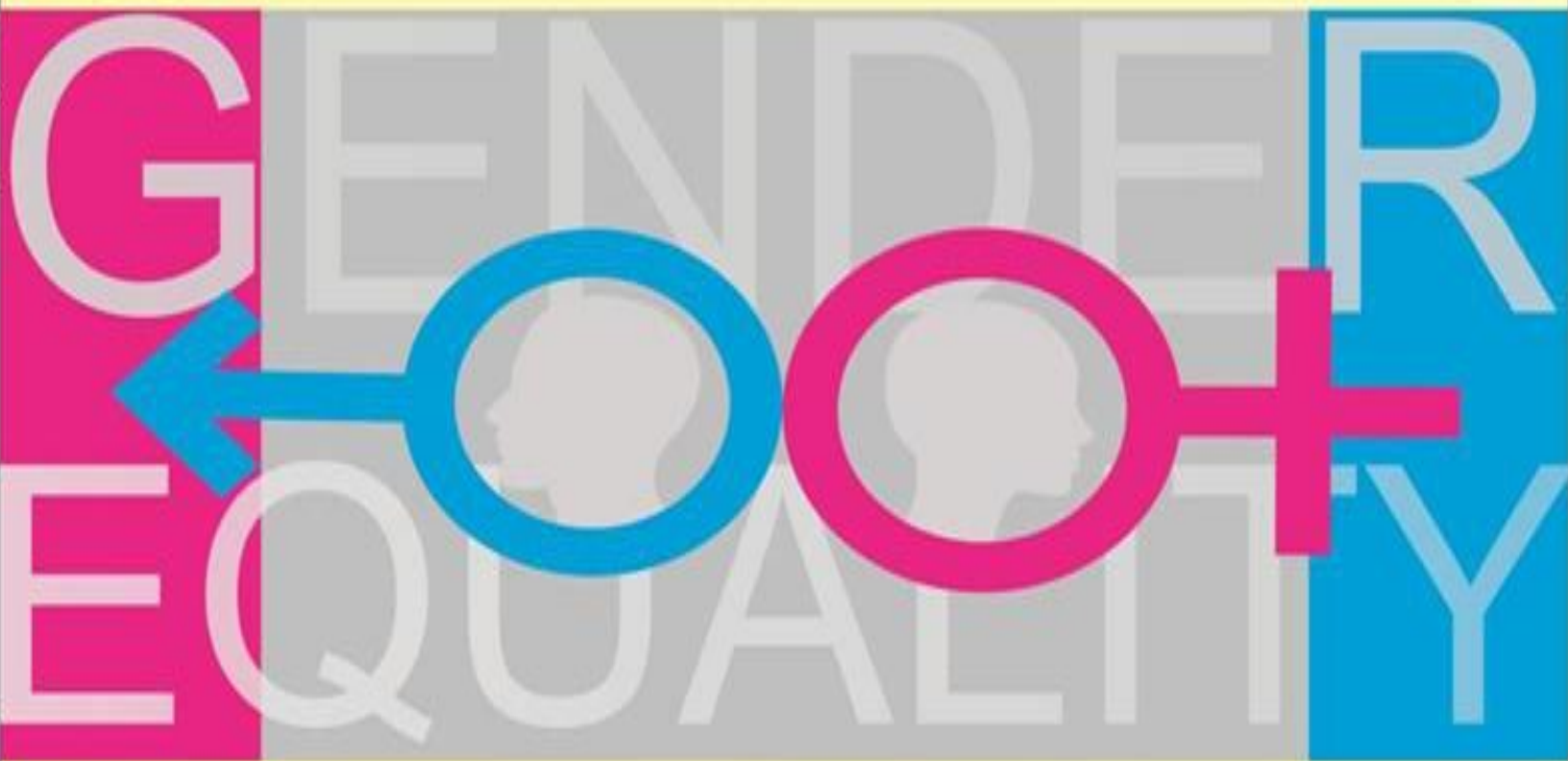


Population First

ANNUAL REPORT



Lead

Celebrate Her Life
An Initiative by Population First

APRIL 2016 - MARCH 2017

आमची
AMCHI

FOREWORD

It gives me great pleasure to present the Annual Report for the year 2016 -2017. The year was eventful with many new partnerships being forged.

In partnership with IAA we were able to take the *Laadli* Media Awards to the South Asia Region. Winners from Pakistan, Srilanka, Nepal and Mauritius were felicitated at the National *Laadli* Media Awards event on Friday, May 12, 2017, at the Tata Theatre, NCPA.

We also had Sahachari Foundation and NCPA joining together to organize a fundraiser for *Laadli*, titled 'The Bard of Bengal' with Ms. Jaya Bachchan and Mr. Gulzar reciting Tagore's poetry in Bangla and Hindi.

Tech Mahindra Foundation came forward to support three posts of the core staff of Population First, who are providing technical support to the various initiatives of Tech Mahindra Foundation.

As we always say, *Laadli* is not a project but a movement and we hope more and more people and organisations join hands with us to fight the malaise of gender inequality, injustice and violence.

When it comes to community mobilization and women empowerment at grass root level, AMCHI has been consistent in its achievements. Our team is being recognised as a reliable partner for the Government and we have been co-opted into the block and district level programme monitoring committees.

We are happy to share that close to 5.5 crore Government funding was mobilised by the people for village level development programmes through the support of AMCHI. We hope we facilitate more communities to work for their rights while discharging their responsibilities as concerned citizens.

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

Mr. S.V. Sista

Dr. A.L. Sharada

Introduction



Population First (PF) is a not for profit organization registered in March 2002 under the Bombay Public Trusts Act, 1950.

OUR VISION

An India where every child is wanted, cared and nurtured;

An India where every woman is empowered to exercise her rights;

An India where every citizen is secured a life of social well being, free of poverty, violence and discrimination;

An India where health and population programmes are pursued as an integral part of social development and gender equality in an environment of collective responsibility

The vision is articulated in these four statements which reflect the values and aspirations of Population First.

The first three statements represent the basic rights which children, women and all citizens should be entitled to enjoying a state of social and economic well being. The last statement places the health and population programmes within the overarching framework of a rights based approach with emphasis on institutionalization of collective responsibility.

The words “wanted, cared and nurtured” indicate our commitment to ensure that children are planned, welcomed and nurtured. This is possible only when parents are able to make informed choices regarding planning their families and have access to quality health services and other development opportunities.

“Empowering a woman to exercise her rights” is yet another dimension which refers to creating awareness about her rights and providing necessary support, at the individual, family, community and societal level, to enable her to exercise the rights. Particularly, her right to reproductive health – to lead a life free of disease and debility associated with unwanted, forced and unplanned fertility.

The focus in the third statement is on “social well being” defined in terms of safety and security and the ability of individuals to access development opportunities. It places particular emphasis on equality, equal opportunities and aspires for a society free of violence and discrimination. Life free of violence is included as a life free of fear of denial, deprivation and exploitation is crucial for the growth and development of any individual and society.

Population growth is inextricably linked with social development particularly social disparities, unequal access to resources, facilities and institutions, and denial of choices and opportunities to the disadvantaged segments of the society. We are committed to creating an India where achieving a decent quality of life for its people through social development and gender equality is seen as a responsibility shared by the corporate sector, civil society and the media with the government.

The key objective:

To work towards gender sensitive and social development-oriented health and population programmes

Our Approach

To promote gender sensitivity and gender equality through:

- Awareness programmes on gender, health, population and social development issues
- Mobilising community participation in population, health and social development programmes
- Building Public-Private Partnerships for programme and policy development and implementation
- Working with influencers in media and advertising to change mind sets related to girls and women’s rights and gender equality.

Our Projects

Action for Mobilization of Community Health Initiatives (AMCHI):

AMCHI, which means “Ours” in Marathi, is a community empowerment project that works with women, children and communities at large as well as with service providers like health workers, school teachers and gram sevaks for better quality, accountability and transparency in health, education and other services. AMCHI is implemented in 101 villages under nine Primary Health Centers in the Shahapur block of Thane district, Maharashtra.

The focus is on empowering communities to work for their own development by actively participating in the village development activities being undertaken by the government. We believe village communities could be the drivers of change if only they are empowered to demand their rights and entitlements and perform their roles and responsibilities as citizens with understanding and commitment. Change is likely to be more meaningful and sustainable when it is spearheaded by women and the young people.

Major Areas of Intervention

- Sanitation and Hygiene
- Adolescent Reproductive and Sexual Health
- Reproductive and Child Health
- Livelihoods
- Malnutrition

Laadli- A Girl Child Campaign

Laadli, Population First’s girl child campaign was launched in June 2005 to address the problem of the falling sex ratio highlighted in the Census of 2001. However, over the years the scope of the project was redefined to engage with media, advertising and youth to address the reasons behind why daughters are unwanted and why the role and contribution of women in society is undermined.

Objective

To influence the influencers to promote gender equality and stop gender-based violence

Strategy

- Break the silence around gender discrimination and violence using media, advertising and films
- Increase the visibility of the issue in the public domain
- Influence the opinion makers to be the advocates for gender equality and sensitivity
- Engage youth innovatively on the issue

Activities

Laadli Media Advocacy

Laadli Media & Advertising Awards for Gender Sensitivity (LMAAGS) acknowledges and felicitates gender sensitive reportage and portrayals in media, the awards have gone international last year with the support of the IAA (India) and had award winners from Bangladesh, Nepal, Mauritius, Pakistan and Sri Lanka.

Ad and Media Analysis: Films, advertisements and news reports are regularly analyzed from a gender perspective to highlight the subliminal gendered messaging in communication.

Laadli Fellowships are given to journalists and film scriptwriters to promote investigative reporting on gender issues and gender sensitive portrayals in films.

Gender and Media Workshops are organized for working and student journalists and film scriptwriters to sensitize them to gender issues through interactive theatre based workshops.

Innovative activities: A number of collaborative events are organized with media and advertising agencies and organizations to promote gender sensitivity in media and advertising.

