basic concepts like sex, gender and patriarchy, also provided an opportunity to the participants to understand how health, violence, education, employment etc are influenced by patriarchy. They are provided an opportunity to interact with experts from the NGO sector and the Government to understand the nuances of the issue. These interactions also provide them an opportunity to know the local experts who could guide them while writing their stories. The most unique feature of the workshops is the focus on understanding one's own prejudices, biases and fears regarding gender equality. This is achieved by engaging the participants through a process that uses techniques of theatre of relevance. The theatre workshops are conducted by Mr. Manjul Bhardwaj of Experimental Theatre Foundation

REACHING OUT TO THE REGIONAL MEDIA



Population First supported by UNFPA, organized a two-day residential media workshop for 20 working journalists in Pune. The workshop was held at S M Joshi Socialist Foundation, Pune on 3rd& 4th July 2015.

The regional media have lesser exposure and often do not get an opportunity to learn new skills and perspectives. Hence the participants who were invited for the workshop mainly belonged to the Marathi print media. The 18 participants

were from cities like Mumbai, Akola, Aurangabad, Nagpur, Ratnagiri, and Solapur etc – a fair representation from most of the parts of the state. The theatre session was led by Manjul Bharadwaj and the technical sessions by Dr A L Sharada, Milind Chavan and Dr Ramesh Awasthi of Masum, Anand Pawar of SAMYAK, Varsha Deshpande of Dalit MahilaVikas Mandal, Nilangi Sardeshpande of Common Wealth apart from Anuja Gulati, State Co-ordinator, UNFPA. The panel comprised of eminent persons – Mr Vinayak Patrudkar (Resident Editor, Lokmat-Mumbai), Ms VidyaBal (Eminent social activist) and Mr Ravindra Ambekar (CEO, Mee Marathi TV channel) who contributed towards a very engaging and enriching panel discussion.



Dr Sharada facilitating group work on Gender & Health (Left) Participants Pragati Patil, Shailaja Jadhav and Kailas Jadhav shared their experiences and challenges faced while doing a decoy operation in Satara (Right)

INFLUENCING THE HINDI HEARTLAND

Population First, Sarokar and UNFPA collaborated to conduct a two day gender media workshop in Bhopal, MP on July 10th and July 11th 2015 at Hotel Amar Vilas for 25 working journalists.

Both at the national and international levels numerous organizations have been working on the issue to promote equality between the sexes. In India, apparently where females are referred to as ‘goddesses’ in the mythology, only 927 females exist as per 1000 males. These figures present a harsh story about the neglect and mistreatment of the females in our country. Women have faced discrimination which has serious effects on the mental and emotional well being.

Key speakers included Prof V P Singh (President Sarokar group), Dr Kalpana Shrivastava (Commissioner, Women and Child Development Department, Madhya Pradesh), Prof. Davinder Kaul Uppal, Dr Veena Sinha (Chief Medical Officer, Bhopal), Shravani Sarkar (Senior Journalist, Hindustan Times), L S Herdenia (Senior Journalist) along with Manjul Bharadwaj of Experimental Theatre Foundation and Dr AL Sharada of Population First.

Dr Kalpana Shrivastava started her address with the observation that in spite of the efforts by various organizations and laws by the government, the crime rates have NOT come down significantly. She said a lot more needs to be done. The girl child is still tortured and subjected to a lot of mistreatments in our country. The role of media, movies, schools, books, etc needs to be emphasized. She stressed that we need to rise above the genders imposed on us and work collectively towards the equality between the genders.

Prof. Uppal shared some of the recent judgments passed in India. She said that while it is good that single mothers are being allowed to adopt a child, she expressed anguish at the language and patriarchal mindsets of the judiciary in some cases. She said one of the recent judgements used the words “*pidita ki pavitrata bhang ho gaya hai*” and “*aurat ka shareer ek mandir hai*”. She mentioned that it was heartbreaking that the apex courts and the learned judges were making such statements. She expressed her concern as to what could be the impact on the citizens of the country when they come across such insensitive statements.

Dr A.L. Sharada explained that the roles of a man and a woman are defined traditionally by the family, society and religion. She started a group exercise where she asked the participants to list down what all are the roles performed by the males and females. The replies were received threw light on the fact that the authority still lies with the males.



Dr Sharada explaining gender to the participants



Session on gender and violence by Mr L S Herdenia

Dr Sinha talked about the long struggle involved in fighting the issue of sex selection. She raised questions that who will empower the women and who will give them voice. She enlightened the attendees about 'PC-PNDT ACT' and its implementation.

The session concluded on a strong consensus that media is an important factor in the promotion of gender equality, both within the working environment i.e. in terms of employment and promotion of female staff at all levels and in the representation of women and men in terms of fair gender portrayal and the use of neutral and non-gender specific language.

EXPLORING GENDER AND CASTE INTERLINKAGES

Population First with the support of Centre for Dalit Studies (CDS) organized a two-day workshop on 'Gender Sensitization' on 28th and 29th November, 2015 in Hyderabad

There are multitudes of discrimination which are cross cutting. One such intersection is between gender and caste as the expression and experience of patriarchy varies across castes

and there is a need to understand the dynamics to have a clear understanding of how gender impacts the lives of women across social strata.

Open discussions and theatre workshop allowed the participants to express their views and discuss at length various topics like Gender, Caste and Class, Gender and Patriarchy, Gender and Violence, Gender Sensitive Reporting on Violence, Child Sex Ratio in Telangana, reporting on the implementation of PCPNDT Act. Key speakers included Allm Narayana (Telangana Press Academy Chairman), Dr. K. Lalitha (Founder Director Anveshi), Mallepalli Laxmaiah (Journalist, Founder President, CDS), K. Srinivas (Editor, Andhra Jyothi).

Each of the speaker shared insights derived through experiences and in depth observations of cultural and social patterns which led to gender stereotypes and discrimination in society.

Allam Naryana highlighted the issues of discrimination against women in the SC/ST category, underestimating the potential of women journalists especially in the regional media etc. He explained the need to encourage more women, members of Achedule Caste and Scheduled Caste to enter media and organise training camps and workshops for them.



Dr.Suneeta speaking on Gender and adolescent education



Manjul Bhardwaj facilitating the icebreaking

Delivering the keynote address, K. Lalitha, explained how the feminist movement has evolved in the state and how gender discrimination was brought into light for discussion. No movement can progress and be a success without the participation of women, she asserted.

In his Presidential remarks, Mallepally Laxmaiah, stressed upon a concerted effort to bring more number of women, members of SC, ST groups to enter the media.



Participants and resource persons at the workshop on Gender and Caste, Hyderabad

In the afternoon session, Dr A L Sharada, presenting her views on Gender & Violence also held a group discussion to promote gender equality and overcome discrimination through sensitization. She quoted various examples from everyday life on how a woman is discriminated by her family and society as a whole.

Speaking on gender sensitivity while reporting on violence, Andhra Jyothi Editor, K Srinivas agreed that media is completely patriarchal and gender sensitivity is minimal. Citing various examples about how news related to women is written or telecast, he said that it is highly insensitive. He agreed that women are highly objectified by the media as managements see it as an opportunity for business. He said that repeated gender sensitization workshops are needed to solve this problem.

EQUIPPING THE MARATHI MEDIA TO REPORT SENSITIVELY ON GIRL CHILD ISSUES

A two-day residential workshop on gender and media was organized for Marathi journalists by Population First and Lek Laadki Abhiyan with the support of UNFPA on December 1 & 2, 2015 at YUVA Centre, Kharghar, Navi Mumbai.

The objective was to reach out to those journalists who report on the implementation of Beti Bachao and Beti Padao campaign as well as issues related to women and build their

capacity to report with greater sensitivity. Accordingly the two day programme focused predominantly on the trends in falling sex ratios and issues in communicating on sex – selection and safe abortion. The sessions were conducted by Dr.A.L.Sharada, Anuja Gulati, Adv. Varsha Deshpande and Kiran Moghe from Janwadi Mahila Andolan

The panel discussions were led by Vilas Bade from ABP Majha news, Tulsi Ram Bhoite from Mee Marathi, Pragathi Bankhele from Maharashtra Times, Bhim Raskar, Mahila Rajsatta Andolan along with Dr. A.L.Sharada. Participants included 14 media journalists from various media houses from news channels to print publications.

Voices from the audience

1. “The workshop was very useful to clear concepts. I think such workshops should be arranged at district level to enable larger participation of media persons.” - **Krishna Tidke, Dainik Divya Marathi**

2. “As a journalist, this workshop taught me to think rationally in cases of crime committed against women” - **D V Gaikwad, Lokmat**

3. “We got a good deal of information related to women’s laws, schemes and rights and their implementation. Similarly this workshop gave us a good insight on standards and criteria which is to be considered while reporting on women issues.”
- **Abhijit Balwant Patil, M News**

STRIKING A CONVERSATION ON GENDER WITH SCRIPT WRITERS

Continuing our engagement with the Script Writers yet another partnership was forged with the Film Writers Association of India. Laadli was the cause partner for the five-day screenwriter's workshop conducted by Anjum Rajabali at Whistling Woods from April 29 to May 3, 2015. Among the many technical sessions on film making an exclusive session was organized on gender and patriarchy which was jointly addressed by well known Script Writer – Anjaum Rajabali and Dr A L Sharada. Around 300 script writers from across the nation attended the session.



“After today’s session we would never be able to see any communication without thinking about how it is portraying women and men.

Response from a participant

GENDER SENSITIZATION WORKSHOPS FOR YOUTH

We conducted various types of gender sensitization programs in colleges both issue based as well as intense training programs on understanding gender and patriarchy. The issue based workshops were on Pre- birth sex selection, gender based violence, sexual harassment etc. The workshops on gender and patriarchy are based on our module titled 'Self- Empowerment to Social Transformation' which not only builds understanding about gender and patriarchy but also builds the skills of the students to negotiate for more equitable gender equations through assertive communication, negotiation, stakeholder mobilization etc.

Formation of Change Makers Clubs

To enable the colleges to have a college centric engagement with gender issues and to mainstream gender in to their co-curricular and extra curricular activities, Change Makers Clubs are formed in colleges. The Change Makers Clubs take up various activities related to Gender – college fests, special days, sessions in NSS Camps, Film Shows/Clubs, Wall papers , laadli walks etc.

Following are the institutions where Population First held their workshops on gender and encouraged the students to form the change makers clubs.

COLLEGE/INSTITUTION	NUMBER OF MEMBERS ENROLLED
L.J.N.J College	25
Rizvi College WDC	28
Podar College	35
SATHE COLLEGE	50
KPB HINDUJA COLLEGE OF COMMERCE	70
L.J.N.J College	80
Rizvi College of Arts Science and Commerce	60
Khare Dere college	25
ST ANDREWS COLLEGE	36
Kirti College	60

A number of activities were undertaken in colleges with the support of Change Makers Clubs, the NSS and WDC departments.

NATIONAL INTEGRATION CAMP - MUMBAI



Population First was invited by Prof B.S Bidve to conduct a workshop on Gender Sensitivity and to share insights on Women Empowerment based on Population First's experience of working with women in Shahapur taluka under its AMCHI project. It was conducted at the National Integration camp held at Kalina University in Mumbai for 200 girl NSS volunteers from various Universities/states of our country such as Jammu-Kashmir, Arunachal Pradesh, Nagaland, Mizoram, Meghalaya, Sikkim, Manipur, Orissa, Assam, Rajasthan, Bihar, Trivandrum and Maharashtra. This integration camp was held from 28th June to 04th July 2015.



An AMCHI member, Sandhya, shares her story of empowerment with the students

CENTENNIAL FUNCTION OF SNDT WOMEN'S UNIVERSITY

Smt. B.M Ruia Mahila Mahavidyalay invited Population First for the Centennial function of SNDT Women's University on 5th July 2015. There were 200 students present for the function along with the teachers and the Principal Dr. Nini Gulla.



AMLANI COLLEGE- DISCUSSION ON WOMEN EMPOWERMENT

In the Month of August, 2015, B.L.Amlani College of Commerce for Girls, Juhu organised a half day seminar on "Status of Women in Transitional Society". They invited Population First to address the teachers and the students on 07th August. Around 30 teachers and 100 students participated in the session which was facilitated by Mr. Manjul Bharadwaj, founder of Experimental theatre and Ms. Anuradha Rajan, development professional and Dr A.L Sharada.

MOU WITH B L AMLANI COLLEGE

Population First in collaboration with National Service Scheme (NSS) signed a MOU with B.L Amlani College of Commerce and Economics to conduct various activities to

sensitize students on gender and sexual harassment issues. Population First as part of Laadli Youth Initiative conducted various activities such as role plays, debate, workshops and group discussions for first year and second year students from 11th to 15th August 2015. The activities provided a much needed platform for the students to open up, ask questions, discuss and share their thoughts and concerns. Laadli merchandise was distributed to the winners of role plays.

PF team members Dr Sharada and Neeta Khajuria conducting awareness programme on gender and sexual harassment with students of B L Amlani college



SCREENING OF 1 MINUTE MOVIES

Population First believes that creatively engaging students helps in communicating with them more effectively, particularly on a sensitive issue like Gender and patriarchy. The Laadli youth intervention has been actively promoting short film making by students as part of this effort and has been receiving a positive response from the students.

Following are the institutions where population first held their workshops and encouraged the students to make and screen 1 minute movies.

COLLEGE/INSTITUTION	NUMBER OF ATTENDEES
Rizvi College	60
Thakur College of Science & Commerce	60
B.M RUIA COLLEGE	50
ST ANDREWS COLLEGE	28

THOUGHTS EMANATED FROM THE CHANGE MAKERS CLUB

The workshop helped to

- understand and analyze perception of self and also analyze the perception men and women have about each other.
- identify the different stereotypes associated with men and women and analyze how these affect them.
- identify and analyze the issue of sexual harassment at workplace and its effect on individual, organization and society





GENDER SENSITIZATION WORKSHOPS AND FILM FESTIVALS FOR MEDIA STUDENTS:

Population First has been working with Media Students since it launched its Laadli Initiative in 2005. The focus was always on engaging the students in an interaction that enables them to understand the gender nuances in reporting and programming. It was felt that there is a need to demonstrate and showcase content that is sensitive and inspiring to enable them to get convinced that good content need not necessarily be boring. Also the intention was to illustrate to them that any issue could be seen through a gender lense. We had therefore commissioned a travelling Campus Film Festival on gender titled “Doosra Chashma”. The film festival is curated by Smriti Nivatia, a renowned film festival Curator.

The film festival was launched on 9th of October at Whistling Woods Film Institute. Smriti Nivatia has programmed the festival showcasing non-fiction, short fiction, features, and animation from 11 countries. An exciting addition was an exclusive screening of a new feature film from India and an acclaimed new documentary from Egypt.

Screenings of the movie will be followed by panel discussions and other group activities with the students.

What Smriti says in her curator’s note reflects the idea behind Doosra Chashma aptly:

Given the proliferation all around us of the shallow and the stereotyped, the formulaic and the feeble, the unjust and the unpalatable, we need to know how to look beyond, past, through, what is presented to us; to notice what’s outside the frame and at what is not in focus and what is looking distorted. We need, more than ever, in a world that is showing far too many cracks, another way of being as well as seeing. But it’s hard to be different unless we see different, and harder still to create something different till we can be and see creatively – and critically. The good news is: we don’t need scuba-diving gear to watch films in a manner that helps us plumb their depths, or to write or direct in ways that help us reach deeper into our own hearts and minds. As viewers (and readers), and also as filmmakers (and mediapersons and storytellers), we just need to tweak our vision with a small seeing aid from time to time. Let us start simply by fishing out that discarded old pair of spectacles. Just get your Doosra Chashma on!



Dooosra Chashmah

A TRAVELLING CAMPUS FESTIVAL FOR FILM AND MEDIA STUDENTS (AND TEACHERS)!

INAUGURAL EDITION
9th October (Friday) and
10th October (Saturday), 2015

at 5th Veda Auditorium
Whistling Woods International
from 10am to 6pm

Come watch fabulous films from 11 countries & participate in stimulating discussions with filmmakers and other fun people. We have quite a line-up of non-fiction, short fiction, features, animation & EXCLUSIVELY for this event



A brand new feature film from India - an acclaimed new documentary from Egypt
An event not to be missed!

Voices from the audience

Kamal Chhedda, a student from K.J. Somaiya College, who attended the festival added, "The festival exposed us to the realization of the problems faced by other genders. My favourites were Chasni, a movie which used 2D animation to tell a story about acid attack victims and Arre Baba, which depicted the bond between a father and his daughter."

Rimitia Dutta from the same college says, "Noora, Chasni and Dream Girls were my favourite movies! These are the kind of movies we don't get to see in Bollywood. There are many issues around us that we fail to notice, and when they are depicted through movies like these, they make us more aware."

Rajshri, a freelance marketing and communication consultant adds, "The festival exposed the next generation of film makers to social issues - opening up their minds to burning concerns that stare in our face every day. The festival had a great mix of films - right from amateur filmmakers to seasoned renowned ones."





DooSra
Chashma

film festival schedule 9-10 October 2015
FRIDAY 9 OCTOBER

Day One

Time	Day One	Min	Country/ Film School
10.00 AM	Festival inauguration	20	
10.20 – 12.20	Student Films		
	AALAV	12	WWI Mumbai
	CHASNI	5	IDC IIT(B)
	NOORA	15	SIFT Rohtak
	THE SEVENTH WISH	27	SACAC Delhi
	KANYAKA	11	SRFTI Kolkata
	KALINGADH, MAACHLI ANE ADADHUN BHOOT	11	FTII Pune
	KAAYE KAAYE SEXUAL	30	SMCS TISS Mumbai
12.20 – 1.00	Discussion & Workshop	40	
1.00 – 2.00	Lunch	60	
2.00 – 3.30	Themed session: The Gendered Body (Films)		
	DREAMING FREE	2	SMCS TISS Mumbai
	DREAM GIRLS	14	India
	1977	8	NFTS London
	MOI MARJAANI	20	India
	GIRL IN A BOX	8	NFSD Copenhagen
	GITTI	11	WWI Mumbai
	TRUE LOVE STORY	19	India
3.30 – 4.20	The Gendered Body: Violence, Morality & Autonomy (Panel)	40	
4.20 – 4.40	Break	20	
4.40 – 6.30	Fiction Feature Film FACING MIRRORS	102	Iran

Partners

* Program is subject to change



DooSra
Chashma

film festival schedule 9-10 October 2015
SATURDAY 10 OCTOBER

Day Two

Time	Day Two	Min	Country/ Film School
10.00 AM – 12.20 PM	Special Session: International Day of the Girl Child		
	TWO FRIENDS	8	NFSD Copenhagen
	KOI DEKHNE WALA HAI?	18	SACAC Delhi
	TWO SISTERS (Conversations for the Dark Side of the Moon)	6	India
	JADUI MACHCHHI	38	India
	ARRE BABA	6	India
	NIRNAY	56	India
12.20 – 1.00	Workshop	40	
1.00 – 2.00	Lunch	60	
2.00 – 3.15	Special Screening of an acclaimed new Egyptian film	68	Egypt
3.15 – 3.45	Skype Q & A with Filmmaker	30	
	Special Session: films from Pakistan		
3.45 – 4.10	BURKA AVENGER	22	Pakistan
4.10 – 4.30	Break	20	
4.30 – 5.50	VEILS AND WALLS	76	Pakistan
5.50 – 6.30	Q & A with Filmmaker + Concluding Conversations	40	

Partners

* Program is subject to change





DOOSRA CHASHMA IN KASHMIR UNIVERSITY

The travelling film festival on women centric films, *Doosra Chashma* made its second stop at Srinagar after its debut at Whistling Woods in October 2015. Nineteen films were screened ranging from 120-second Public Service Ads (PSAs) to a 66-minute docu on the role of family photographs in the construction of heritage and memory and the images of men and women, interpreted by their descendants. The festival was preceded by a two day Gender-Media workshop

Feedback

"The films were so enlightening and refreshing. The stories are from across the country, yet so relevant to our lives here." – Razia, First Year, MERC, KU

Arshi Qureshi

The workshop had a participative and interactive format, which is required for it to be successful. I think it was effective because I believe we all have certain beliefs and notions about gender, but the workshop has polished our understanding and helped us identify aspects of gender that we tend to ignore in our daily lives.

Earlier, we only knew of the obvious problems faced by women like dowry deaths, female infanticide but through the workshop we learnt to see many other issues from a gender perspective.

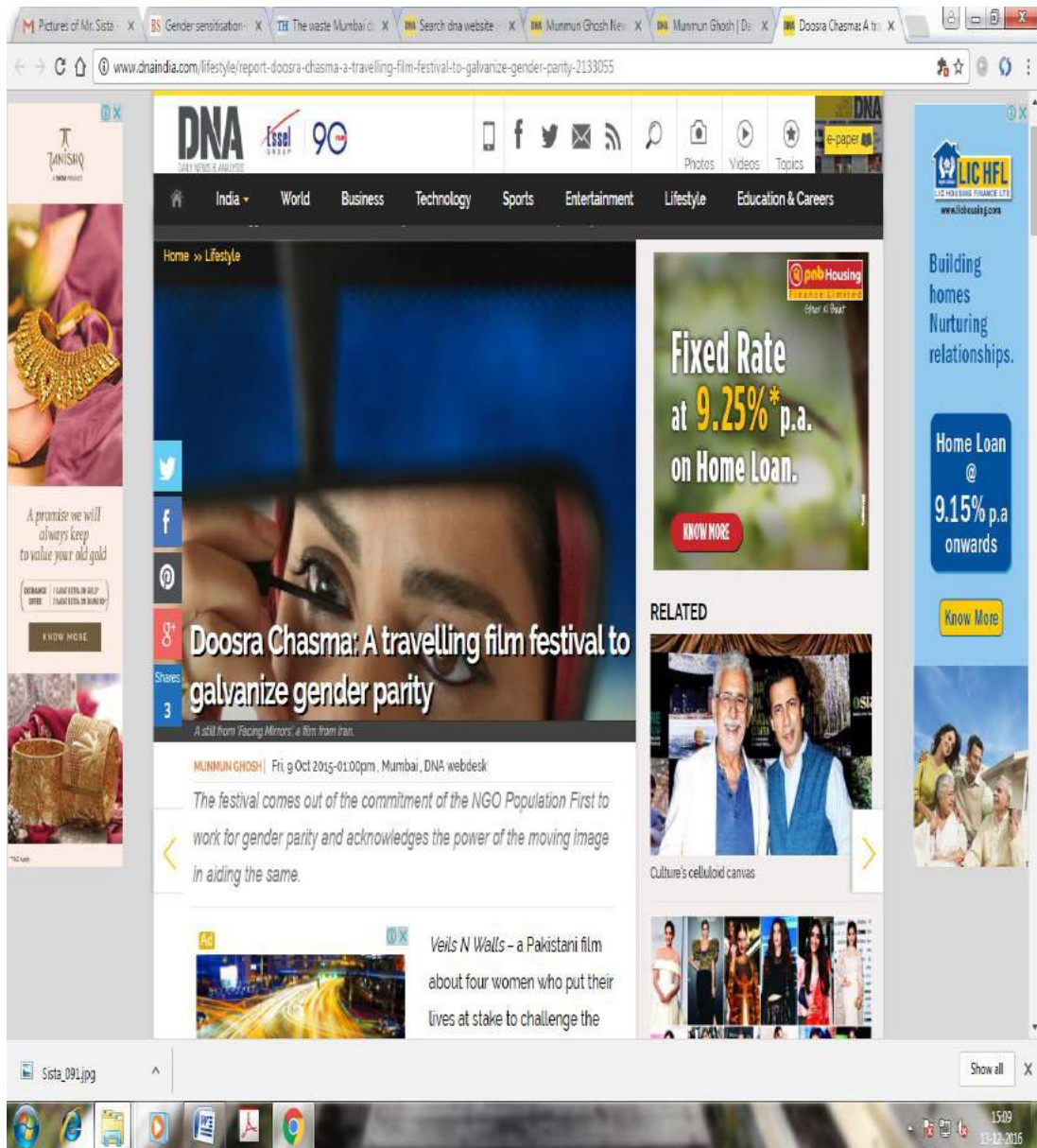
Hyatt Manaz, 1st year, MERC, Kashmir University

I found the workshop very useful, as I was not aware of many issues discussed. For example, I didn't know that the PCPNDT Act protects the pregnant woman in question. The session on media, Dos and Don'ts while reporting sexual crimes against women by Mr. Masroor was particularly useful.

Mohammed Younus, 2nd year, MERC, Kashmir University

The workshop gave us a reality check on the status of women in Kashmir. It has helped me become aware of the laws that safeguard women and I am sure this information will be useful while reporting in the media.

"I am a Kashmiri and have studied in India and abroad. I have also been exposed to several cultures and experiences as a social researcher. We take so many things for granted in our lives,



<http://www.dnaindia.com/lifestyle/report-doostra-chema-a-travelling-film-festival-to-galvanize-gender-parity-2133055>



Empower

People hold the key to development and therefore, investing in people is important to bring about change. The AMCHI interventions work closely with the government institutions, communities, women's groups, youth and children to ensure that they are proactive in designing, implementing and monitoring village development programmes particularly pertaining to women's health, child malnutrition, hygiene and sanitation practices and economic empowerment of women.