Laadli Youth Initiatives

We interact with more than 20,000 college students every year to educate them to question the dominant gender perceptions and redefine their gender equations. The focus is on developing necessary communication, negotiation and mobilization skills to address gender issues at personal, family, organization and community level. Apart from that, we have developed modules on facilitation skills for teachers to initiate conversations with students on gender issues in classrooms.

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

- **Discussion Forums**
- **Communication Techniques and Campaign Management Workshops**
- **Self-Empowerment to Social Transformation Workshops** to provide communication and negotiation skills to youth to redefine gender equations at home, in colleges, on the streets and at work places
- **Change Makers Clubs:** To create non-judgmental space in colleges to engage students on gender issues. It also works to **Mainstream gender into the ongoing curricular and co-curricular activities.**

Our Supporters and Partners:

United Nations Population Fund (UNFPA)
Campaign India
Advertising Standards Council of India (ASCI)
International Advertising Association (IAA)
Advertising Agencies Association of India (AAAI)
Script Writers Association (SWA)
Viacom 18 Colors

BOARD OF TRUSTEES:

Rajashree Birla, Jamshyd N. Godrej, Keshub Mahindra (Chairperson), Urvi Piramal, Dr. Indu Shahani, S.V. Sista (Executive Trustee), K V Sridhar, Dr M.S. Swaminathan

LIFE PATRONS:

AchalBakeri, Krishan Chand, Simone Tata

DIRECTOR:

Dr. A.L. Sharada - sharada.al@populationfirst.org, alsharda2002@yahoo.com

ADVISORY COUNCIL

G.S. Agrawal, Manjul Bharadwaj, Rajeev Dubey, Nirmal Jain, Dr. F.C. Kohli, Pradeep Mallick, Vinod G. Nair, V.S. Palekar, H.C. Parekh, Dr. Vibhuti Patel, N. Ram, Dr. Pragnya Ram, Suneeta Rao, Nandini Sardesai, Anuradha Sengupta, Kalpana Sharma, Prof. R. R. Singh, Dolly Thakore



Educate



Over the years Population First has been working consistently to create greater awareness about and sensitivity towards gender issues. The activities include workshops, panel discussions, and innovative campaigns. The focus of the activities is on building commitment to the cause and facilitates behaviour change through introspection, critical thinking and sharing experiences.



WORKSHOPS, PANEL DISCUSSIONS, CAMPAIGNS

GENDER MEDIA WORKSHOP IN KHANDALA, JULY 6 and 7, 2016

On July 6 and 7, 2016 Population First conducted a workshop in Khandala, on Gender Sensitive Reporting for 25 media professionals from Maharashtra, Telangana, Andhra Pradesh and Delhi under the media advocacy efforts of its campaign, *Laadli*. The workshop was conducted by eminent professionals working in media and development sector.

Ms. Anuja Gulati of UNFPA along with Ms. Anna Dani, Former Additional Chief Secretary, Government of Maharashtra kick-started the discussion. The session was aimed at initiating a vibrant dialogue and discussion on gender and to get the participants to question their own beliefs and understanding. The workshop included sessions on Communicating on Sex Selection and Abortion, Gender and Health, Gender Based Violence (GBV) and Gender Sensitive Reporting.



The workshop was facilitated by Mr. Manjul Bhardwaj who used experimental theatre techniques to explore and introspect on the biases at the personal, family and community levels. The participants vowed to change their behaviours and call out each time they observe any behaviour that is discriminatory and that undervalues women.



Participants at the end of the workshop

INTERACTION WITH SCRIPT WRITERS 3rd – 4th AUGUST, 2016

“The Changing Gender Equations in Film” was the theme of a panel discussion held at the Fourth Indian Screenwriters Conference organized by Film Script Writers Association on August 3 and August 4, 2016 at St. Andrews College Auditorium in Bandra. The workshop was well attended and had 800 odd writers, producers and youngsters who want to pursue a career in scriptwriting participants in it. The keynote address for the event was by Mr. P. Sainath renowned Journalist, where he spoke about the rural-urban divide in our country and our need to address this reality in our films and media.

Dr. A. L. Sharada and Mr. Bobby Sista attended the conference. Dr. Sharada introduced the panel and spoke about the Changing Gender Equations in Films. With Juhi Chaturvedi (writer *Vicky Donor*, *Piku*), Swara Bhaskar (actor *Nil Battey Sannata*), Sudip Sharma (writer *Udta Punjab*) and Tushar Hiranandani (writer *Great Grand Masti*, *Ek tha Villain*) on board the session was moderated by Sanyukta Chawla Shaikh (Dialogue Writer *Neerja*). The session had a stimulating discussion with active participation from the audience.

FWA joins Laadli to promote Gender Sensitivity in the Media

Supported by

Laadli - Population First's Girl Child campaign was launched in 2005 to promote positive image of girls and women in media by sensitizing and influencing the influencers i.e. media and advertising professionals, script writers, opinion makers, youth and educators.

FWA in partnership with Laadli will be promoting Gender Sensitivity in it's activities including workshops, seminars, master classes and other programmes.

www.populationfirst.org, Facebook: <https://www.facebook.com/LaadliPF>, Twitter: Laadli_PF

QUEEN
NHD
HIGHWAY
PIKU
MARGARITA WITH A STRAW

GENDER MEDIA WORKSHOP UNDERGRADUATE STUDENTS of Symbiosis Institute of Mass Communication, PUNE, August 9th and 10th, 2016

In its efforts to sensitize media to gender issues, *Laadli* advocacy initiative has been paying special attention to the media students across the country. Symbiosis Institute for Mass Communication (SIMC) is a premier institution in Media Studies and it was important for us address its students.

A two-day gender sensitization workshop was organized at SIMC, which had several experts from the field interacting with the students. The resource persons included **Dr. A L Sharada**, Director, Population First; Ms. **Anurekha Chari-**

Wagh, Assistant Professor of Sociology, University of Pune; Mr. **Manjul Bhardwaj**, Founder, Experimental Theatre Foundation; Mr. **Dilip D'souza**, eminent journalist; Ms. **Kiran Moghe**, National Secretary, All India Democratic Women's Association (AIDWA); and Mr. **Anand Pawar**, Executive Director, SAMYAK.

Dr. Sharada in her opening comments focused on the need to report on all issues with a gender perspective, be it health, development or even politics. She highlighted that it is not important to write stories about women and feminism but integrate a sense of gender sensitivity and inclusiveness of all minorities in all the work.

The keynote speaker for the session, Anurekha Chari-Wagh, gave an academic perspective into the theme, emphasizing on gender as 'performance' and the perpetuation of gender stereotyping and hetero-normative realities by different social institutions.

Manjul Bhardwaj conducted sessions through the medium of theatre and acting. This helped the students focus and understand important issues related to gender stereotyping and discrimination.

Through the two-days, resource persons highlighted the importance of understanding and acknowledging our own gender biases. The discussion focused on the issues of interpretation of gender violence in society and confronted the issue of gender insensitive reporting in the media industry.



Theatre of relevance with Mr. Manjul Bharadwaj



Participants of the workshop

FILM FESTIVAL: "DOOSRA CHASHMA" 11th - 12th AUGUST

Population First believes that critical thinking can be promoted by providing non-judgemental space and creative opportunities to people to observe and respond to situations with objectivity. Doosra Chashma is a travelling campus film festival on gender issues commissioned by Population First and curated by Ms. Smriti Nevatia.

"Doosra Chashma" film festival was organized at Symbiosis Institute, Pune on 11th-12th August, 2016 to bring a deeper awareness and understanding of gender concerns and realities to young media students who are tomorrow's journalists and filmmakers. This intervention aspired to encourage them to select and tell stories that are more gender inclusive and do so in a sensitive manner.

The films chosen for the two-day event were an eclectic mix of documentaries, feature films, public service announcements and even animation films. 12 short films were screened on the first day which dealt with issues of gender inclusivity, gender identity and women empowerment. On the second day, the 10 films screened focused on issues of diverse topics like social inequality, menstruation, and sexuality & disability. Discussions were held after each half day session to reflect on the issues highlighted by the films.

INTERACTION WITH SCRIPTWRITERS IN AHMEDABAD, SEPTEMBER 16 AND 17, 2016

An interaction with scriptwriters was conducted in Ahmedabad on September 16 and 17, 2016, by Mr. Anjum Rajabali, eminent script writer of Hindi film industry. Gender sensitivity in films was discussed at length. The participants engaged enthusiastically on the issue. Several of them spoke about changes in their perspective, post the interaction, with respect to writing with sensitivity on gender issues.

WORKSHOP WITH JOURNALISTS IN GANDHINAGAR, SEPTEMBER 28 AND 29, 2016

A two-day workshop on gender and media was conducted in Gandhinagar at Infocity Club and Resort. The meeting raised concerns regarding not just language and issues related to gender while reporting but gender in our daily lives. This was done through sessions on gender, patriarchy, violence against women, pre-birth sex selection, and women and media.

The workshop was facilitated by senior resource persons from within Gujarat and outside. Dr. Gaurang Jani – Associate Professor, Gujarat University, Ms. Malti Mehta – Media and Communication Expert, Mr. Dinesh Kapadia – Director GRC, Ms. Jyoti Gade – Gender and Health Consultant, Mr. Manjul Bhardwaj - Founder Experimental Theatre Foundation addressed the participants on various issues. Dr. Sharada and Srinidhi from Population First facilitated the workshop. Prominent women from the media including Ms. Rupa Mehta (Programme Head, Doordarshan) and Ms. Deepal Trivedi (Editor, Ahmedabad Mirror) participated in a panel discussion on ‘Integrating gender perspectives into reporting’.

The sessions, through activities, role plays, theatre exercises, provided a gender lens to the participants. Several of the participants shared at the end of the two-day workshop how they would attempt to write more women centric stories, spend more time researching their stories over knee-jerk reactions. Many of the male participants recognized and acknowledged their role in perpetuating gender roles within the household and in the organization and promised to check them.