AMCHI (ACTION OF MOBILIZATION OF COMMUNITY HEALTH INITIATIVES)

AMCHI project by Population First is based on the fundamental premise that the wellbeing of communities and status of women and girls improve when they are empowered with information, skills and access to institutions. Adopting a participatory approach, we build their capacity to demand quality services from government and also enable their active participation in the governance process.

The reach of AMCHI project has been rapidly growing since its launch in the year 2007. AMCHI project is currently being implemented in 90+ villages in Shahapur taluka in Thane district of Maharashtra.

During 2015-16, 20 villages have been selected across five Primary Health Centres (PHC) – Kinhavali, Shenwa, Takipathar, Shendrun and Dolkhamb reaching out to 7816 people for implementing the initiatives with the generous support of Mahindra Finance and H.T. Parekh Foundation. In the last one year Population First helped communities realise their rights and responsibilities and demand quality social development services from the government. A quick summary of our reach so far is

- Reached out to 37379 people across 91 villages including:
 - 1040 school children in sanitation and hygiene initiatives
 - 245 women in livelihood initiatives
- Formed 25 youth groups and 52 adolescent girls groups and 250 women self-help groups

The AMCHI initiatives focus on the following issues:

- Health Initiatives
 - Childhood Malnutrition
 - Ante-natal and Post-natal Care (ANC-PNC)
 - Adolescent Reproductive and Sexual Health (ARSH)
- Livelihoods
 - Organic Manure production and promotion
 - Village Tourism Initiative
- Hygiene and Sanitation
 - School children as change agents

AMCHI project framed a unique approach to address the above issues which is people centric and empowering in its impact. The approach involves community mobilization through Village Micro-Planning using various Participatory Rural Appraisal (PRA) techniques involving various stakeholders at the community level – youth, women, service providers, as well as members of village level committees and the Gram Panchayat. This approach ensures that the stakeholders own the initiative and sustain the change.

Micro-planning

Micro-planning is conducted before initiating project activities in the village. The objectives of the micro-planning are:

1. To assess the current situation in the village with regard to health and nutrition status of women and children, hygiene behaviors and sanitation practices, farming practices etc. as per the proposed project
2. To enable the community to critically analyze the problems related to the above by presenting the data gathered at a village meeting
3. To help the community discuss and prioritize the issues that they would like to work on and
4. To work with the community to develop an action plan to address the identified priority issue

The AMCHI team continues to guide, mentor and handhold the community in its endeavours to work on the issue. The table below gives the details of micro-planning done during the year 2015-16.

Micro-Planning

Village	Micro-planning held on	Issues identified
Bandhanpada	Oct. 14-17, 2015	Unclean surroundings and unhygienic practices among people, adolescent not aware of their responsibility of own health, lack of knowledge regarding pregnancy and delivery, water supply scheme pending for 10 years
Vehlonada	Oct. 14-17, 2015	Health Sub-centre closed, malnutrition among children, poor garbage and waste-water management, open defecation, young women have low haemoglobin
Chandrichapada	Oct. 19-21, 2015	Poor garbage and waste-water management, adolescent girls lack communication skills and unaware of information regarding marriage, sex, menstruation, pregnancy etc.
Nimanpada	Oct. 19-21, 2015	Poor garbage and waste-water management, adolescent girls lack communication skills and unaware of information regarding marriage, sex, menstruation, pregnancy etc.
Musaiwadi	Oct. 27-30, 2015	Addiction to alcohol, child marriages, teenage pregnancies, poor garbage and waste water management
Vedvahal	Nov. 18-21, 2015	Malnutrition among children, Anganwadi Worker not able to perform, seasonal migration for work
Palichapada	Nov. 18-21, 2015	Water scarcity, malnutrition among children, poor garbage and waste water management

Kumbharpada	Nov. 23-26, 2015	Unclean surroundings and unhygienic practices among people
Raikarpada	Nov. 23-26, 2015	Malnutrition among children, Unclean surroundings and unhygienic practices among people
Devalwadi	Dec. 7-9, 2015	Water scarcity, no approach road, Anganwadi building does not exist, ANM not visiting the village

HEALTH INITIATIVES

Combating Malnutrition

Malnutrition is not an issue of lack of food or poverty alone. A number of behaviours and practices related to mother and child care, food distribution, hygiene and sanitation practices and response of the health care system have a direct impact on the nutrition status of the children.

Since the Anganwadi Worker and parents play an important role in the care of the malnourished children, the interventions undertaken by Population First are mostly targeted at bringing about behaviour change in them. Parents are a key target group since the health of the children depends to a large extent on the attention being paid by the parents towards the food and hygiene practices at home. Proper utilization of available supplementary nutrition and extra funding obtained from the government played a crucial role in formulating strategies to combat malnutrition in these villages. Inculcating hygiene and sanitary practices like hand washing among the children were also crucial in reducing preventable diseases like diarrhoea among children.



AMCHI team implemented various interventions to combat malnutrition in Ambyachiwadi, Krushnachiwadi, Khanduchiwadi, Jambhe, and Lingayat villages in 2014-15. At the beginning of 2016, a new set of five villages – Devalwadi, Musaiwadi, Raikarpada, Shidpada and Vehloli were included in the intervention. Thus, the malnutrition intervention reached out to all the children enrolled in the Anganwadis of these 10 villages in the year 2015-16.

The issue of malnutrition is tackled by working on regular weight monitoring, timely health care for seasonal infections, promoting hygiene and sanitation practices and building the capacities of care giver and enhancing the participation of the community in addressing the problem.

PF reached out to 500 plus children through their community weighing programme

A. COMMUNITY WEIGHING OF CHILDREN

Children are weighed regularly in Anganwadi centres with the help of Anganwadi Worker (AWW) and Accredited Social Health Activist (ASHA). PF team facilitates the whole activity of summoning the parents, weighing children and measuring the heights and grading the nutrition status. Based on the weights recorded, PF team counselled the parents regarding nutrition, hygiene and medication for the child. PF team explained the methods of weighing and gradation as well as causes of malnutrition and its effect on the children's health, growth and development to the parents.



Babies being weighed and measured as part of the health check up programme by Population First

A total of 522 children were reached out across 10 villages under malnutrition intervention.

B. QUARTERLY INFORMATION WORKSHOP

Informational workshops on malnutrition were organized in the ten villages - Ambyachiwadi, Krushnachiwadi, Khanduchiwadi, Jambhe, Lingayat, Devalwadi, Musaiwadi, Raikarpada, Shidpada and Vehloli. Parents of malnourished children, AWW, helper, ASHA,

ANM (Nurse) and village stakeholders participated in the workshop. Various tools such as printed charts, films on malnutrition were used to provide information about the subject. Following topics were covered in the workshop

Causes and consequences of Malnutrition

1. Practices for the better physical and mental growth of the child
2. Growth Monitoring
3. Caring of the malnourished children

Since the villages are predominantly tribal and poor with poor hygiene and sanitation practices a lot of stress is laid on promoting hand washing, nail clipping, bathing etc.

A total of 20 workshops were conducted reaching out to 752 parents

“My daughter was severely malnourished since last two years. I struggled for her weight gain but didn’t succeed. In spite of being educated, my husband and I didn’t know the causes and effects of malnutrition. I understood that in the meetings held by PF. I attend the meetings and health check up camps and follow the advice of the doctor. My daughter needs to gain only 400 gms weight to come to the green zone on growth chart (used to indicate normal nutritional grade). I hope to get her there within three months.”

– Vaishali, Mother of 3-year old Shravani,
in Jambhe Village



The completed building of Anganwadi in Krushnachiwadi in Shahapur demonstrates the power of the village community if adequately trained and empowered

After the first quarterly workshop was held on September 2015 in Krushnachiwadi - parents, Anganwadi Worker, youth, members of committee on nutrition took the responsibility of completing the construction of the Anganwadi center. They monitored the work of the contractor and ensured that the building was constructed with good quality material. The construction of the centre was completed under the direct supervision of villagers within three months.

HEALTH CHECK UPS



Frequent preventable and treatable infections are a major cause of illness among children. Therefore, as part of malnutrition eradication intervention, health check up camps were organized for the malnourished children in the 10 selected villages.

Dr. Ajit Potdar was appointed as a consultant doctor with the support of Empathy foundation

Dr. Potdar says, "Illness such as fever, cold, cough, worms, skin infections along with inadequate/ inappropriate diet are commons which when neglected leads to other serious illnesses and severe malnutrition among children."

Dr.Ajit Potdar checking –up a child severely malnourished

Impact

By the end of the fourth quarter, the children were prescribed multivitamin tonic to gain weight and medicines for fever, cold and cough. Medicines were prescribed for skin infections as well which are prevalent in many villages due to shortage of water. The parents were explained the proper way of administering the medicine as well as the need to follow hygienic practices and provide proper nutritious food. They were also told about giving oil massage prior to bath, and the importance of feeding jaggery, dry dates, ground nuts, ghee etc. to the children. Feedback of the parents was positive and the children have been able to recover from common illnesses quickly. The tonic has, on the other hand, helped children gain weight within three months. Following changes have been observed:

- Common disease like fever, cold, cough, etc. have reduced substantially
- Parents have started washing hands with soap and clipping nails of their children regularly
- Attendance of children at Anganwadi Centre has increased
- Parents have started giving additional and nutritious food to their children
- Weight of many children has increased
- Children are more active and cheerful

A total of 41 health camps were held benefiting over 701 children



A total of 23 workshops were conducted for 738 parents

“All Anganwadi Workers in my area are happy with PF’s work because it supports them in their work. I am happy to see people’s participation in Anganwadi activities. I observed that the parents know the weight and grade of their children which is surprising for me. Earlier people thought that only ICDS Dept. was responsible for the growth of their children.”

- Chitra Salvi, ICDS Supervisor

REACH OUT UNDER THE MALNUTRITION INTERVENTION

A total of 48 health camps were held benefiting over 800 children

GRADES OF THE CHILDREN AS ON MARCH 2016

PHC	Sub-Centre	Village	Number of children enrolled in Anganwadi	Nutritional Grades		
				Normal	Moderately Acute Malnutrition	Severely Acute Malnutrition
Kinhavali	Nandgaon	Raikarpada	72	16	11	2
Shenva	Shenva	Musaiwadi	52	12	14	9
Dolkhamb	Sakadbav	Shidpada	29	9	10	4
Shenva	Vehlooli (B)	Vehlooli (B)	50	23	10	4
Shenva	Vehlooli (B)	Devalwadi	31	12	11	6
Shenva	Vehlooli (B)	Ambyachiwadi	44	9	10	9
Shenva	Vehlooli (B)	Krushnachiwadi	107	23	25	21
Shenva	Vehlooli (B)	Khanduchiwadi	52	13	13	7
Shendrun	Lenad	Jambhe	39	28	10	1
Shenva	Vehlooli (B)	Lingayat	52	29	11	3
Total			528	174*	125*	66*

*The figures indicate the number of children who are followed up in the month of March who are being monitored by us for their susceptibility to malnutrition

ADOLESCENT REPRODUCTIVE AND SEXUAL HEALTH PROGRAMME (ARSH)

Equipping the young population with accurate information regarding reproductive and sexual health is imperative if we expect young people, particularly girls, to make informed choices/decisions about their reproductive and sexual behaviour. The villages which are in the process of transition from traditional tribal communities to more rural communities are facing many challenges - while the tribal norms permit pre-marital sex, the new exploitative rural context of the villages is leading to sexual exploitation, teenage pregnancies, unsafe abortions and child marriages. Lack of authentic sources of information on safe sex practices and opportunities to access services is leading to a situation where the health and wellbeing of the girls are being drastically.

Population First engaged with adolescent girls with a primary objective of providing a platform for each of them to express their emotions, raise questions and share experiences without any fear of judgment. A commitment to confidentiality of the information shared thereby helped the team develop excellent rapport with the girls. Another objective of the sessions was to form a cohesive unit of girls who would come together regularly, discuss issues of concern and find solutions.

In order to assess the prevalent knowledge and notions about reproductive and sexual health, PF devised baseline questionnaires for the adolescent girls & boys and collected the data.

LIST OF VILLAGES, REACH AND ACTIVITIES:

Village	Number of Girls	No. of Sessions Conducted	Village	Number of Girls	No. of Sessions Conducted
Ambyachiwadi	13	6	Shidpada	53	4
Bandhanpada	21	2	Vedvahal	16	4
Chandrichapada	15	3	Vehloli (K)	17	7
Khanduchiwadi	13	6	Vehloli (B)	33	6
Krushnachiwadi	10	6	Vehlonde	25	2
Kumbharpada	10	3	Lenad	22	7
Lingayat	20	2	Devalwadi	9	2
Musaiwadi	15	3	Raikarpada	17	2
Nimanpada	17	3	Gokulgaon	22	8
Palichapada	11	4	Jambhe	22	8
Total	145	38		236	50

The information on reproductive and sexual health was provided using teaching-learning aids as well as games and exercises. Discussion was facilitated in each session and questions were answered. Emphasis was given on participants' responses and experiences which were linked to appropriate information.

The ARSH sessions as devised by Population First can be segmented as below:

- Self-awareness, fears and expectations
- Life-cycle of a Woman
- Our Daughter
- Human Body and Functions of Organs
- Reproductive Organs
- Menstruation and Pregnancy
- Contraceptive Methods
- Marriage, Love, Friendship and Infatuation

Girls are especially encouraged to discuss topics such as restriction on their mobility, their aspirations, communication skills and self-confidence.

A total of 100 plus sessions were conducted across twenty villages with an overall participation of around 1000 adolescent's girls.

“When I saw the poster of the girl standing with her head bent down, I thought she was a good girl because she knows her limits. After a lot of thinking and discussions I realised it is a symbol of weakness. I am proud of myself and will not keep my head bent down.”

– Manisha Wakh, Krushnachiwadi



Girls from Jambhe and Lenad villages shared that they had human anatomy in their curriculum but the teacher did not teach in detail. In the sessions they could understand the topics well and would be able to answer questions better in exams.

ANTE NATAL CARE AND POST NATAL CARE (ANC & PNC)

Care of the woman during pregnancy and lactation is grossly neglected by the woman, her family and the community resulting in far reaching implications for the wellbeing of the woman and her children. To begin with, PF administered a baseline questionnaire in May 2015 to pregnant and lactating mothers, to help gauge the current perceptions and behaviour regarding ante-natal and post-natal care in the community. It was found that it was important to educate not just the pregnant women AND nursing mothers on ante-natal and post-natal care but also sensitize their family and community members as well to ensure safe motherhood. Thus, the ANC PNC project was implemented across 20 villages in Shahapur. The project entailed meetings with expectant and lactating mothers.

"I am six months pregnant. I used to have swelling in feet, back pain, weakness etc. but was told by older ladies at home that it was normal. After attending the session I know that I must consult a doctor and take treatment. I must be alert to the signs of danger."

- SangitaBhala, Khanduchiwadi

The key activities by Population First under the ANC and PNC initiative included the following:

1. Organizing meetings with pregnant women, nursing mothers, ANM (Auxiliary Nurse Midwife) and Anganwadi worker to discuss ante-natal and post-natal care
2. Providing information on government schemes for pregnant women and nursing mothers
3. Monitoring the visits and immunization sessions conducted by ANM
4. Organizing community meetings for creating awareness about ANC-PNC and developing support for safe delivery

In tribal villages like Krushnachiwadi, Ambyachiwadi, Shidpada, and Khanduchiwad focus was on institutional delivery. Not only were the risks involved in home delivery explained but also information was shared about the schemes and free services provided by the government.

We reached out to 1183 women across 20 villages in Shahapur in the year 2015-16 through our ANC-PNC meetings. Of these 508 women were either pregnant or in the nursing.



Clockwise from top left – A nursing mother looks at the picture and information card at a session in Krushnachiwadi village (Top Right). PF team member is seen filling up the questionnaire before the sessions with pregnant women in Khanduchiwadi (Top Right). A session on ante-natal and post-natal care is in progress at Ambyachiwadi village (Bottom Left).

VILLAGES, REACH AND ACTIVITIES:

Village	Number of Sessions Conducted	Pregnant Women (ANC) Attending the Session	Nursing Mothers (PNC) Attending the Session	Other Women Attending the Session	Total Attendance
Ambyachiwadi	6	29	9	50	88
Bandhanpada	3	7	1	45	53
Chandrichapada	3	6	0	48	54
Khanduchiwadi	4	17	14	43	74
Krushnachiwadi	7	31	34	45	110
Kumbharpada	2	2	2	15	19
Lingayat	5	21	8	16	45
Musaiwadi	2	6	4	34	44
Nimanpada	3	3	2	32	37
Palichapada	3	11	6	20	37
Shidpada	3	13	10	3	22
Vedvahal	3	6	10	72	88
Vehloli (K)	7	21	23	23	67
Vehloli (B)	6	7	14	60	81
Vehlonde	2	4	2	39	45
Lenad	8	50	36	29	115
Devalwadi	3	12	4	11	27
Raikarpada	3	13	4	57	74
Gokulgaon	7	8	8	11	27
Jambhe	8	35	15	26	76
Total	88	302	206	679	1183

AMCHI Livelihood Interventions

VERMI-COMPOSTING

AMCHI team explored various livelihood opportunities for women to achieve the primary goal of financial independence among them. The primary criterion was an income generation activity that was easy for women to learn and also that was relevant to the needs of the village. Whilst taking note of these facts and their demand that work should not interfere in their household chores and other responsibilities, the AMCHI team came up with a unique idea of producing vermi-compost and selling it in the market. The twin advantage of an agricultural background of these women and the benefits of organic manure over chemical fertilisers paved the way for the successful implementation of the project.

From October 2015 when the INTERVENTION was implemented across three villages - Velholi, Gokulgaon and Jambhe, a number of women turned the tide to become self-reliant entrepreneurs. After a micro-planning exercise in Jan 2016 the project was further expanded to Raikarpada and Bandhanpada villages. The groups were provided complete information of production of vermi-compost manure and vermi-wash (an organic pesticide), maintenance of the production unit and marketing of the products. They were guided to take up the responsibility as a member of the business group. The groups were supported during the construction and maintenance of the units regularly.

"I had registered my name for vermi-compost activity during micro planning because I needed additional income. But I was doubtful if only women's group could run the activity. I thought only men could run a business. When I talked with the women of Nimanpada during the exposure visit I found all the women very confident and they had deep understanding about vermicomposting. They planned their activities, did marketing for their product, packed and sold it. If they can do then we too can do it. I am ready to become a business woman."

– Sadhana Sable, group member of
Bandhanpada

IMPACT:

Group Name	Number of Members	Income from (Rs.)			Total Income (Rs.)
		Vermi-compost Manure	Vermi-wash	Earthworms	
Shetkari Mahila Gandulkhat Prakalp, Vehloli (K)	10	11400	6500	5600	23500
Sanjivani mahila Gandulkhat Mandal, Gokulgaon	7	12100	11600	3500	27200
Navnirmiti Mahila Sanchalit Gandulkhat Gat, Jambhe	7	8150	8200	3500	19850
Vanashri Mahila Gadulkhat Prakalp, Raikarpada *	11	0	0	0	0
Sanjivani Mahila Gadulkhat Prakalp, Bandhanpada *	4	0	0	0	0
Total	39	31650	26300	12600	70550

* Production at Badhanpada and Raikarpada villages started after March 2016.



A healthy bitter gourd yield at village Partoli (left) A healthy crop after using the vermin compost

“I was not confident that earthworms could turn the cow-dung into good quality manure. I was scared to take earthworms in my hands, but when I saw women of Jambhe village touching the earthworms with ease, I could overcome my fear. The manure felt very smooth just like tea powder. I realized that the vermin-compost activity was easy and we could do it nicely.”

– Priya Farde, Group Member, Raikarpada

Impact

The business of vermi-composting became a successful venture especially for the women group of Vehloli, Jambhe and Gokulgaon. The combined produce of vermi-compost by these women were 100.25 quintals and around 46.5 quintals were sold, thereby helped them earn around Rs 29,250/-. The group also produced 431 litres of vermin-wash of which 235 litres were sold generating an income of Rs 26,300. They also produced earthworms which generated an income of Rs 12600/-

SUCCESS STORY

Promoting VermiCompost in Shahapur Taluka

In order to encourage farmers to go for organic farming and to show them the positive effects of vermi composting, Population First held a demonstration session for farmers in Shahapur taluka in Thane district. Three farm house owners growing vegetables were invited from Wandre, Mohipada, Shendrun villages and three farmers cultivating rice were invited from Gokulgaon, Zambhe and Vehloli villages for the demo session.

A plot of land was chosen during the demonstration in each farm and the farmers were given information about the adverse effects of chemical fertilizers and benefits of using organic manure. Post demo, our team continued to visit these farmers to enhance their skills about observation, understanding the manure quality and knowing its benefits.

Result: Farm house owners were happy about the result. The demonstrated plot in farm house at Wandre showed an improved growth of drumstick plants and vast improvement in the quality of the soil. In Shendrun flowers looked fresh and growth increased by 20 percent.

Partoli, an adjacent village which also had a demonstration plot showed an improved quality of rice and vegetables. The farmers were so motivated with the result that they requested the AMCHI team to disseminate this information to all farmers and farm house owners in nearby villages to boost their confidence in vermi composting.

HYGIENE AND SANITATION – CHILDREN AS CHANGE AGENTS

SCHOOL IN DEVELOPMENT (SID) INTERVENTION

Children are one of the most under estimated set of influencers who have maximum potential to challenge an existing situation. The SID intervention is an intense 5-day training programme which engages 40 select students from grade 5th and grade 7th across Zilla Parishad schools in interactive activities to communicate health and hygiene messages. The 'School in Development' programme with the financial support of Mahindra Finance and H. T. Parekh Foundation empowers students to become 'Vikasdoots' or change agents for improving the health, hygiene and sanitation practices at personal, family, school and village level.



A soak pit is constructed by Vikasdoots in Velholi Khurd (Left). Inspired by the Vikasdoots, a toilet is constructed by a family in Shidpada (middle). Kitchen garden is developed in a house in Velholi



Demonstration of soak pit by Vikasdoots in Velholi Khurd

Following topics were covered in SID training:

- Dimensions of cleanliness: personal hygiene, sanitation in household and surrounding, water hygiene, solid waste management, waste water management
- Ill-effects of unhygienic practices and unclean surroundings
- Communication skills and Planning and Execution
- Monitoring households for tracking hygiene and sanitation behaviors
- Village level services such as health sub-centre, Anganwadi, water purification



On the last day of the training programme children or the Vikasdoots were asked to file nominations, campaign and win election through the secret ballot process to form a Bal Panchayat. The elected Bal Panchayat members developed an action plan to promote good hygiene and sanitation practices in their daily routine, in the school and at home. A Bachat Bank was also formed to collect money to buy soap, nail cutters etc

for the school.



Mr. Wakh, principle of the school said, *"I also belong to a tribal community and I am aware of the mentality of the tribal students. They don't speak much because they fear expressing due to language barriers. When AMCHI team initially explained the method of training, I was worried and had my own doubts whether the children will open up during the training, whether they will be able to do group work. I was sure the interactive training method will not*

work here. But, on the fourth day of the training when I listened to the speeches of eight students who were nominated as candidates in election, I was stunned! I had never heard some of them even talk before. I thank AMCHI team for providing such impactful training to our students. I believe strongly that the VIKASDOOT will definitely change the sanitation situation the village."

True to the expectations of the team and the teachers, the Vikasdoots were proactive in promoting construction of soak pits, kitchen gardens, toilets and compost pits in their villages apart from promoting the use of Dustbins



School premises at Vehloli before and after the training

Children participating in group work during training at Shidpada along with the AMCHI team member

Over 200 students across 5 villages – Velholi, Lenad, Vehlonde, Shidpada, Vehloli (Khurd) were trained as Vikasdoots through this programme in 2015-16

SID Programme Impact						
<i>Village</i>	<i>No. of Students Trained</i>	<i>Soak Pits</i>	<i>Kitchen Garden</i>	<i>Compost Pits</i>	<i>Toilets</i>	<i>Dust bin</i>
Vehloli (B)	40	5	0	5	0	9
Lenad (K)	32	6	7	1	1	5
Vehlonde	40	9	0	5	0	3
Shidpada	40	4	3	2	8	3
Vehloli (K)	40	5	4	5	0	1
Total	192	29	14	18	9	21



Engage

Laadli Media advocacy Initiatives

Without the active engagement of the stakeholders the Laadliendeavour is incomplete. We wish to thank each and every partner who was and is still associated with us to help us reach higher altitudes of vision and ability

Population First instituted the *Laadli* Media and Advertising Awards for Gender Sensitivity (LMAAGS) in 2007 to promote gender sensitivity in the media. It is only one of its kind award in the world that focuses exclusively on promoting gender sensitivity in the media. *Laadli*, a term of endearment for the girl child, is a positive campaign and an advocacy initiative. It focuses on media persons who are reporting, analyzing laws, policies, programmes, events and incidents using a gender lens. A year-long advocacy initiative with senior editors, media leaders, journalists, and cultural icons culminates in *Laadli* Media and Advertising Awards for Gender Sensitivity.