Participants and facilitators at Gandhinagar

TWITTER CHAT ON ADOLESCENCE AND SEXUALITY, October 11, 2016

On the occasion of International Day of The Girl Child, in collaboration with Feminism in India a tweet -chat was organized. The hour-long chat focused on adolescence and sexuality, the need for discussion and the reasons

behind the lack of it. The full chat can be found at: <http://feminisminindia.com/2016/10/11/tweet-chat-adolescence-sexuality/>

WORKSHOP ON GENDER AND MEDIA- Chandigarh on November 4 & 5, 2016



Daily Post, November 9, 2016

A two-day workshop on gender and media was organized in Chandigarh on November 4 & 5, 2016 for working journalists. The programme was facilitated by Mr. Manjul Bhardwaj, Founder Experimental Theatre Foundation and Dr. A. L Sharada, Director of Population First. The key note speech was delivered by Ms. Vandana Shukla, Asst Editor-The Tribune. The workshop was kick started by a session by theatre expert Mr. Manjul Bhardwaj to break away the inhibitions among the participants by simple exercises. The day proceeded with Dr Sharada doing an interactive session prodding people to introspect and question the conventional norms. The speakers included Ms. Reicha Tanwar, Director- Womens Studies Research Centre, Kurukshetra University, Arjun Sheoran, Managing Partner-Vaakya Legal, Ms. Monica Singh, Sr. Asst. Professor, Centre for Social Work, Punjab University, Dr. Arvinder Singh Nagpal, who runs an NGO advocating reproductive and sexual

health rights for women since the last 18 years and Mr. Pawan Kumar, head-Institute of Social Research and Development.

The workshop was perceived as a life changing experience for the 22 participants who have never been a part of such a stimulating environment filled with thoughts on existing gender norms.

GENDER MEDIA CERTIFICATE COURSE FOR UNDERGRADUATE STUDENTS, MUMBAI, November 26 and 27, 2016

A two-day certificate course was planned for students studying Bachelors in Mass Media in Mumbai. 17 students from four colleges (St. Xavier's College, Mithibai College, Usha Pravin Gandhi College and Bhavan's College) completed the course and were awarded certificates. The programme was conducted at The Integral Space, Lower Parel, Mumbai. The course is designed especially for college students to create dialogue about gender and its effects in our daily lives.

The two-day programme began with a keynote address by Geeta Seshu who is an independent journalist. Geeta set the stage for the two-day workshop by talking about her own experiences within the media as well as the larger discourse around women and the media. She gave many examples about how reporting has changed and spoke about the change that is still needed. She emphasized on the lack of women in decision making roles which creates barriers. Other resource persons included prominent activists, senior journalists and media professionals like Smriti Nevatia - Activist and Writer, Ms. Sameera Khan - Independent Journalist, Dr. Kamaxi Bhate- Women's Rights Activist and Faculty member, KEM College, Ms. Jeroo Mullah - Teacher and Activist and Ms. Kalpana Sharma - Independent Journalist and Editor.

The course covered topics such as gender and sex, reporting on violence against women, understanding health, reporting on sexual harassment at the workplace and gender and the media. Students found the course interesting and participated actively with the resource persons. Many of them spoke about being more critical of the media they consume especially with respect to gender and learning to speak up about gender based discrimination within the home.

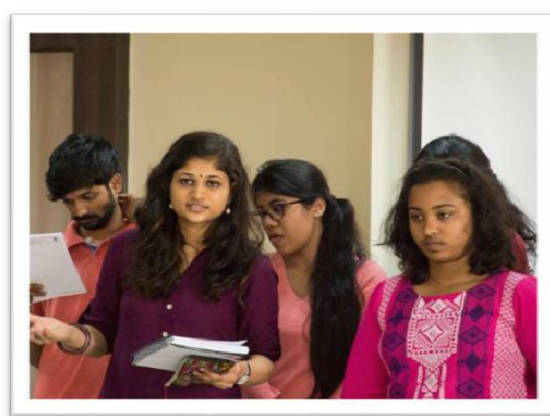


WORKSHOP WITH UNIVERSITY STUDENTS, XAVIER SCHOOL OF COMMUNICATION, BHUBANESWAR, December 5 and 6, 2016

A workshop on gender and media was organized along with Xavier School of Communication, Bhubaneswar, on December 5th and 6th, 2016. The programme was conducted in collaboration with Xavier School of Communication. Around 50 students of the university studying mass communication and journalism attended the two-day programme.

The programme was facilitated by Mr. Manjul Bhardwaj, Founder Experimental Theatre Foundation and Dr. A. L. Sharada, Director of Population First. The programme had a sharp focus on experience, articulation and internalization, the basic tenets of experimental theatre philosophy. This led the students to discuss, identify issues and perform powerful role plays on restrictions imposed on men and women because of gender and their impact on wellbeing of people and also the issues related to violence against women and sexual minorities.

The sessions covered topics of gender, sex, patriarchy, reporting on violence and health with focus on women, pre-birth sex selection and sex-selective abortions. The programme had audio-visual material, exercises and a lot of interaction. Mr. Sampad Mahapatra, Senior Media Professional joined for an-hour long session on gender within media. He spoke about the scarcity of women in the senior management positions and the need for this to change across media, especially regional media. Through the programme several of the students were able to reflect on their own biases and work towards overcoming them.



FILM FESTIVAL: XAVIER SCHOOL OF COMMUNICATION, BHUBANESWAR, “DOOSRA CHASHMA” December 7 and 8, 2016

The workshop at Xavier University, Bhubaneswar was followed by the two-day film festival “Doosra Chashma” on December 7 and 8, 2016 to bring a deeper awareness and understanding of gender concerns and realities to young college students who are tomorrow’s journalists and filmmakers.

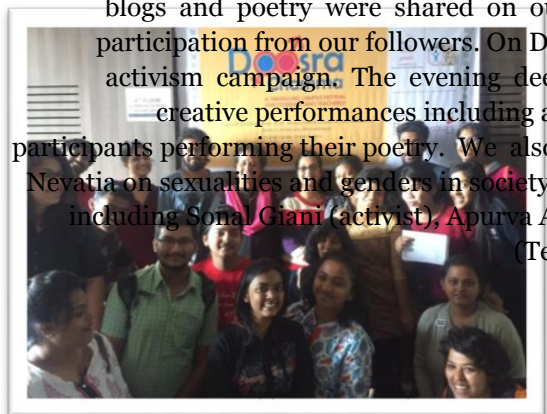
The films chosen for the two-day event were an eclectic mix of documentaries, feature films, public service announcements and even animation films. 12 short films were screened on the first day which dealt with issues of gender inclusivity, gender identity and women empowerment and sexuality and disability. On the second day, the 10 films screened focused on issues of diverse topics like social inequality, menstruation. Discussions were held after each half day session to reflect on the issues highlighted by the films.

The group consisting of 55 students responded very well to the films. They eagerly participated in the discussion speaking about their own experiences. The group spoke openly for the first time on menstruation, which was new experience for many. The conversation ranged from women’s varied experiences to breaking stigma and speaking up on issues.

16 DAYS OF ACTIVISM CAMPAIGN AND EVENT, November 25 – December 10, 2016

As part of the global campaign to end violence against women, Population First organised an online campaign on ‘Life of Sexual Minorities’. The online campaign culminated in an event on December 10 - Beyond the Binaries: Conversation on Genders and Sexualities. During the campaign entries were invited on the topic that presented the issues in a creative manner. 35 entries were received and 16 of those were awarded at an event organized on 10th December. Information,

blogs and poetry were shared on our social media platforms – Facebook, Twitter, blog etc. There was active participation from our followers. On December 10, an event was organised to mark the closure of the 16 days of activism campaign. The evening deepened conversation around LGBT+ lives in India. The evening had several creative performances including a snippet from a play on Shikhandi performed by Faezah Jalali and had our participants performing their poetry. We also had two informative sessions. One was a session conducted by Smriti Neyatia on sexualities and genders in society, while the other was a panel with gender and sexuality activists and artists including Sonal Gani (activist), Apurva Asrani (scriptwriter), Harish Iyer (activist) and Meet Tara Dnyaneshwar (Teacher) moderated by Srinidhi Raghavan of Population First team. The



audience comprised of students from media colleges in the city, scriptwriters and LGBTQI+ activists.



Social Media Campaign

-Details released on 16 days of activism -
https://twitter.com/Laadli_PF/status/802117740425191424

-Quotes by prominent activists and allies on our theme of sexual minorities -
https://twitter.com/Laadli_PF/status/802144328369971201

-Social media polls on representation of queer lives in films, advertisements and media.

-Queering books:
<http://laadlimerilaadli.blogspot.in/2016/11/queering-books.html>

-Moving on:
<http://laadlimerilaadli.blogspot.in/2016/11/moving-on.html>

-Event Coverage
https://twitter.com/Laadli_PF/status/807536609478447104

Blogging as a platform for the Campaign

Entries that we received for our campaign

<http://laadlimerilaadli.blogspot.in/2016/12/16-days-of-activism-entry-1.html>

<http://laadlimerilaadli.blogspot.in/2016/12/16-days-of-activism-entry-2.html>

<http://laadlimerilaadli.blogspot.in/2016/12/16-days-of-activism-entry-3.html>

<http://laadlimerilaadli.blogspot.in/2016/12/16-days-of-activism-entry-4.html>

<http://laadlimerilaadli.blogspot.in/2016/12/16-days-of-activism-entry-5.html>

<http://laadlimerilaadli.blogspot.in/2016/12/16-days-of-activism-entry-6.html>

<http://laadlimerilaadli.blogspot.in/2016/12/16-days-of-activism-entry-7.html>

Event: *Beyond the Binaries: Conversation on Genders and Sexualities*

On December 10, we organised an event. The evening deepened conversation around LGBT+ lives in India. The evening had several creative performances including a snippet from a play on Shikhandi performed by Faezah Jalali and with our participants performing their poetry.