The scope of the Awards:

- Entries invited from media houses, advertising agencies and also freelance media persons
- Includes print, television, advertising, web, theatre and film categories
- Around 80 awards are given in 12 languages from across 26 states of the country

How do we go about it?

- Letters are sent to various media groups informing them of the criteria and inviting them to submit their entries for the awards.

- Press conferences are held in over 10 cities to promote the awards. This is an important activity, as many of the media persons attending the press conferences are not aware

about what it means to be gender sensitive.

- A jury panel is constituted at the regional level consisting of eminent professionals and celebrities in the field of media. Representatives from Population First and UNFPA screen the entries in pre-jury meetings and shortlist the entries for the jury process.
- Jury meetings are held in various cities to finalize the winners.
- The support of corporates to the cause is sought through sponsorship of travel, venue, hospitality, etc.



Legendary singer Lata Mangeshkar won the Laadli Voice of the Century in the 6th edition of LMAAGS held in 2015



The team of Laadli along with UNFPA officials releasing the book - Through the Gender Lens

➤ *Laadli* Media Awards 2014-15 were organized in four regions-Raipur, Vizag and Ahmedabad followed by a mega event in Mumbai at a national level. The events have had a large presence of celebrities and opinion makers.

➤ In the last edition of the

national awards held in April



The winners of the 6th edition of the National Laadli Media and Advertising awards event

2015 in Mumbai, Hon. Chief Minister, Maharashtra, Devendra Fadnavis, was the Chief Guest. India's most loved voice, Lata Mangeshkar was felicitated with the *Laadli* Voice of the Century.

A Few Glimpses Of The Awards Events



OUR SINCERE GRATITUDE TO THE FOLLOWING SPONSORS OF THE NATIONAL EVENT



OUR SINCERE GRATITUDE TO THE FOLLOWING SPONSORS OF THE REGIONAL EVENT



FICCI FLO

As part of its advocacy efforts, PF conducted a workshop on Gender and Media, in partnership with FICCI Ladies Organisation as a run up to the FLO Film Festival. The one day workshop 'Through the Gender Lens' for members of the Films Division was held in Mumbai on 15th February 2016 at Films Division in Mumbai. Some of the topics covered



during the interactive workshop included; Gender and Patriarchy, Gender and Health, Sex selection, Safe Abortion, Gender based Violence and Gender and Media. The sessions were conducted by Dr A.L. Sharada, Director, Population First and Manjul Bhardwaj, Founder, The Experimental Theatre Foundation.

NEW VOICES FELLOWSHIP FOR SCREENWRITERS

Asia Society India Centre announced the launch of the 3rd New Voices Fellowship for Screenwriters (NVFS) 2015 – 2016 in May 2015. The media fellowship was announced in collaboration with Population First, sponsored by UNFPA. The programme which was designed to identify, encourage, mentor and support seven talented independent screenwriters in India has helped them find their own creative voices, enabling them to incubate their ideas and refine their craft. By working in collaboration with and taking guidance from eminent screenwriters and filmmakers, the initiative seeks to nurture the diversity of contemporary Indian writing provides screenwriters a platform to develop powerful, nuanced and well-crafted scripts while exploring new approaches to the art of writing for cinema.

MOVIE REVIEW BY POPULATION FIRST IN DNA

Cinema by far plays a major role in defining the behavioral and cultural norms in a society. While a woman is still termed as a weaker and vulnerable sex, machismo and action is still reserved for a 'hero'. Off late many films have projected a woman as an equal stakeholder of the society changing the dynamics of gender stereotypes.

Considering the long lasting impact of this medium, PF adopted the role of a film critic from a gender perspective with the support DNA online.



DNA
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Films through a gender lens: 'Jazbaa' - a tale of two women

<http://www.dnaindia.com/entertainment/report-films-through-a-gender-lens-jazbaa-a-tale-of-two-women-2138394>

An excerpt

“.....What’s good about a woman-led film like this is that it allows space for women’s opinions and feelings about different issues, to get heard. Jazbaa’s director Sanjay Gupta ensures there’s ample of that, even if some parts sound cliché and labored like Shabana’s rant in court about rape victims always being blamed for provoking rape. You get some nice perspectives in Jazbaa like Aishwarya’s remark, “A woman becomes a mother once she conceives and holds a baby in her womb, and so she cannot think of destroying that life inside her as easily as a man can.” However, this comes bundled with a highly ludicrous reveal of how her husband in the States had wanted their first child to be a son and tried to get her to abort when they realised they were going to have a female baby – because of which she dumped him and moved to India.....”

Munmun Ghosh



<http://www.dnaindia.com/entertainment/report-films-through-a-gender-lens-the-tearless-and-fearless-women-of-masaan-2129319>

An excerpt

"...The depiction of the two young female protagonists as strong, thinking women, who meet their challenges and hurdles in life dry-eyed, calmly, without any histrionics, dings gender stereotypes effectively. And perhaps in a deliberate ploy to hack stereotypes, the director crafts a poignant scene of Devi's elderly, bedevilled father (Sanjay Mishra), a retired lecturer, breaking down on learning about his daughter's plans to leave home and move to Allahabad. It's heart-wrenching to see him cry helplessly. The camera also closes in on a yowling, inconsolable Deepak as his inamorata's corpse is yielded to the funeral flames. It's okay for men to cry, the message comes out clear from Masaan...."

Munmun Ghosh

MEDIA CONSULTATION PROGRAMME : DELHI

The focus of *Laadli* Media advocacy is to challenge the gendered mind-sets by opening up innovative channels of communication involving key stakeholders of media and advertising. Taking this agenda forward, a **second consultation** for Gender Sensitivity in Media and Media Houses was held at **IWPC, Delhi, on 5th May 2015** with support from the UNFPA.

This consultation meeting was essentially an introspection on gender equality by the media houses themselves. The day long programme raised questions on the viability of women journalists especially during on-field assignments. The discussion ranged from lack of public toilets to increased threats during commuting to the lack of overall security for women journalists. The consultation meeting concluded with certain action points. These include development of gender guidelines for media, training programmes for media, facility survey of media organizations, gender scoring of media organizations.

The Delhi consultation programme was moderated by Dr AL Sharada , Director-Population First, and attended by Ena Singh, Deputy Country Director- UNFPA, N Madhavan, Sr Associate Editor-Hindustan Times, Pamela Philipose, Sr Researcher- Indian Council of Social Science Research, Sunit Tandon, Director-Indian Institute of Mass Communication and various other dignitaries.

Media dignitaries along with Dr A L Sharada and participants actively participating during the discussion



LEADERSHIP @ MEDIA BY THE TALK AND LAADLI

The Talk, an association of experienced professionals across advertising, marketing, media, consulting and training fields, partnered with *Laadli* to organize a deliberation on challenges of media leadership and their role in building inclusive organizations.



Anuja Gulati, State Coordinator, UNFPA, Delivering the key note address (Left) Dr AL Sharada along with the panelists during the discussion

A consultation session in Chennai was held with prominent dignitaries including Anuja Gulati, UNFPA, Bina Sujit, Editor of JFW, Dr S Krishnaswamy, award-winning documentary film maker, Dr Gopalan Ravindran, HOD, Dept of Journalism and Communication, University of Madras, Anuradha Nagaraj, city-editor of Deccan Chronicle and Mr. Shyam Kumar, CEO of PuthiyaThalaimurai presented the key note address.

SEMINAR ON WOMEN EMPOWERMENT

A seminar was organized by Indialogue Foundation and Wisdom Foundation in Mumbai on 5th August 2015. The seminar chaired by Dr A L Sharada, Director, Population First, presented papers and presentations on women. The key presenters were Prof Dr Vibhuti Patel (SNDT University), Dr Illina Sen, Professor-TISS, Ms Vahida Nainar, Activist, Researcher and Consultant, Dr Wandana Sonalkar, Ex-Director-Dr Babasaheb Ambedkar Marathwada University, Aurangabad, Dr Nandita Shah (Akshara) and Shri Harish Sadani, Founder, Men Against Violence and Abuse.

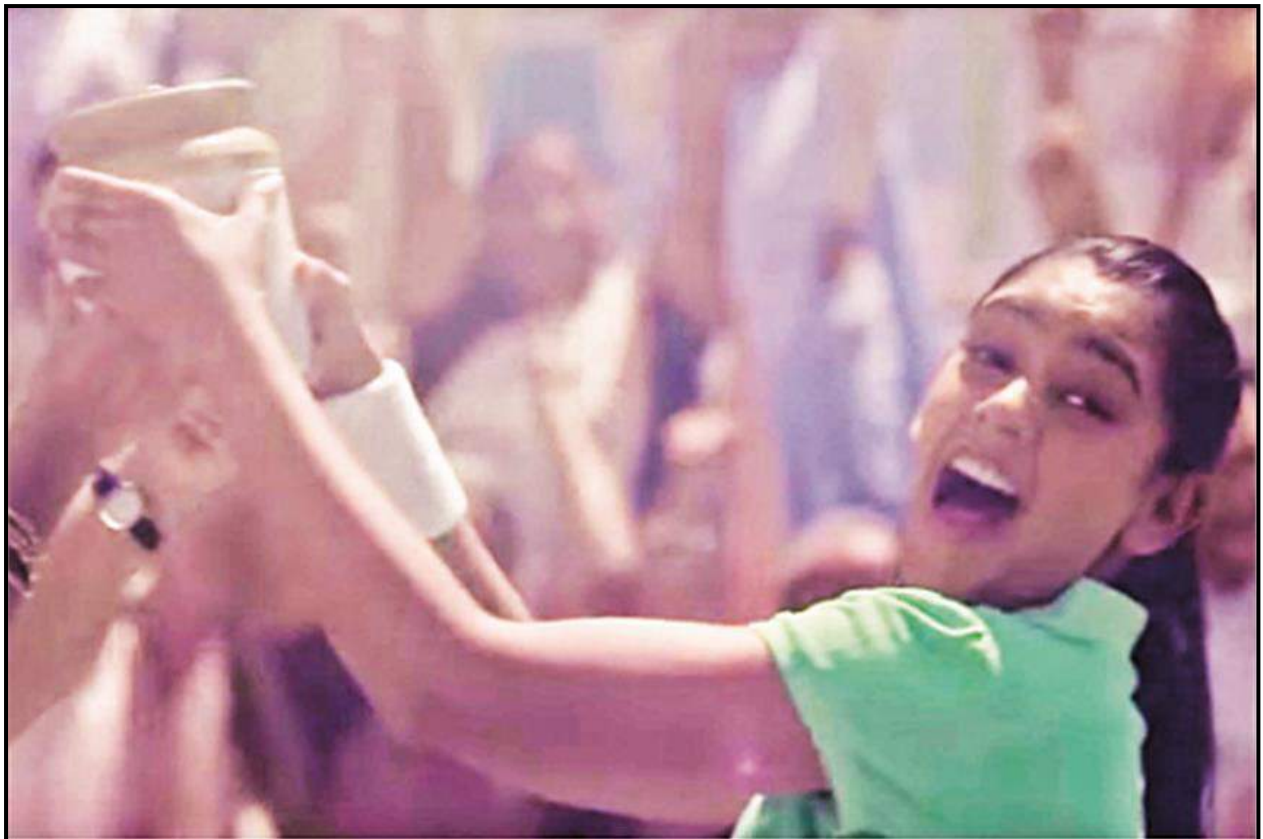
Panelists during a sessions chaired by Dr A L Sharada, Director, Population First

BRAND SALIENCE STUDY WITH ADLANDERS

Population First in association with one of the foremost brand magazine-Campaign India commissioned a study and sought perspectives from adlanders on (i) progressive portrayals, stereotyping and objectification of women in ads (ii) sensitivity of the agencies today and (iii) factors contributing to this sensitivity. We consider this study as a milestone towards our efforts to sensitize on gender in the advertising fraternity on gender. The perspectives gained thus are a rich collection of ideas, thoughts and reflect reality.

We highlight some interesting perspectives which give an insight into the current scenario of portrayal of women in advertisements. You can read the full story by visiting the URL <http://www.campaignindia.in/article/gender-sensitivity-in-ads-truth-or-tokenism/424376>

Gender sensitivity in ads: Truth or tokenism?





Is Indian advertising gender sensitive in its portrayal of women today?



"In my view, gender sensitivity cannot be prescribed. It is a question of sensibility, of both advertiser and agency, which will help create work that portrays women progressively. Having said that, creating a conversation around the subject is definitely a step in the right direction," **Kartik Smetacek, ECD, L&K Saatchi&Saatchi.**



, "The portrayal of women is much more progressive now than earlier. Women are shown as much more than just wives, mothers and homemakers. They are shown increasingly as strong and self actualised individuals who can be professionals, entrepreneurs or whoever they choose to be." - **Ajay Gahlaut, ECD, Ogilvy & Mather**



"Stereotyping continues to exist, and while it is changing, we have a long way to go'. Objectification seems to have come down, he contends, adding that positive and progressive portrayals are many today." **Rajesh Ramaswamy, ECD, Lowe Lintas**

| The study showed while all respondents felt there has been some change, there is a considerable need for a change atleast in two product categories – deodorants and automobiles.