We also had two informative sessions. One was a session conducted by Smriti Nevatia on sexualities and genders in society, while the other was a panel with gender and sexuality activists and artists including Sonal Giani (activist), Apurva Asrani (scriptwriter), Harish Iyer (activist) and Meet Tara Dhyanevar (Teacher) moderated by Srinidhi Raghavan of Population First team. The audience comprised of students from media colleges in the city, scriptwriters and queer activists.

PANEL DISCUSSION ON WOMEN IN FILMS AT GUJARAT FILM FESTIVAL, December 16, 2016

The panel titled 'Sati or Sunny?' focused on the challenges of portraying women and gender equations in mainstream cinema. The panelists were prominent scriptwriters such as Ms. Pubali Chaudhuri, Ms. Juhi Chaturvedi, Mr. Ritesh Shah and Mr. Jaideep Sahni. Panelists highlighted the challenges of writing about women who don't fit the image of women the industry is used to depicting. The panelists also discussed if the women in films are only directed at a certain kind of women and how sexist the industry is. There was also a brief discussion about men writing women characters and the problems therein in addressing one's own biases.

The panel had an audience of over 200 people including scriptwriters, writers, artists and students.

(The entire panel discussion can be watched at: <https://www.youtube.com/watch?v=b7KzafUBnSk>)

THEATRE WORKSHOP WITH STUDENTS OF EDUCO SCHOOL, December 13-17,2016

Population First has been providing technical support to Tech Mahindra for its various interventions. As part of this collaboration Population First along with Experimental Theatre Foundation conducted a 5 -day theatre workshop with 32 students of EDUCO school from December 13 to 17. The workshop was conducted for two -hours every day. The outcome of the workshop was a play which was performed on two days, December 23rd and 24th for the parents of pre-primary and primary school. Teachers of those relevant sections and many students were also present. Roughly, there was an audience of 200 people on the two days.

The play looked at gender discrimination within the home, in the curriculum and at school. It moved from focussing on the problem to the students speaking up about the change they wished to see. The play was performed with song, dance and a lot of action. Each segment of the play ended with a message about gender equality at home and in the world. The messages as well as the performance itself were greatly appreciated by the parents and school authorities.

SCRIPTWRITERS WORKSHOP, March 31, 2017

Script Writers Association (SWA) initiated an interactive discussion on 31st March, 2017 with TV writers on the topic- *Women on Television: How long can the stereotypes sustain?* The panelists included:

- Renuka Shahane – Well known actor and a presenter best known for the programme Surabhi
- Kumud Chaudhary – Founder Director at 'Story Bus Talkies'.
- Sonali Jaffar - Writer turned producer, who started her career in the industry as a writer for popular shows like *Kasam Se, Kya Huaa Tera Vaada, Yeh Hai Mohabbatein, Beintehaa* and many more, is now making it big as a producer by rolling out shows like *Bahu Hamari Rajnikant, Devanshi* and *Trideviyaan*.
- Sayed Naved Jafri - Famous television presenter and actor, better known for his dance reality show "Boogie Woogie". He has hosted the show along with his brother Javed Jaffery and friend Ravi Behl.
- Sukesh Motwani – Heads the production house Bodhi Tree Multimedia Ltd. Bodhi Tree is presently working on contents for MTV, Colors, Zee TV and Channel V.
- The panel discussion was moderated by Sweksha Bhagat.

While Ms. Anuja Gulati made the opening remarks and Dr. A. L. Sharada responded to the points raised in the panel discussion and said that there is no option but to include women and women's perspectives in the coming years, considering the increasing participation of women in the social media and their enhanced role in deciding the consumption and purchasing decisions.



AMCHI

Population First's "Action for Mobilization of Community Health Initiatives" (AMCHI) programme in Shahapur block of Thane district pursues the twin goal of community and women empowerment and motivation of service providers to ensure better quality of community -based health and social development initiatives. Every village has 5-6 government service providers – the Anganwadi Worker and Helper, the ANM, the *pada* (Sanitation) worker, the teachers, and the Gram Sevak. Each of them is monitored by a village-level committee consisting of community members and all their activities are funded through the Gram Panchayat. If only we could ensure that this system works well we would be able to ensure that the social development programmes are pursued with greater efficiency, accountability and transparency.

Using the micro-planning process, AMCHI's intense people-centric capacity building efforts have had a tremendous impact on women, youth, community leaders, and the service providers, with a majority of them taking the initiative to make change happen in the villages.

AMCHI has worked in 101 villages of Shahapur reaching out to nearly 45,850 people since 2007.

We give below an account of various interventions being implemented in the villages under programme AMCHI.

Micro-planning

AMCHI started a new project with the financial support of IndoStar Capital Finance Ltd. from August 2016. Fifteen villages were selected for the initiatives on malnutrition, livelihood for women through vermi-compost and school-based sanitation and hygiene. To assess and analyze the current situation with the communities as well as to build a rapport with them, a three-day participatory process called micro-planning was conducted during August-November 2016. The micro-planning process involved

- conducting baseline survey
- meetings with women, youth, parents of young children, members of village level committees
- undertaking a number of participatory rural appraisal techniques like community weighing of children, change analysis, seasonality, village mapping, agricultural resources mapping, daily routine, etc to assess the current situation in the villages.

The table below shows the villages where micro-planning was conducted.

Micro-planning conducted for project supported by IndoStar

| Sr. No. | Village | Interventions | Micro-planning conducted on |
|---------|--------------|---|-----------------------------|
| 1 | Dehna | Vermi-composting, School-in-Development | August 25-27 |
| 2 | Kambe | Vermi-composting, Malnutrition | August 25-27 |
| 3 | Shelavali | Vermi-composting (tentative), School-in-Development, Malnutrition | August 25-27 |
| 4 | Arjunali | Vermi-composting, Malnutrition | August 29-31 |
| 5 | Tute | Malnutrition | August 29-31 |
| 6 | Valmik Nagar | Malnutrition | August 29-31 |
| 7 | Khosta | Vermi-composting, Malnutrition | September 15-17 |

| | | | |
|----|----------------------|---|-----------------|
| 8 | Payarwadi | School-in-Development, Malnutrition | September 15-17 |
| 9 | Alyani | Vermi-composting, School-in-Development | September 15-17 |
| 10 | Khutadi | Vermi-composting, Malnutrition | October 13-15 |
| 11 | Kharivali | Vermi-composting, Malnutrition | October 13-15 |
| 12 | Katkarwadi (Savroli) | Vermi-composting, Malnutrition | October 13-15 |
| 13 | Pashtepada | Vermi-composting, Malnutrition | November 9-11 |
| 14 | Bhabde | Vermi-composting, Malnutrition | November 9-11 |
| 15 | Sakhroli | Malnutrition, School-in-Development | November 9-11 |

Orientation Workshop

An orientation workshop for the government officials at village and block level was conducted on August 23rd, 2016 to ensure their cooperation in meeting the objective of the upcoming project. As many as 85 ANMs, ASHAs Worker, Anganwadi Workers and their Supervisors, school teachers, MPWs participated in the workshop held at Hotel Visawa on Sappaon Road about five km from Shahapur.

Representatives of IndoStar, Mr. Alok Bhargava and Ms. Ashwini Karvi, were present at the workshop.

It was emphasized that the role of Population First was to facilitate the process of capacity building of the community and help implement the Government Schemes with the participation of the villagers. Issues like malnutrition, sanitation and hygiene and economic empowerment of women would be looked into in the new project, the participants were informed.



Orientation Workshop for Service Providers is in progress on August 23, 2016 near Shahapur



Village mapping tool is being conducted under micro-planning in Shelavali village.

Combating Childhood Malnutrition

Thane District, which has large tribal population, has been reporting a high incidence of malnutrition deaths among the children. A holistic approach is adopted by AMCHI covering all issues and factors related to malnutrition. Starting with the family and the food availability and distribution at home, the intervention looks into issues related to the performance of Anganwadi workers including the growth monitoring and quality of nutrition services provided, hygiene and sanitation practices and conditions at home and in the villages, support received by the AWCs from the women's groups, Gram Panchayat and the ICDS department and finally the functioning of the

health department and clinical services provided by the government health institutions to the severely malnourished children.

Given below is the number of children reached out in the year 2016 -17 across villages through the two ongoing projects. We reached out to 1248 children through various activities to combat malnutrition among children.

| Project supported by H T Parekh Foundation and Mahindra Finance | | | Project supported by IndoStar Capital Finance | | |
|---|----------------|--------------------------------|---|--------------|--------------------------------|
| Sr. No. | Village | Number of children reached out | Sr. No. | Village | Number of children reached out |
| 1 | Lingayat | 66 | 1 | Khosta | 35 |
| 2 | Krushnachiwadi | 105 | 2 | Payarwadi | 67 |
| 3 | Shidpada | 23 | 3 | Kambe | 63 |
| 4 | Raikarpada | 67 | 4 | Valmik Nagar | 76 |
| 5 | Musaiwadi | 49 | 5 | Tute | 49 |
| 6 | Vehlohi (B) | 49 | 6 | Khariwali | 58 |
| 7 | Devalwadi | 25 | 7 | Khutadi | 36 |
| 8 | Khanduchiwadi | 52 | 8 | Arjunali | 62 |
| 9 | Ambyachiwadi | 40 | 9 | Shelavali | 132 |
| 10 | Jambhe | 46 | 10 | Sakhroli | 97 |
| 11 | Savroli | 51 | | Total | 675 |
| | Total | 573 | | | |

Interventions with Anganwadi Centres

Regular growth monitoring and provision of appropriate nutrition supplements is the core mandate of the Anganwadi Centres. However, for various reasons there is considerable under reporting of malnutrition which denies many vulnerable children services they require most. A survey on prevalence of malnutrition was conducted by AMCHI team on the request of the Honourable Minister of Public Health and Family Welfare Dr. Deepak Sawant in the period October-November 2016 in 15 villages of Shahapur. A total of 170 children were identified as being severely malnourished by weight-to-age norm and 36 by height-to-age norm out of 735 children weighed, highlighting the gross underreporting of malnutrition as the figure quoted by the health department for the whole district stood at 35.

The following activities were conducted in 21 villages by population first to track and address issues related to child malnutrition.