What is objectification?

I don't think we have moved much in this (objectification). Most of us are still happy showing a pretty woman. Job done."

Sabuj Sengupta, ECD, Hakuhodo Percept

Specially when you go to small towns where local billboards objectify women to the extent of being hilarious,"

Shayondeep Pal, Former Lowe creative

"India is a very heterogeneous market. So a lot co-exists together. While we have these parallel, inspiring narratives by Anouk, Tanishq, Dove, the dominant narrative has not changed. So, a lot of communication on the real, mass brands is still within the popular, socially acceptable framework."

FCB Ulka group CD VasudhaMisra



Recommendations to take the Laadli movement further



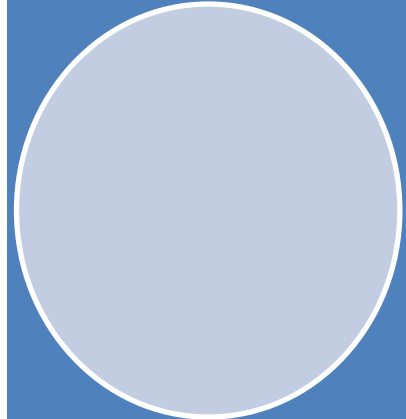
Laadli is an excellent initiative. After all it was the first of its kind. People have become aware that they need to care. They need to save the girl and bring her up as equal as boys."

Anjali Rawat, Scarecrow



"I think Laadli should also take in to confidence, clients. We just give birth to ideas; it's the client who makes it happen. If Laadli, clients and agencies work together we can drive this change."

**Pramod Sharma,
Rediffusion Y&R**



"Nationally relevant films are made tax free. Can we follow a similar approach to gender sensitivity? Large media discounts on projects that exhibit such ambition. Can Laadli get the media community to think like that?"

**Auryndom Bose, Dentsu
Creative Impact**



The idea of calling for a gender study was to celebrate the portrayal of women in advertising as well as deepen our understanding on existing gender portrayal. While there is a lot of progress to be made in effectively portraying women in advertisements, it is commendable that the ad fraternity has begun to consider the deep rooted prevalence of insensitive portrayal of women in the media.

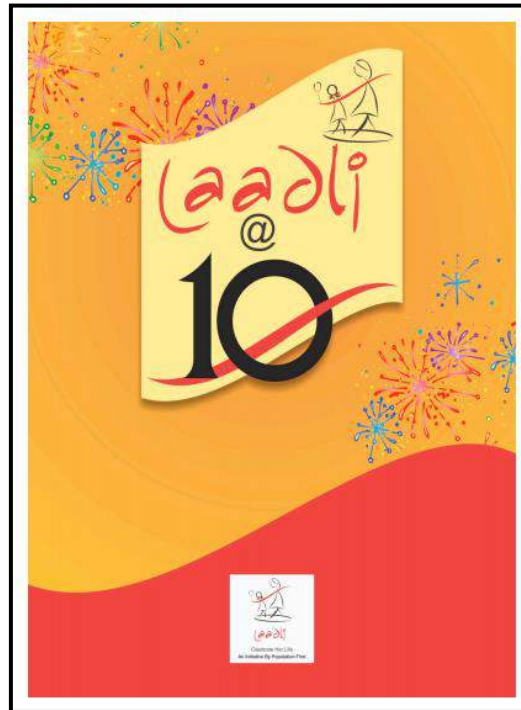
LAADLI @ 10



The flagship campaign of Population First 'Laadli' completed a decade in June 2015. It was a momentous day marked with events, stories of the journey marked with anecdotes and speeches. The event also had a special screening of a short film on the journey of Laadli in the past decade, followed by, a standup comedy act by one of India's first female stand-up comedian Aditi Mittal, performance by pop star Suneeta Rao, enactment of a scene from a play 'Jaisi App ki Marzi', directed by Nadira Babbar and a salsa performance by Dancing Souls. The event also saw the felicitation of 10 of its patrons who have been a pillar of strength for Laadli through the decade. These included Manjul Bhardwaj, Anjum Rajabali, Vibhuti Patel, Tina Mehta, Ramesh Narayan, KV Shridhar, Dolly Thakore, Suneeta Rao. Campaign Magazine and UNFPA were the two organisations who were also felicitated for their continuous support.

In line with the celebration, Population First announced ten activities to be carried out during the year in collaboration with different partners. Some of the activities include an art competition for art colleges, enactment of street plays, scriptwriter's fellowships, media fellowships, film festivals, among others. The event culminated with

announcement of the launch of an e-book, a compilation of encouraging messages from various supporters of Laadli during the evening.



Campaign India May 2015



GENDER AS A FRESH CATEGORY OF AWARDS IN GOAFEST 2016

In the year 2015-16 we explored various channels for discussion and one of the outcomes was the inclusion gender sensitivity as category in one of the most celebrated advertising awards of the country Abby at Goafest 2016.

It was a momentous occasion for Laadli as it had pursued relentlessly with the Ad club to make this happen. A special campaign on gender violence was also included at the fest.



Myntra Anouk calling – The campaign by Hectic Content won at the Goafest 2016 for its sensitive portrayal of women

STANCHART MUMBAI MARATHON 2016



"It was a wonderful experience to run for a cause and to connect with the public the idea of an equal society" – Dr A L Sharada, Director, Population First

LAADLI MEDIA COVERAGE



Rapid population growth and expansion of cities pose a big obstacle to the success of any vigilance and surveillance mechanism, says A. L. Sharda, programme director at Population First, one of the main partners of the United Nations Population Fund in India. Unless the government regulates urban development, violence against women on roads is unlikely to come down, she says.

'Road safety is not about making a few vehicles smart,' Sharda tells IPS. 'It's about making roads safe for women to go out at any time of day or night with confidence. To do that we need better governance, better policing and also a good community-based support system for women. Without these, you can't change the scenario.'

Sharda cites the example of Mumbai, that has seen a spate of sexual assaults against women on the road of late. 'The government has installed CCTVs at most crossroads. But most of these cameras are either defunct or of poor quality. Also, the police patrolling is so inadequate that women are molested and attacked even in broad daylight. Where is the mechanism to ensure that the gadgets are in working condition?'

Some also point to a 'gaping hole' in the road safety plan, such as the exclusion of trains, used by millions of women every month. There are widespread reports of women being molested, raped and even murdered on trains.

A recent victim was a 23-year-old engineer from Madhapuram, a city 30 km from Hyderabad. On Jan. 16 her body was found by a road outside Mumbai where she worked for a leading software firm. She had reportedly boarded a train from Hyderabad to Mumbai 12 days earlier.

'Whether in city trains or metros, there are so many instances of horrific violence against women,' says Sandhya Pushpandit, a documentary filmmaker and activist at Akshara, a Mumbai-based NGO. In 2008, Akshara had co-launched India's first emergency helpline for victims of gender violence aiming to provide an ambulance within 10 minutes of a call.

'But our trains have no helpines and emergency call buttons. One can pull a chain and bring the train to a halt, but this in itself doesn't guarantee either the victim's safety or the arrest of the criminal. Besides, in a small public transport vehicle like the auto-rickshaw, the emergency call button might well be discovered by the rapist,' Pushpandit tells IPS.

One solution, says Anu Maheshwari of Young Leaders Think Tank, a New Delhi-based youth policy research group, is to address the factors that trigger fear among women on the move.

Maheshwari shares some insights from a recent survey that the think tank undertook in 16 Indian states: 'From the data we collected, 50 percent of sexual assaults on public transport happen in poorly lit areas. In most cases, the driver of the public transport vehicle violates traffic rules, such as jumping the signal or allowing more passengers than the law permits.'

'Our study shows that women do not trust the police well enough to call for help. So improving road infrastructure, strict implementation of traffic

- Related IPS Articles
- ▶ Violence Against Women Surging in India
 - ▶ Fear of Rape Stalls Indian Women
 - ▶ Award Spotlights Indian Women Helping Women
 - ▶ Indian Boys Get Lessons In Respect

<http://www.ipsnews.net/2014/02/women-move-danger/>

N-E inspired Beti Bachao, Beti Padhao scheme: NGO

BY OUR REPORTER | THURSDAY, OCTOBER 29, 2015

Share 0 Tweet 2 Like 1 +1 0 Print 4

SHILLONG: The better child sex ratio and positive approach to girl child in Meghalaya and the rest of the North East was an inspiration behind the 'Beti Bachao, Beti Padhao' scheme initiated by the Modi government at the Centre.

"The North East which had better child sex ratio (0-6) compared to others states, was a case study to help launch the ambitious scheme," said A.L. Sharada, an NGO leader from Mumbai representing Population First, which focuses on empowerment of women and children.

While Meghalaya has a girl child sex ratio of 970 per 1000 boys (0-6 years) as per the 2011 Census, the sex ratios of other Northeastern states are Arunachal Pradesh (960), Nagaland (944), Manipur (934), Mizoram (971), Tripura (953), Assam (957) and Sikkim (944).

"Considering the current national average of 914, the sex ratio in the Northeast is comparatively higher," Sharada said while addressing a press conference here on Wednesday.

The NGO leader, however, said that compared to the 2001 Census, there has been reduction in the child sex ratio in the Northeast as per 2011 Census which is a cause of concern and needs to be addressed.

Moreover, as per the Census in terms of urban and rural areas of the North East, there is significant increase in sex ratio in the rural areas of some states compared to urban centres.

The NGO, Population First, is a communication and advocacy initiative for a balanced, planned and

The Shillong Times

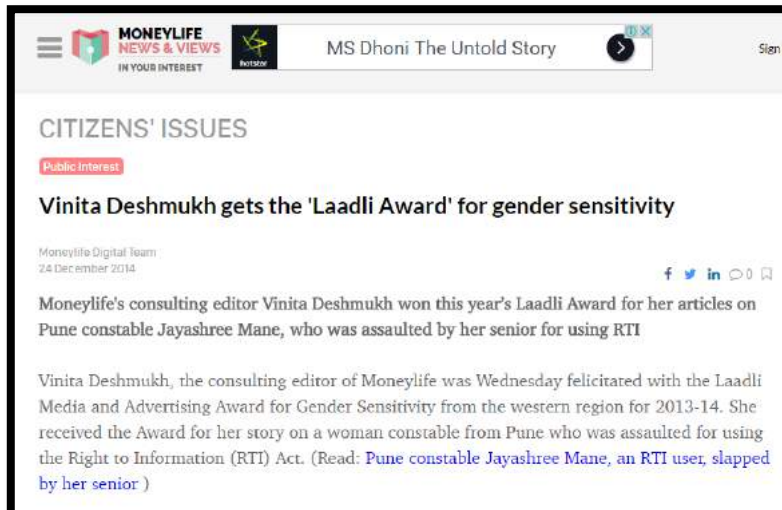
<http://www.theshillongtimes.com/2015/10/29/n-e-inspired-beti-bachao-beti-padhao-scheme-ngo/>



Laadli Media awards 2014



Dr Sharada with Paromita Vora, Meghna Pant & Dolly thakore at the Feminist Rani Panel Discussion



<http://www.moneylife.in/article/vinita-deshmukh-gets-the-laadli-award-for-gender-sensitivity/39953.html>



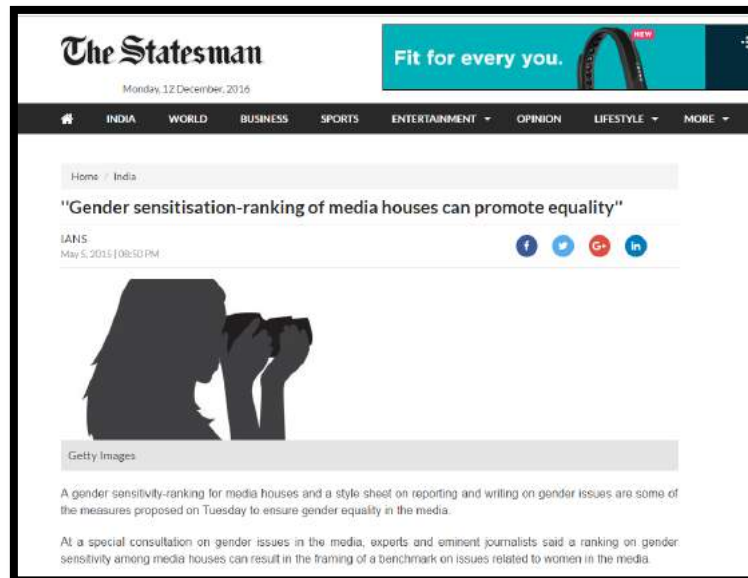
Laadli media awards

<http://www.dailyexcelsior.com/chetna-verma-wins-best-op-ed-award/>

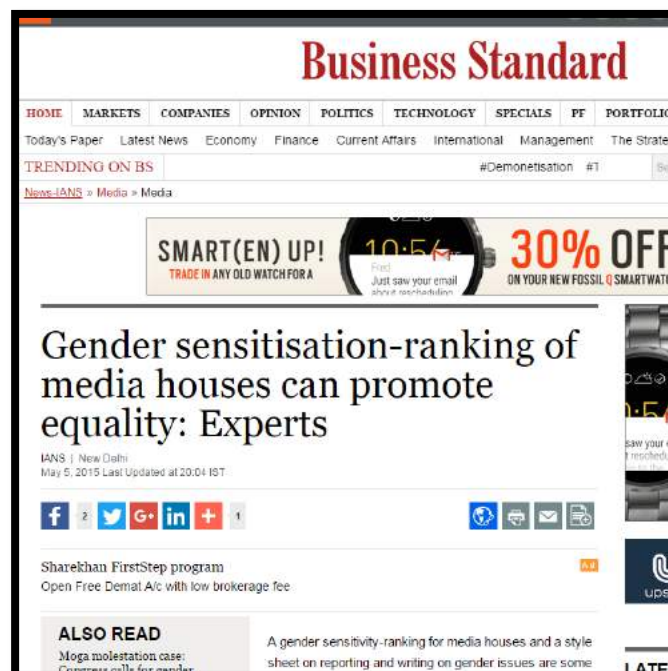


<http://odishasuntimes.com/2016/03/19/laadli-media-awards-5-journalists-odisha/>

PRESS INTERACTION WITH DR SHARADA



<http://www.thestatesman.com/india/gender-sensitisation-ranking-of-media-houses-can-promote-equality-61560.html>



http://www.business-standard.com/article/news-ians/gender-sensitisation-ranking-of-media-houses-can-promote-equality-experts-115050500984_1.html

ONLINE CAMPAIGNS

#mymommyvoice selfie contest

Laadli ran this contest on Facebook and Twitter to celebrate Mothers Day. Best entry won the most coveted Lata Mangeshkar, 'Laadli Voice of the Century' musical CD.



SPECIAL MESSAGES FROM LAADLI



#StayAlertStaySafe

The First Step to Stop Sexual Harassment comes from Staying Alert

Often, we are so engrossed that we do not realize that some cheapo is touching us.

#StayAlertStaySafe
– Get Better Street Sense.

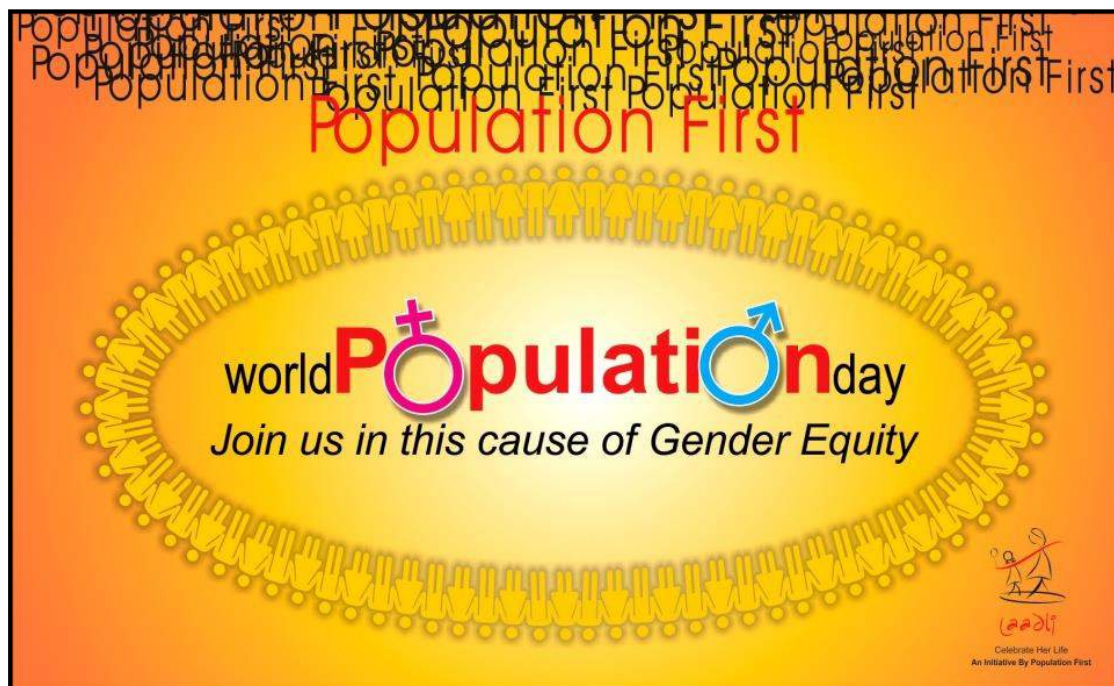
Whenever you are - on the street, in an office building or shopping mall, driving, waiting for bus or subway - stay alert and tuned into your surroundings.

LAADLI
Celebrate Her Life
An Initiative By Population Fund

Happy Doctors' Day
Together towards **Gender Equity**

LAADLI
Celebrate Her Life
An Initiative By Population Fund

SPECIAL MESSAGES FROM LAADLI



SPECIAL MESSAGES FOR *LAADLI*



MONICA TATA
HBO India, Managing Director

It's been a pleasure and an honor to be part of the *Laadli* journey albeit in a very small way.

I think what *Laadli* has been able to achieve in highlighting the issues on gender sensitivity especially in the world of advertising and media has been commendable.

I have had the privilege to lead some of these initiatives which have been supported by *Laadli* be it - VOW - Violence on Women and Changing Gender Frames, both being IAA initiatives.

Am sure all the work *Laadli* has done in the past decade will make for a strong foundation to build a solid structure which will take *Laadli* to the next level of success in the coming decade.



K.V.SRIDHAR (POPS)
Sapient Nitro, Chief Creative Officer

A world of Her and for Her

I remember some time in 2005, right in its inception year, both Bobby and Dr. Sharada approached me and briefed about their campaign on girl child - *Laadli*. They asked me to associate and I told them that they are selling a convert and that I was already living the philosophies of the campaign in my own work. I told them about my habit of replacing boys with girls in most ads that my team creates and shared work like the HDFC campaign where a girl gifts her dad a car and other campaigns, which was originally written as a boy gifting his dad. **I also told them that I realize the importance of a girl child in a family, as ours didn't have one from two generations, my dad didn't have a sister and nor do I.** Since then it has been a great journey with *Laadli* and it's heartening to see that, what started off as a campaign has become a movement for a larger purpose of gender equality today. The effects are evident, as per just one parameter - the entries we received for the *Laadli* Media Awards have increased from less than 100 during early years to more than 1000 now. I've been privileged to be a part of this movement, we have come a far way in the last 10 years with a realization that there's a lot that still needs to be done in this regard. I'll speak for advertising—we should continue sensitizing the brand makers - both the advertisers and the agencies. Many a times it's very subtle but the consequences are far-reaching. For instance the family planning ads always promoted the imagery of a perfect family with two kids - a boy and a girl sounds fair at the outset; but this imagery...



RAMESH NARAYAN
Canco Advertising Pvt. Ltd, Managing Director

Ten years is a blink in the life of an organization. The *Laadli* story has been replete with challenges and successes. Whether it was changing Governmental legislation or peoples mindsets, nothing is easy. Change comes gradually, and with great difficulty.

And the *Laadli* team has steadfastly chipped away, on this huge yet critical job it has cut out for itself. I have watched the efforts and the success of *Laadli* from a distance. It has been very gratifying.

To me, the growth of the *Laadli* Media Awards, the interactions that *Laadli* has had with the communications industry, the gender sensitization programs and the GS index in Campaign have all been great triumphs for *Laadli*.

No doubt there are more that I have not listed. Bobby and Sharada, you'll have been doing a wonderful job and I wish you and the *Laadli* team all the best.

I realize that in your success, lays ours.



SAM BALSARA

Madison Communications, Founder, Chairman & MD

"I am delighted that an important initiative-like Laadli, to promote the cause of the girl child has been initiated and taken up by a senior advertising person like Mr. Bobby Sista. My compliments to him, for devoting his post advertising life in service to Indian society. For India to unleash its real potential we have to harness and unleash women power and this can be done only if deep rooted beliefs detrimental to the girl child and women are buried and women are considered on par with men by all sections of society.

In the 80s & 90s, it was advertising that did a lot to promote the new modern woman, project her as a confident young lady, as capable as her male counterpart, managing the home and work efficiently and bring her out of the kitchen and home.

It is heartening to know that the cause has been further widened to focus on gender equality. Gender equality is very important especially in the corporate world. Advertising plays a big role in gender equality through the ads that the industry creates. Creating awareness and sensitizing creators of advertising on this subject is very important.

Laadli should focus on creating not just awareness but persuading the poorer and conservative sections of Indian society of the importance of gender equality for their own good.

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.



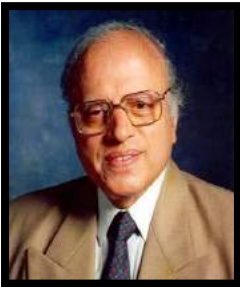
Deepak Parekh is Chairman of the Housing Development Finance Corporation Limited (HDFC), India’s pioneering and best known housing finance institution. Under Mr. Parekh’s guidance HDFC has supported various social initiatives in the areas of education, child welfare, medical research among several others.



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. 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.



green revolution

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 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



Dr. Sharada is the Director of 'Population First' 1is active in the developmental 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.

MEDIA AND ADVERTISING ADVISORY GROUP

A consultative meeting with PF's media and advisory group members is organised once in a year to discuss how communication professionals could address gender issues in media and advertising effectively. The Group also provides valuable inputs and innovative ideas to make our campaigns and projects more visible apart from guiding us regarding the likely partnerships and collaborations with media and advertising.

Following are the members of our Media and Advertising Advisory Group

Name Company Name

Name	Company Name
Anil Nair	Law & Kenneth
Balki (R. Balakrishnan)	Lowé Lintas
Goutam Rakshit	Advertising Avenues
Josy Paul	BBDO
Kalpna Sharma	Independent Journalist
K. V. Sridhar	SapientNitro
Lynn De Souza	Lintas Media
M. G. Parameswaran	Draft FCB Ulka
Madhukar Kamath	Mudra Communications Pvt. Ltd.
Mayur Verma	Ogilvy & Mather
Mohammed Khan	Freelancer
Nargis Wadia	Mentor
Prabhakar Mundkur	Percept H Pvt. Ltd
Pradeep Guha	9XM
Pradyuman Maheshwari	Mxm India Pvt. Ltd.
Pranesh Misra	Brandscapes
Praveen Kenneth	Law & Kenneth
Prem Narayan	Ogilvy & Mather
Priti Nair	Curry Nation
Rajiv Agarwal	Nexus Equity Advertising
Ramesh Narayan	CancoIndia
Ranjona Banerjee	Independent Journalist
S. Subramanyeswar	Lowé Lintas
Seema Sood	Leo Burnett
Soumitra Sen	DDB Health and Lifestyle
Subhash Kamath	B. B. H. Advertising
Sumanto Chattopadhyay	Ogilvy & Mather
Thampoo Jacob	Span Communications
Vinod Nair	Clea Public Relations Pvt. Ltd.

HONORS & AWARDS

Lifetime achievement award for Shri S V Sista



Mr. S V Sista being honored the lifetime achievement award by the Advertising Agencies Association of India

It was a moment of pride and privilege as Mr. S V Sista, the renowned ad veteran and Founder –Population First, was honored with a Lifetime Achievement Award by the Advertising Agencies Association of India (AAAI) in July 2015.