Weighing of Children

Usually, the Anganwadi Worker weighs the children in the centre and records the weight in the register. Often parents are not informed or counselled about the nutrition status of the children. AMCHI aims to make child malnutrition a community issue and engage everyone in the process of addressing the issue. For this purpose it undertakes community weighing of children where not just the parents but everyone else is also encouraged to be present to understand the nutrition status of children in the community. The villagers themselves take up the responsibility of informing parents

of the time and venue of the check-up, arranging table and chair for the doctor, arranging necessary items such as water, soap, cotton, etc.

- The weighing of children is done at a frequency of once in two months in 11 villages under the project supported by HTPF and MF. 51 weighing sessions were conducted in the year wherein 2044 children were weighed across these villages.
- Under the project supported by IndoStar, 24 weighing sessions were conducted in the period November 2016- March 2017 in which 1210 children were weighed in the presence of parents.



A mother being taught to read the growth chart (right), and home visit in progress at Valmik Nagar (left).

Follow-up visits were made to the villages to explain the impact of poor hygiene, low age of mother at delivery, not using medicines and tonics in right doses and at right frequency, etc. on the health of children. Visits were made to the homes of severely malnourished children to address specific issues faced by the family in providing proper care to these children. As newborn children were enrolled in the Anganwadi, AMCHI team spoke to their parents and advised on exclusive breastfeeding for six months.

Health Check-up

Along with regular growth monitoring, it is equally important to have health check-ups to prevent and treat infections which could lead to malnutrition if left unattended. Regular health check -ups were conducted by AMCHI under the project with the support of Empathy foundation. Although the health check-up facility was open to all the children enrolled in the Anganwadi of the villages , AMCHI team particularly focused on children in Severely Acute Malnutrition (SAM) Grade as well as those suffering from seasonal illnesses. Children who need ed specialized treatment were referred to private/government hospitals.

- 62 Health check-up clinics were conducted for children across 11 villages under the project supported by HTPF and MF wherein 947 children were examined by the doctor. Medicine for common illnesses and tonic were given to the children.
- In the villages like Lingayat, Jambhe, Vehloli (B) and Savroli, where parents were relatively more educated and economically better off vis-a-vis the tribal villages such as Ambyachiwadi, Khanduchiwadi, Musaiwadi, Devalwadi and Shidpada, the growth of the children was much better. The parents in these villages followed the instructions of the doctor well. They improved the nutrition and hygiene habits considerably and have benefited from the same.

- However, in the tribal village like Devalwadi, the parents went away for work for the whole day and children were left in the care of grandparents who were too old and weak to provide care to these children. As a result, the tonic and medicines were not administered properly. To address this challenge, the grandparents were invited for the health check-up and were instructed on the use of the medicine and care of children.
- In Shidpada village, parents and youth organized the health check-up as the Anganwadi Worker was not supporting the activity. ASHA and Pada Worker as well as the villagers helped in preparation of the check-up. Ashok Gira said, *“We need the health check-up for our children and we are responsible for the arrangements required for it. If Anganwadi Worker is not working towards better health of children then we will not involve ourselves in the Anganwadi.”*



Health check-up is in progress in Devalwadi (left) and in Savroli (right).

Quarterly Workshops

Quarterly workshops were organized to build capacity of parents and other community members to combat malnutrition among children. Topics like monitoring the growth of children using the growth chart, services provided by Anganwadi centres - Take Home Ration (THR), Mid-day meals and Kishori Shakti Yojana, correlation between hygiene and malnutrition, best practices in personal hygiene, supplementary nutrition for malnourished children, use of mediocre for purification of water, etc. were discussed in the workshops. Activating nutrition (NRHM) committee by motivating existing members to work or reconstituting the committee too were part of the discussion in the workshops.

- 33 Quarterly Workshops were held to cover 1036 participants across 11 villages where project supported by HTPF and MF. Besides, five workshops were conducted in the villages supported by IndoStar in the month of March 2017 in which 164 people participated. Parents of malnourished children, anganwadi worker, helper of anganwadi worker, ASHA, school teachers, members of gram panchayat and self-help groups were invited to participate in the workshop. Since most of the parents travel for work and children are left in the care of grandparents, the latter were also invited to the quarterly information workshops.
- In the quarter July–Sept, weighing data of last six months was analyzed and shared with the villagers. Noticeable improvements in the weight of children were observed. The causes of these positive changes were discussed with parents. Parents shared that better knowledge and

information, regular check-up, improvement in hygiene and sanitation as well as care of the children were responsible for the betterment of health of children.

- A system in the community for follow up on malnourished children whose parents are not able to take care of their children was created in Jambhe and Shidpada.
- At Musaiwadi, three neo-natal deaths and one infant death occurred in the months of June and July. The cases were investigated and all information was collected. These case studies were shared in the workshop and discussion was conducted on care of mother during pregnancy as well as care of new-born baby and mother after delivery.
- Parents of Lingayat village decided that they would organize 'Nutrition Day' once a month at Anganwadi center. On this day they planned to share with each other recipes of nutritious food. At Vehloli (B) parents decided to organize 'Swachh Ani Sunder Mul' (Clean and Beautiful Child) competition to motivate parents from tribal community to maintain hygiene. It was suggested that hand- washing and nail-cutting practices be demonstrated on that day.



Parents learn to monitor growth of their children in the workshop for parents on the issue of malnutrition at Tute village (left). A child's mid-upper arm circumference is being measured at Arjunali (right).

- At Savroli the committee on nutrition decided to visit the homes of malnourished children every month to monitor hygiene and nutrition practices. At Ambyachiwadi, Krushnachiwadi and Shidpada, adolescent girls and ASHA workers took the initiative to follow up on malnourished children. At Devalwadi women's groups decided that they would collect monetary contribution from people and organize competition on healthy child.
- The Gram Panchayat members were involved in the effort to combat malnutrition by motivating them to raise funds from Gram Panchayat for supplementary nutrition for malnourished children and repair work of anganwadi centre. Their attention was drawn towards the need of having water connection in the anganwadi centers as well as the need for a water filter for safe drinking water.

Exposure and Follow-Up Visits

Sharing of experiences and learning from the best practices that showed remarkable impact help keep the parents and community members motivated as well as enthused to work on the issue of

malnutrition. Regular follow-up visits provide the much needed support to the parents to correct their behaviours and practices and pursue with their efforts to combat malnutrition in their children.

- Two exposure visits were organised on May 18th for the selected people of villages Devalwadi, Vehloli (B), Raikarpada, Lingayat, Musaichiwadi and Shidpada. Thirty three people were taken to village Savroli where they interacted with the village-level Committee on Nutrition, mother of a Severely Acute Malnourished (SAM) child as well as the Anganwadi Worker. The Committee members shared with the visitors the best practices followed by them to keep malnutrition in check. The practices such as community contribution for Anganwadi maintenance, monitoring of the food cooked for children, management of money and food, etc. were appreciated by the visitors.
- Key stakeholders from villages Khariwali, Khutadi, Arjunali, Tute, Sakhroli and Khosta were taken to Khanduchiwadi and Savroli villages for an exposure visit. The visit was conducted on 20th Feb. wherein 37 people including Anganwadi Workers, ASHAs, helpers of Anganwadi Worker, members of Gram Panchayat, members of committee on nutrition and parents of malnourished children were part of the visiting team.
- One of the most important learning shared was the importance of providing proper care to the pregnant women and nursing mothers to prevent low-birth weight babies. This reduced the possibility of children being malnourished later in their lives. The committee members of Savroli village shared the details of a cooking demonstration of tasty recipes with THR (Take Home Ration) organized by AMCHI team. The visitors liked the idea and have decided to hold such a session in their village too.
- Additional follow up visits were made in the quarter October to December at Musaiwadi, Ambyachiwadi and Krushnachiwadi as parents were busy in farming and children were neglected. Fourteen malnourished children at Musaiwadi and 21 at Kurshnachiwadi were visited in October. It was observed during follow up visit that at Khanduchiwadi families having malnourished children have constructed 12 soak-pits for managing waste water.
- Marked improvement in the hygiene behaviours of the parents and children was noticed with less number of children reporting falling ill. Even little children started the practice of washing hands before eating without the guidance of parents. *Ravina Mengal, a four-year-old malnourished child in Krushnachiwadi, asks for hair oil, soap, and talcum powder before going to the Anganwadi as she knows that the doctor and PF team members notice and appreciate this.*

School-in-Development Initiative (SID)

(For promoting hygiene and sanitation behaviours)

School in development is an important initiative of AMCHI which transforms the school children into influential change makers in the school and community. Using participative interactive training methods, 40 students from classes 5th, 6th and 7th are trained in good hygiene and sanitation practices along with empowering them with communication, leadership and negotiation skills to promote the same in their personal life, in the school and at home.

Project supported by HTPF and MF

- A *Bal Melava* was conducted in November 29th, 2016 in which 225 trained students and teachers participated. The *melava* was held at a garden resort about seven km from Shahapur in Wafe village. It was the culmination of the campaign *Vikaspremi Shala* run by AMCHI team in the schools wherein the schools were awarded for their efforts under the categories 'Clean and

Beautiful School' and 'Clean and Beautiful Village'. The idea was to motivate collective work on hygiene and sanitation in schools and villages initiated by *Vikasdoots* or SID volunteers.

- Teachers and community supported them in this campaign for three months. The students were presented awards as a token of encouragement and a cultural programme was organized by the participating schools, followed by lunch.
- The guest of honour Shri Dinkar Maharaj, Agriculture expert and Dr Sharada, Director Population First gave away trophies and certificates to the winners. A member of Bal Panchayat came forward from each school and spoke about their achievements.



Vikasdoots of Shidpada school present a folk song in the Bal Melava

The table below shows the number of soak pits, kitchen gardens, compost pits, toilets that were constructed and number of dustbins kept at home as a result of awareness created by students of the five Z. P. Schools.

Means of Garbage, Waste water and solid waste management adopted by community members

| <i>Z. P. School</i> | <i>Soak Pits</i> | <i>Kitchen Garden</i> | <i>Compost Pits</i> | <i>Toilets</i> | <i>Dust bin</i> |
|---------------------|------------------|-----------------------|---------------------|----------------|-----------------|
| Vehloli (B) | 10 | 17 | 25 | 48 | 36 |
| Lenad (K) | 9 | 23 | 12 | 6 | 36 |
| Vehlonde | 13 | 16 | 17 | 19 | 14 |
| Shidpada | 10 | 40 | 15 | 58 | 22 |
| Vehloli (K) | 6 | 9 | 11 | 29 | 21 |
| Total | 48 | 105 | 80 | 160 | 129 |

As a result of the intervention the students developed leadership qualities and learned to talk to and negotiate with adults – proposing to Gram Panchayat and getting demands sanctioned, convincing families to construct toilets, soak pits, kitchen gardens and compost pits. They regularly cleaned school premises and public places, ensured functional toilets in all the five schools with water available for washing hands and washing the toilets. The toilets for girls and boys were in working condition and maintained properly. All students had inculcated the habit of washing hands with soap before eating as well as cutting their nails regularly. Teachers of all schools shared that

attendance had increased compared to last year and illnesses among students had reduced. As the project activities came to an end the teachers were motivated to attend *Bal Panchayat* meetings and monthly review meetings organized and conducted by *vikasdoots*.

Project supported by IndoStar

Under the project supported by IndoStar, five Z. P. Schools were selected for SID intervention – Shelavali, Dehna, Payarwadi, Sakhroli and Alyani. The School-in-Development training for students was conducted for a group of 40 students in each school. The training was conducted with participatory approach using games, songs, practical and group discussions for better understanding of the subject. The topics of the training included current situation of sanitation and hygiene in the village and the seven dimensions of sanitation and hygiene - personal hygiene, home and surrounding, food, water, waste water management, garbage management, and open defecation. The students were taught how to construct soak-pits, kitchen gardens and compost pits. They were shown the demonstration of washing hands and explained the importance of clipping nails.

A *Bal Panchayat* (Elected Cabinet of Students) was formed in each school through election process. Elected Chief Minister and other Ministers were prepared to take the initiatives on sanitation and hygiene forward in their respective villages.



School-in-development training in progress in Z. P. School Payarwadi (left) and in Z. P. School Sakhroli (right).

Adolescent Reproductive & Sexual Health (ARSH) Initiative

Adolescent Sexual and Reproductive Health is often neglected at village level programmes. Young girls and women need to understand their bodies, the social construction of gender and its impact on their lives and also have the confidence, communication skills to make and implement informed choices and decisions regarding their sexual and reproductive health issues. Population First had developed a comprehensive module on ARSH which is transacted using interactive methods. The ARSH initiatives were funded by HTPF and were implemented in 20 villages.

Sessions on RSH

- ARSH sessions were conducted every month according to the module and as per the need of the participants. AMCHI reached out to 336 girls across 20 villages through 172 sessions.

ARSH Sessions

| Village | Number of Girls | No. of Sessions |
|----------------|-----------------|-----------------|
| Ambyachiwadi | 18 | 9 |
| Bandhanpada | 25 | 9 |
| Chandrichapada | 18 | 9 |
| Khanduchiwadi | 13 | 9 |
| Krushnachiwadi | 25 | 9 |
| Kumbharpada | 10 | 8 |
| Lingayat | 17 | 9 |
| Musaiwadi | 16 | 9 |
| Nimanpada | 19 | 9 |
| Palichapada | 17 | 9 |
| Shidpada | 32 | 8 |
| Vedvahal | 15 | 9 |
| Vehloli (K) | 16 | 5 |
| Vehloli (B) | 37 | 8 |
| Vehlonde | 19 | 9 |
| Lenad | 26 | 10 |
| Devalwadi | 10 | 9 |
| Raikarpada | 17 | 9 |
| Gokulgaon | 12 | 7 |
| Jambhe | 18 | 9 |
| Total | 380 | 172 |

- The girls were given books *Menstrupedia*, *Savitachi Samasya*, *Kishoriche Pahile Paul* and *Youvanachya Umbharthyavar*, related to ARSH and gender issues. Girls read the books and clarified their doubts in the meeting.
- The initiative provided a non-judgmental platform to the girls where they could raise a variety of questions. For instance at Lenad and Jambhe, the girls asked information about transgender persons. At Lingyat, girls wanted to know more about abortion. The information was provided to them in the following sessions.
- Follow-up visits were made each month covering all the villages under this intervention. Post training questionnaires were given to the participants. In some villages the participants evaluated the answers themselves and appreciated how their understanding of sex, sexuality gender and other related issues had improved.
- The girls involved themselves in the ANC-PNC intervention by sharing and imparting knowledge to young married women and new mothers about sex, menstruation, contraception, family planning, as well as domestic violence and recourse available to women.

- They also supported the work on malnutrition by sharing information about hygiene, sanitation, and persuading families to bring children for community weighing. In some villages girls started working on malnutrition issues by calling parents for weighing and health check-up of children while in others they have joined hands with the SID volunteers to spread the message of sanitation.

ARSH Melavas

ARSH *Melavas* form an integral part of our ARSH initiatives. The *melavas* are organized to give an opportunity to the young girls to express themselves through creative performances, share their experiences, and compete in interesting contests. It was also a means to train them in organising and communication skills. Five *melavas* were organized to cover 446 girls across 20 villages. Five more *melavas* were organized for 553 girls from 35 villages where PF had worked earlier.

| Melava conducted at | Date | Number of girls participated | Girls from villages |
|---|-------------|-------------------------------------|--|
| For villages under current project | | | |
| Lenad | 12.06.2016 | 68 | Lenad, Jambhe, Gokulgaon, Kumbharpada, Vehloli (K) |
| Kinhavali | 19.06.2016 | 89 | Raikarpada, Vehloli (B), Chikhhalgaon, Kharivali, Vachkole |
| Shidpada | 28.06.2016 | 102 | Shidpada, Amchyachiwadi, Khanduchiwadi, Krushnachiwadi, Ghartan, Musaiwadi, Chinchwadi, Poklewadi, Kathyachiwadi |
| Vehloli (B) | 15.07.2016 | 112 | Vehloli (B), Chandrichapada, Nimanpada, Lingayat, Devalwadi |
| Vehlonde | 17.07.2016 | 75 | Vehlonde, Vedvahal, Palichapada, Savroli |
| For old villages | | | |
| Kille Mahuli Vidyalaya, Koshimbde | 13.07.2016 | 120 | Koshimbde, Pivali, Savroli, Khor, Wandre |
| Tembhurli High School | 14.07.2016 | 115 | Tembhurli, Chandrichapada, Belavali, Bursunge, Dhadhre, Pashtepada, Toranpada |
| Nandval High School | 12.08.2016 | 113 | Alyani, Nandval, Devlichapda, Vgitthalgaon, Pashtepada, Gegaon and Shelavali |
| Taharpur High School | 13.08.2016 | 95 | Taharpur, Newra, Mohili, Tansa, Bhavsa and Khosta |
| Dolkhamb College of Arts and Science | 14.08.17 | 110 | Dehna, Sakurli, Kambe, Gunde, Pachghar, Varpadi, Ranjnepada, Walshet, Tembhurli, Dhadhre |

The following activities were conducted in the *Melavas* for the villages under present project.

- Group Performance in the form of a skit or street play on women empowerment or on topics related to the ARSH
- Quiz on Menstrupedia book and ARSH module
- Sport competition/Outdoor game

- Sharing by the girls on the impact of ARSH sessions on their lives and personality

In the *melavas* in old villages Mrs. Devshala Giri was invited as the resources person to conduct ARSH session in the *melavas*. She conducted ARSH sessions in a participatory way. She used apron, wall poster and cloth chart to deal with subjects like menstruation, pregnancy and full body literacy. Through various songs and games



the atmosphere of the hall became very open and friendly.

ARSH Melava in Vehloli(K) (top) and in Dolkhamb College of Arts and Science (down).

Following topics were covered in the session:

- Body parts and their function
- Reproductive system of men and women and their function
- Cycle of menstruation
- Required care during periods
- Misconception about menstruation and clarification on it
- Pregnancy, contraception and safe sex

Activities Organized by Adolescent Girls Groups

Groups of girls started organizing events in the villages to share their knowledge with other women as well as to discuss important development issues, of their village.



- Adolescent group of Vehloli, Lingayat, Lenad and Kumbharpada organized melavas for women in their village and discussed menstruation and contraception practices as well as women's development issues.
- The group at Bandhanpada organized women's *melava* for women on 12th Nov. wherein all the women of the village were invited.
- Girls' group in Chandrichapada organized a *melava* for close to 50 women on 11th Dec. wherein they shared information about Mahila Gram Sabha and government schemes for women and girls.
- At Raikarpada girls organized *Haldi-Kumkum* program on 16th Dec as a way of involving them in the issue of malnutrition. Close to 40 women including women members of Gram Panchayat attended the programme.

- At Gokulgaon *Mahila Melva* was organized on 18th Dec in which 35 women participated. Government schemes for pregnant and lactating mothers were discussed in the *melava*.
- At Khanduchiwadi a village *melava* was conducted by girls on 24th Dec to discuss sanitation and malnutrition issues.



Event organized by girls' group of Jambhe village (left) and a session on reproductive and sexual health in progress at Vedvahal (right).

Ante-Natal and Post-Natal Care (ANC-PNC) Intervention

Ante-natal care is absolutely essential for ensuring that the woman is monitored and guided properly during her pregnancy, for identifying high risk pregnancies, for promoting institutional deliveries and also for making sure that women access the available schemes and benefits. Poor nutrition, inadequate ante-natal care by service providers and certain harmful practices and myths like excluding certain foods and supplements during pregnancy need to be discussed at length with the pregnant women and the other decision makers – the other women in the family. It is also equally important to talk to them and convince them about the need for feeding the colostrum, keeping the baby warm, the post natal visit, and identifying pregnancy related complications. The sessions with Pregnant and Nursing mothers thus assume great significance in the community level health initiatives.