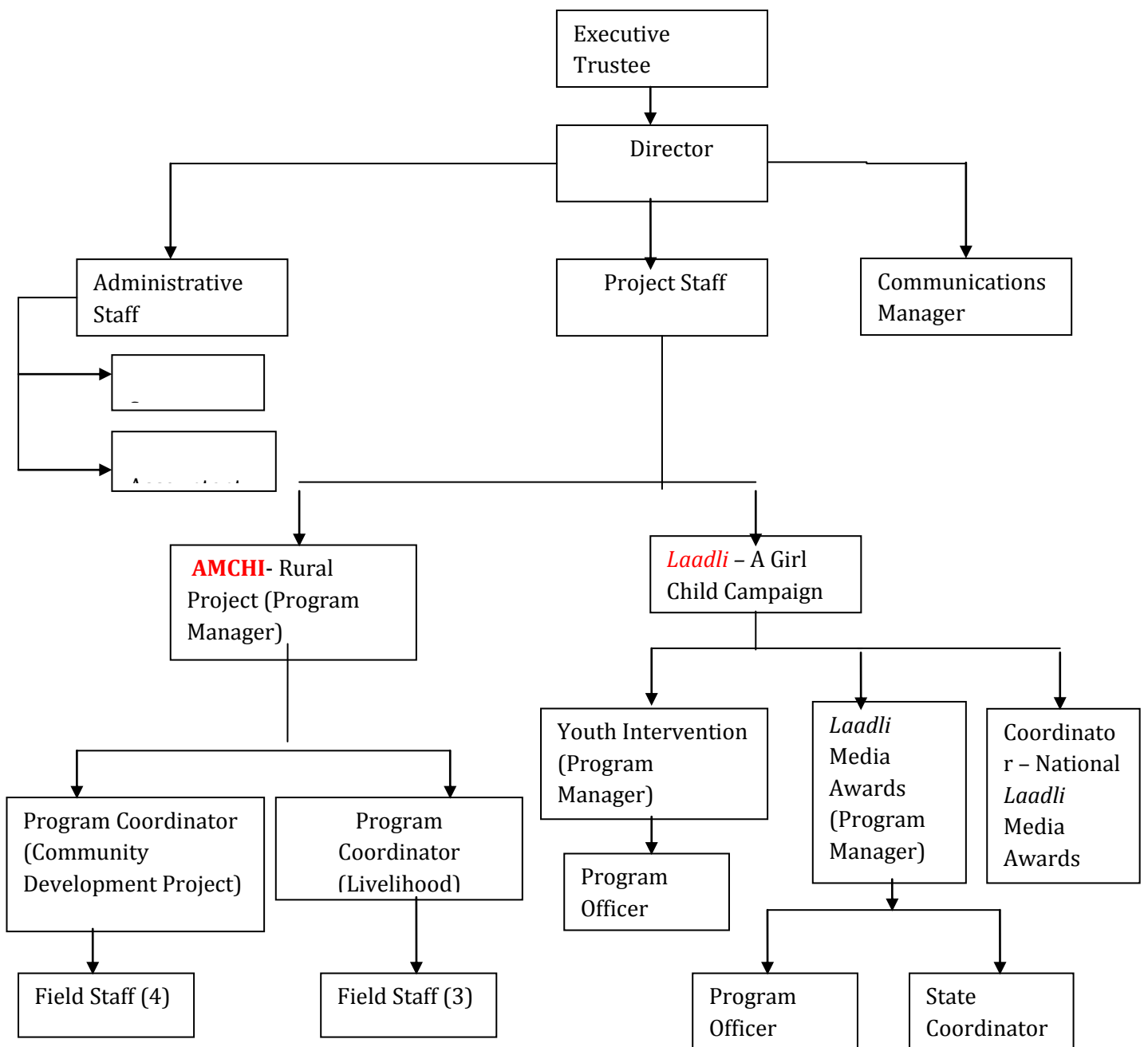
The advertising veteran, ‘Bobby’ as he is much lovingly known as, is one of those stalwarts who have guided Indian Advertising to consistently higher standards. Known for his professional integrity he constantly fought to ensure ethical business practices in a fiercely competitive profession. Always committed to the growth of the advertising profession and its image, Mr Sista has held important offices in many councils and associations. He was associated with organizations such as Advertising Agencies Association of India (AAAI), The Advertising Standards Council of India (ASCI), Audit Bureau of circulations (ABC). He was also one of the Founders of “The Advertising Club”, Bombay in 1954.

Long before the word CSR came into existence, it was consciously made aware to the corporate houses by MrSista with his passion and determination to be the change maker. His drive and energy put Population First on solid ground and has helped it forge a strong relationship with advertising and Media

professionals and agencies. Our flagship campaign Laadli saw the completion of a decade under the strong leadership of MrSista Congratulations to you Sir! You prove to be the biggest source of inspiration for us at Pop First.

ORGANIZATIONAL CHART

Organizational Chart



STAFF POSITION BETWEEN APRIL 2015- MARCH 2016

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	2015- Till date
4	Preeti Gopalkrishnan	Programme Director	Oct 2015- Till date
5	Meenal Gandhe	Programme Manager	2015-Till date
6	Bhuvana Ramalingam	Programme Manager	2015- Till date
7	Asha Wellorker	Accountant	Jan 2016-Till date
8	Mr. Yogesh Gharat	Data Entry	Feb 2016- Till date
9	Tasnim Munim	Communication Manager	Nov 2014- Till date
10	Neeta Khajuria	Programme Manager	May 2013- Till date
11	Melanie Fernandes	Project Co-ordinator	Aug 2013- Till date
12	Ms. Bhakti Vasani	Programme Officer	Jun 2012 - July 1, 2015
13	Rajshree Damle	Programme Manager	May 1 2015 to Aug 1 2015
14	Ms. Anupriya Sathe	Programme Manager	April 2013- Dec 1 2015
15	Mr. Swapnil Shirsekar	Accountant	Oct 2009- Feb 1 2016
16	Ms Sangeeta Trubhuvan	AMCHI Project Co-ordinator	Mar 2007 – Till date
17	Pathan Fazal Feroz Khan	AMCHI Project Co-ordinator	Apr 2007 – Till date
18	Dilip More	Field officer -AMCHI	May 2009 – Till date
19	Sadhana Chaudhary	Village Co-ordinator- AMCHI	Feb-2013- Till Date
20	Nisha Walimbe	Jr Village Co-ordinator- AMCHI	June 2013 – Till date
21	Sandhya Patekar	Sr Field officer-AMCHI	Dec 2011 – Till date
22	Vishaka Nirpurte	Sr Village co-ordinator	Nov 2009 – Till date
23	Bharti Maskar	Jr Village Co-ordinator- AMCHI	May 2009 – Till date

Salary Structure

Salary Structure as of 31st March 2016

Salary Structure	Male	Female	Total
Above 50,000		1	
30,000 to 50,000	1	3	
10,000 to 30,000	2	8	
Below 10,000	1	6	
Total Number of Staff			22

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

DONATION DETAILS

Please consider supporting us in our work by making a contribution to our programmes or our corpus. Your contributions will help us in a big way to bring positive change in society. To support activities under *Laadli* Media Advocacy Initiatives through Donations, Sponsorships and Collaborations please contact us on: advocacy.populationfirst@gmail.com

To support activities under *Laadli* Youth Initiatives through Donations, Sponsorships and Collaborations please contact us on: development.populationfirst@gmail.com or you may call us @ +91-74990-77771

To donate support activities under AMCHI (Action for Mobilisation of Community Health Initiatives) through Donations, Sponsorships and Collaborations please contact on amchi.pf@gmail.com

Cheques 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.

OUR DONORS 2015 -16

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Priya Kumar Events		
Hitkari Trading Corp		
Meher Artquest Pvt Ltd		
Super Services		
INDIVIDUALS		
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Priya Jaggi	Srinivas Kumar Alamuru	Bhuvana Ramalingam
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Bela Gupta	Beena Kumari	Indu Rao
Vishaal Gupta	Srikrishna B N	Pallavini Sinha
Mehul Desai	Vijaya Bhaskar Pedomallu Munmun Ghosh	Ms Sara

Surekha Marandi	Ajit Balakrishnan	Anil Lobo
Preeti Gopalakrishnan	NUSURAT RANGWALA	Prashant Abhyankar
Leela Meher	Amita Chugh And Vijay Chugh	Neil Fernandes
Suchitra Maurya	KAUSHIK Roy	Gayetri Misra
Seth Kearasp Meherjibhoy Mistry Public charitable trust	N S Kishore Kumar	Mangesh Londhe
Krishna Ramkumar	Sulekha Bajpai	Seema Garg
Ameeta Shah	Shailesh Shukla	SUBHASH Malkhede
Rohit Amin	Minoo Mantri	Sangeeta Malkhede
Alifiya Kapadia	Ganesh Dhumadia	Rahul Gandhe
Gokul Krishnamoorthy	Madhurie Pandit	
PROJECT FUNDING		
UNFPA	HT Parekh Foundation	ICICI Foundation (SID)
	Mahindra & Mahindra Financial Services Ltd	Royal Bank of Scotland (RBS)

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,
2016

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2016	MARCH 31, 2015		MARCH 31, 2016	MARCH 31, 2015
	Rupees	Rupees		Rupees	Rupees
Trust Funds or Corpus :- Balance as per last Balance sheet	700	700	FIXED ASSETS (As per Schedule 'B') Balance as per last Balance Sheet	1,47,233	45,452
Adjustment during the year (give details)		-			
Other Earmarked Funds :- (Created under the provision of the trust deed or scheme out of the Income)	700	700	Additions during the year	-	1,29,356
			Less :- Sales during the year	-	-
			Less :- Transfer to Other Earmarked Fund	10	-
			Less :- Depreciation for the year	21,628	27,575
Depreciation Fund	-	-		1,25,595	1,47,233
Sinking Fund	-	-	Investments (in Mutual funds) :-		
Reserve Fund	-	-	1,979.282 units B 43	4,50,000	4,50,000
			Birla Sunlife Cash Manager - Growth		
			217.125 units SBI	4,50,000	4,50,000
			Magnum Insta Cash Fund - Growth		
Any other Fund (As per Schedule 'A')	46,52,657	61,06,764	Note : the market value of the above investment is Rs.1444764	9,00,000	9,00,000

	46,52,657	61,06,764			
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	5,555	-			
For Expenses	17,78,604	15,20,672	Loans (Secured or Unsecured) : Good / Doubtful		
For Advances	20,00,000	22,00,000	Loans Scholarship	-	-
For Rent and Other Deposits	-	-	Other Loans	-	-
	-	-			
			Advances :-		
Income and Expenditure Account :-			To Prepaid Expenses	21,881	25,569
Balance as per last Balance Sheet	37,84,159	37,20,672	To Employees (As per Schedule 'C')	-	10,101
Less : Appropriation, if any	80,72,513	59,59,737	To Receivables (As per Schedule 'D')	2,89,622	-
Add : <u>Surplus as per Income and Expenditure Account</u>	15,09,340	21,12,776	To Tax Deducted at Source	3,65,752	2,58,633
			To Others - Deposits (As per Schedule 'E')	1,73,500	32,860
				8,50,755	3,27,163
	95,81,853	80,72,513			
BALANCE C/F	1,80,19,369	1,79,00,649	BALANCE C/F	18,76,350	13,74,396

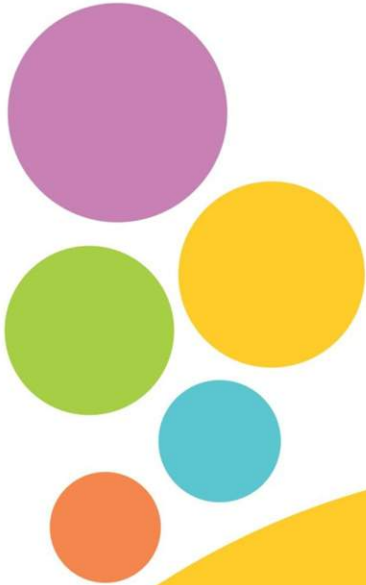
The Bombay
Public Trust
Act, 1950

SCHEDULE – VIII
[Vide Rule 17 (1)]

Name of the Public Trust:
POPULATION FIRST
Balance
Sheet As At:
MARCH 31,
2016

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2016	MARCH 31, 2015		MARCH 31, 2016	MARCH 31, 2015
	Rupees	Rupees		Rupees	Rupees
BALANCE B/F	1,80,19,369	1,79,00,649	BALANCE B/F	18,76,350	13,74,396
			Income Outstanding :-		
			Rent	-	-
			Accrued Interest	71,506	54,656
			Other Income		-
				71,506	54,656
			Cash and Bank Balance :-		
			In Saving Account with HDFC Bank	12,77,298	46,71,990
			In Saving Account with HDFC Bank - FCRA A/C	30,00,428	20,55,553
			In Saving Account with IDBI Bank A/c no.004104000125956	14,945	2,59,039
			In Saving Account with IDBI Bank A/c no.004104000099271	2,76,095	11,92,505
			In Saving Account with Indian Bank	2,20,426	
			In Fixed Deposit Account with HDFC Bank	1,12,64,130	82,64,130
			With the Trustee	-	-
			With the Manager	18,191	28,380
				1,60,71,513	1,64,71,597
			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		
Total Rs.....	1,80,19,369	1,79,00,649	Rs.....	1,80,19,369	1,79,00,649



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