The intervention was supported by H T Parekh Foundation.

Sessions for Pregnant Women and Nursing Mothers

- ANC-PNC sessions were conducted by PF team in 20 villages reaching out to 266 pregnant women and 250 lactating mothers. 166 sessions were conducted in which 417 pregnant women, 491 lactating mothers and 1850 other women from communities participated in the period April-December 2016. Sessions included topics of care during pregnancy and after delivery, immunization of mother and child, importance of institutional delivery, nutrition, hygiene, medical assistance, regular check-up, iron and folic acid tablets, government schemes for pregnant women etc.
- Apart from regular session information about *Amrut Aahar Yojana* was provided too. The scheme was implemented in all villages as a result of creating awareness in the community.
- In all the villages sessions were conducted on *Mahila Gram Sabha*, its importance, other Government schemes for women and the role of Gram Panchayat in implementation and monitoring of these services.

ANC PNC Melavas

Melavas for pregnant women and nursing mothers were a means to stress on the importance of check-up by a doctor during pregnancy and after delivery. The *melavas* helped in screening the women for any potential risk. Five *melavas* (fairs) were organized to reach out to 446 women wherein check-up was done by Gynecologist and medicine distributed apart from showing informational films. These *melavas* were organised in collaboration with the Primary Health Centres of the area. All ANC PNC women were tested for Hb, HIV and sickle cell anaemia. Their weight, height and Blood Pressure were also recorded.

Apart from the health check-up, we had also arranged the following activities at all the *melavas*:

- Exhibition of posters on safe delivery and importance of institutional delivery
- Exhibition of posters on breast-feeding
- Three short educational films on maternal health, immunization of mother and child and hygiene
- Distribution of books about immunisation and nutrition
- Personal counseling

| Melava held at | Date | Number of women participated | From villages |
|---------------------------------|------------|------------------------------|---|
| Krushnachiwadi | 25.05.2016 | 105 | Krushnachiwadi, Khanduchiwadi, Musaiwadi, Ambyachiwadi and Shidpada |
| Lenad | 28.05.2016 | 78 | Lenad, Jambhe, Gokulgaon, Kumbharpada |
| Primary Health Centre Kinhavali | 09.06.2016 | 98 | Raikarpada, Chikhalgaon, Vehloli (K), Kharivali, Gegaon, Pashtepada, Alyani |
| Vehloli (B) | 15.06.2016 | 95 | Vehloli (B), Lingayat, Chandrichapada, Devalwadi, Bandhanpada, Nimanpada |
| Health Sub-centre Vehlonde | 08.07.2016 | 70 | Palichapada, Vedvahal, Vehlnde, Savroli |



It is observed that approximately 95% deliveries took place in hospitals across 20 villages where PF has been working on ante-natal and post-natal care. In the beginning of the project the institutional deliveries were about 70%.



Gynaecologist examines a pregnant woman at Lenad ANC PNC Melava (left) and participants watch a movie on breastfeeding at Krushnachiwadi ANC PNC Melava(right).

Livelihood Initiative from Vermi-composting

Population First introduced livelihood initiatives into the AMCHI project in the year 2011 to empower women economically as well as socially. In fact the demand came from the women who felt that they could engage in some income generation activities during their spare time. Accordingly the

women group members were trained to produce vermi-compost and vermi-wash and promote organic cultivation in the villages. The vermi-composting project covered 15 women's groups from 15 villages in the year 2016-17. The initiative was supported by Mahindra Finance and IndoStar Capital Finance.

Groups supported by Mahindra Finance
Project duration: February 2015 – December 2016

| Vermi-compost Group | Village | Number of Group Members |
|--|-------------|-------------------------|
| Shetkari Mahila Gandulkhat Prakalp | Vehlohi (K) | 8 |
| Sanjivani Mahila Gandulkhat Mandal | Gokulgaon | 6 |
| Navnirmiti Mahila Sanchalit Gandulkhat Gat | Jambhe | 7 |
| Vanashri Mahila Gadulkhat Prakalp | Raikarpada | 6 |
| Sanjivani Mahila Gadulkhat Prakalp | Bandhanpada | 5 |

Groups supported by IndoStar Capital Finance
Project duration: August 2016- March 2017

| Vermi-compost Group | Village | Number of Group Members |
|---|----------------------|-------------------------|
| Bharari Mahila Gandulkhat Prakalp | Dehne | 8 |
| Jagruti Mahila Gandulkhat Nirmiti Prakalp | Khoste | 6 |
| Pragati Mahila Gandulkhat Prakalp | Arjunali | 7 |
| Aadhar Mahila Gandulkhat Prakalp | Katkarwadi (Savroli) | 6 |
| Samarthkrupa Mahila Gandulkhat Prakalp | Kharivali | 5 |
| Samata Mahila Gandulkhat Prakalp | Alyani | 8 |
| Unnati Mahila Gandulkhat Prakalp | Khutadi | 6 |
| Jeevankranti Mahila Gandulkhat Prakalp | Shelavali | 7 |
| Mahila Gandulkhat Prakalp Pashtepada | Pashtepada | 6 |
| Mahila Gandulkhat Prakalp Babhale | Babhale | 5 |

Farmer Melava

Farmer *Melava* or Farmers' Fair is a way of showcasing the vermi-compost manure and vermi-wash produced by women's groups. It is organized at a place which is close to a vermi-compost unit and which has the potential to attract farmers from surrounding villages. Another way of creating awareness about vermi-compost manure and vermi-wash is to organise an 'Exhibition' held at major market places. As many farmers visit these markets to sell their produce and purchase their daily needs the exhibition provides an opportunity for us to present our organic alternative to chemical fertilizers and pesticides. Following Farmer Melavas and Exhibitions were conducted in the year 2016-17 to support the sale of vermi products of the women's groups. The members of the groups are involved in organising the event and are encouraged to explain the farmers the benefits of vermi products.

Farmer *Melavas* and Exhibitions

| Farmer Melava /Exhibition | Conducted at | Date | Number of farmers reached out | Farmers from villages | Marketing effort for groups at villages | Supported by |
|---------------------------|--------------|----------|-------------------------------|---|---|--------------------------|
| Exhibition | Kinhavali | 17.04.16 | 200 | Kinhavali, Thila, Shid, Vachkole, Kharivali, Partoli, Chikhalgaon | Raikarpada, Vehloli (K) | Mahindra Finance |
| Farmer Melava | Arjunali | 18.10.16 | 105 | Arjunali, Tute, Khutadi, Khariwali and Saralambe | Arjunali, Khutadi and Khariwali | IndoStar Capital Finance |
| Exhibition | Kinhavali | 13.11.16 | 280 | Kinhavali, Thila, Shid, Vachkole, Kharivali, Partoli, Chikhalgaon | Bhabde, Shelavali, Alyani | |
| Farmer Melava | Khutadi | 23.11.16 | 85 | Khutadi, Depochapada, Sarlambe and Arjunali | Arjunali, Khutadi and Khariwali | |
| Exhibition | Shenva | 15.12.16 | 150 | Vehloli (K), Lingayat, Malegaon, Narayangaon, Kulhe, Musai | Pashtepada, Dehna | |
| Exhibition | Sapgaon | 15.01.17 | 110 | Sarlambe, Kavdas, Tute, Andad, Hiv, Dhasai | Arjunali, Khutadi and Khariwali | |

Exposure Visits for New Groups

The 10 new groups formed under IndoStar project were taken to older groups for an exposure to the process of production of vermi products. The members of older groups shared how they developed the enterprise focusing on the process of construction of the unit and production of vermi -compost and vermi-wash. Members of the new groups got a chance to ask questions and clarify doubts from women who are successfully running the enterprise. The exposure visits help the groups gain confidence and see the process of production. Invariably the groups get motivated to begin the process of construction of units. Their mason also accompanies them in the exposure visit to be able to understand the measurements of the unit and specifications of the construction.

Exposure Visits

| Visit to old groups | Visiting new groups | Date |
|--|--------------------------------|----------|
| Jambhe, Gokulgaon | Alyani, Khoste, Arjunali | 26.09.16 |
| Nimanpada, Chandrichapada, Bandhanpada | Kambhe, Dehna | 26.09.16 |
| Jambhe, Gokulgaon | Kharivali, Khutadi, Katkarwadi | 04.11.16 |
| Gegaon, Gokulgaon | Bhable, Shelavali | 29.12.16 |
| Bandhanpada | Pashtepada | 29.12.16 |

Marketing Training

Training on Marketing was organized at Shenva Primary Health Centre on 12th August. Twenty four women from Bandhanpada, Jambhe, Gokulgaon, Raikarpada and Vehloli (K) have participated in

the training. Mr. Mahesh Salvi, Extension Agricultural Officer of Murbad block, was invited as the resource person. The activity was conducted for the groups supported by Mahindra Finance.

Marketing Visits

In an effort to create awareness about vermi-compost manure and develop market for the newly formed groups, AMCHI team visited small and big farmers, farmhouse owners and nurseries around the location of the vermi-compost production units. These efforts are required in the first phase of the project when the units are stabilizing their production and learning to sell their products.

Marketing visits were paid at Tute, Khariwali, Sarlambe, Kavdas, Andad, Doryachapada, Cheroli, Bhabhde, Nipurtepada, Hive, Walshet, Donghar, Lahe, Atgaon, Pundhe, Shirol and Khardi. More than 100 farm house owners and farmers were visited and given information about vermi-compost and vermi-wash during Sep-Oct 2016 just before the season for vegetable cultivation . The activity was conducted for the groups supported by IndoStar.

Demonstration of Use and Effect of Vermi-compost Manure

Most of the farmers in Shahapur block use chemical fertilizers and pesticides for production of grains, vegetables, fruits and flowers. Vermi-compost manure is 100% organic manure which helps in improvement of soil quality as well as reduces production cost. It also enhances the quality of produce and increases the yield gradually. Apart from creating awareness through other means, the result of vermi-compost and vermi-wash is demonstrated in farmers' fields. To convince the farmers beyond doubt about the efficacy of organic manure were selected.

Across four villages 10 farmers were selected who were interested in organic farming and had their land at prime locations such as adjacent to main road. Each farmer was given two quintal manure and was asked to use it only on a limited plot of land regularly till the end of the cultivation. Farmers were given detailed instructions on how to use vermi-compost manure for production of different kinds of crops. The positive effect of manure started showing from November '16 which continued in the months of Dec.'16 and Jan.'17. The manure and vermi-wash worked well on all crops especially ladies finger and cucumber in all except one farm. The farmers were satisfied with the results and have promised to use the products in future. Neighbouring farmers too could see the effect of vermi-compost products.

Income generated from vermi-compost enterprise

All the groups under the projects supported by Mahindra Finance and IndoStar could earn through the enterprise of vermi-composting. While the older groups supported by Mahindra Finance could earn throughout the year the groups formed in the current year supported by IndoStar began earning towards the end of the year. Given below is the income generated by the groups in the year 2016-17.

Mahindra Finance Project

Income generated from

| MONTH | Sale of vermi-compost (INR) | Sale of vermi-wash(INR) | Sale of Earthworms (INR) | Total (INR) |
|--------------|-----------------------------|-------------------------|--------------------------|---------------|
| Apr-16 | 4900 | 3000 | 0 | 7900 |
| May-16 | 14100 | 0 | 0 | 14100 |
| Jun-16 | 28000 | 0 | 0 | 28000 |
| Jul-16 | 0 | 0 | 0 | 0 |
| Aug-16 | 0 | 0 | 0 | 0 |
| Sep-16 | 1400 | 0 | 1400 | 2800 |
| Oct-16 | 23400 | 4700 | 0 | 28100 |
| Nov-16 | 32200 | 6600 | 2100 | 40900 |
| Dec-16 | 30400 | 1000 | 24500 | 55900 |
| Jan-17 | 23800 | 2300 | 1400 | 27500 |
| Feb-17 | 12200 | 0 | 0 | 12200 |
| Mar-17 | 17700 | 3500 | 0 | 21200 |
| Total | 188100 | 21100 | 29400 | 238600 |

IndoStar Project

Income generated from

| Month in Year 2017 | Vermi-compost (Rs.) | Vermi-wash (Rs.) | Earthworms (in Rs.) | Total Earning (in Rs.) |
|--------------------|---------------------|------------------|---------------------|------------------------|
| February | 6800 | 500 | 4200 | 11500 |
| March | 11900 | 1150 | 4200 | 17250 |
| Total | 18700 | 1650 | 8400 | 28750 |



Event organized by girls' group of Jambhe village (left) and a session on reproductive and sexual health in progress at Vedvahal (right).



Exhibition of vermi products at the weekly market at Kinhavali town (left) and training on construction of vermi unit and production of vermi manure at Khoste (right).

Internal Evaluation of Project supported by HTPF and MF

AMCHI team carried out an evaluation of the interventions across communities to know the outcome of the interventions. The evaluation process was participatory in nature and elicited responses from groups and individuals regarding their understanding of the subject as well as behaviour change in them. It was ensured that each village participated in the evaluation process at least for one intervention and AMCHI team got the feedback from people from each community. The process was conducted using different exercises and open-ended questionnaires in the months of Jan-Feb 2017 while the responses were compiled and findings were drawn in the months of Mar-Apr 2017.

Capacity Building of Communities

A series of capacity building training programmes were conducted in the month of March 2017 for the communities supported by HTPF and MF. Attempt was made to combine two or more villages in one training programme in order that people of all the communities were reached out. Topics of the Training included Panchayati Raj Institutions – three tier system of governance and administration and its functions, role and responsibility of members of Gram Panchayat and Government service providers, implementation process of government schemes, importance of *Gram Sabha* and *Mahila Gram Sabha*, rules and regulations pertaining to Grams Sabhas, Panchayat (Extension to Scheduled Areas) Act or PESA - Importance, benefits and implementation process, *Panch-Varshik Arakhada* (Five years action plan).



Capacity building training programme being conducted at Khanduchiwadi village.

Work with Government at Block Level

Population First has been nominated by the government as NGO representative of Shahapur block in the monitoring committee for government health services at block and district level. As a result of continuous engagement with the government officials at block level, PF has been able to present community issues before the authorities and get them resolved. One such initiative has been to start a health check-up for malnourished children at Sub-District Hospital (SDH) Shahapur. Malnourished children across communities are being brought by Anganwadi Workers for check-up and those children who need longer medical attention are admitted to the hospital for three weeks. The facilities at the SDH such as toilets for women admitted for delivery, renovation of children's section, etc. were made functional.

Conclusion and Way Forward

It was observed that there is a communication gap between the government and the communities. Lack of information stops people from participating in the development process. As has been the strategy of PF, if villagers have accurate and relevant information about government schemes and procedures, they can participate in the development of their village. After our workshops, people have started working on their priority issues using the information provided in the workshops. People have taken responsibility of their own development and taken collective actions which have been the prime objective of AMCHI. The cycle of change has started in the communities which would lead towards self-sustainability.

We believe that Mahila Gram Sabha and general Gram Sabha will take place more often with higher participation of people which is the key to development. As people, especially women, start monitoring the implementation of schemes and service providers' functioning, quality of services improves and utilization of government funds increases. As people get the sense that the fund coming to them for development is their own money, they demand it as a matter of right and

monitor it carefully. Gram Panchayat members begin to be active in presenting and passing resolutions as well as become more responsive to people's demands.

We envisage women taking up roles of leadership in Gram Panchayat and village committees. This empowers them in their personal lives but also their work benefits the whole community. Their participation in decision-making in the community increases which lends momentum to the development process of the community. Adolescent girls involved in the development issues make for responsible citizens in future. The information and skills they received prepares them to take leadership roles in the community.

AMCHI team is engaging with the government at block and district levels on the issue of malnutrition, ante-natal and post-natal care continuously. This is helping communities articulate their issues at higher levels and improve the health services at village level.



LAADLI

About *Laadli*

Laadli works with various stakeholder groups to change the mindsets that undervalue the girl child and make her unwanted in millions of Indian homes. Through our comprehensive communications campaign we try to address the gender discrimination and inequality between the sexes, which is at the root of this problem. We work with the youth, media, advertising and film professionals to change these mindsets and question the deep-rooted son preference in our society.

Though the influence of media, advertising and films is tremendous often they are seen promoting and propagating gender stereotypes and social norms that rationalize gender inequality and justify gender based violence. Therefore, there is a need to engage the influencers in conversation, dialogue and negotiations to promote greater gender sensitivity and build social consciousness about impact of communication in reinforcing negative stereotypes, images and mindsets.

The *Laadli* Media Advocacy initiatives put the focus on gender in the media and work towards building a gender-just society. Population First is committed to building such a perspective by engaging the media in discussions on how it can shape, indeed, change mindsets. Through our media interventions, we hope to accelerate the behaviour change.

About the *Laadli* Media Awards

The *Laadli* Media Awards for Gender Sensitivity is the only one of its kind in the world given exclusively for gender sensitivity in media. For the first time *Laadli* with the support of International Advertising Association (IAA) expanded its wings in 2017 to South Asian countries, thus making it the First South Asia *Laadli* Media and Advertising Awards for Gender Sensitivity.

The awards are being supported by UNFPA, since the institution of awards in 2007. COLORS Viacom 18, one of India's fastest growing media and entertainment networks, was associated with us as our cause partner in 2017. It was a year-long advocacy initiative with senior editors, media leaders, journalists, and cultural icons that culminated in the awards functions. The objective of the *Laadli* Media Awards was to draw the attention of the public to the positive efforts in the media with regard to gender sensitive reportage and programming by showcasing such efforts. It does not felicitate the much felicitated but focuses on media persons who are reporting from the field level- analyzing laws, policies, programmes, events and incidents using a gender lens. The awards cover media persons from all the states and union territories of the country writing in 13 languages across print, electronic and web media. Every edition receives close to 1500 entries. By acknowledging and felicitating the media persons who are writing positive stories on gender we are encouraging more people to join the movement.

Laadli Media Awards Events: April 2016 to March 2017

7th Edition of National *Laadli* Media and Advertising Awards for Gender Sensitivity 2014-15

The 7th Edition of National *Laadli* Media and Advertising Awards for Gender Sensitivity 2014-15 was held on 13th April 2016 at NCPA, Mumbai. The awards supported by UNFPA felicitated 25 professionals who demonstrated exemplary sensitivity in reporting on gender issues thus helping bring more public awareness and accountability on the part of the government and implementers of social development programmes.

Ms. Arundhati Bhattacharya, Chairperson, State Bank of India was the Chief Guest for the evening while Mr. Diego Palacios, Country Representative, UNFPA was the Guest of Honour.

The *Laadli* Lifetime Achievement Award was awarded to Fashion Designer and celebrated fashion choreographer, Jeannie Naoroji. She developed a distinctive style melding a Bollywood approach with the traditional, simultaneously showcasing India's hidden talents, expertise in textiles and jewelry and her commercial acumen. Over a career spanning four decades, Jeannie, along with her business partner, has trained many master tailors, choreographers, set designers, musicians, a huge team of people that design and run fashion shows. She mastered the art of managing several shows running across the world simultaneously.



The event had a nostalgic feel with the models of yester years walking the ramp to pay a tribute to Jeannie who shaped their careers.

Anna Bredmeyer, Asgar Ali, Deepak Parashar, Esther Mathais Daswani, Kavita Bhambhani Singh, Kiran Joneja Sippy, Lubna Adams, Marianne D'souza Rao, Meher Mistry Castellino, Nandini Sen, Naqi Jehan Kamdar, Pheroza Mody, Salome Aaron Roy Kapoor, Shobhaa Rajadhyaksha De, Zeenat Aman celebrated her Award by walking the ramp while her old faithful technical crew of Sam Kerawalla, Ajit Shah, and Kaizad Bhabha (son of late Sarosh Bhabha) have joined in to recreate the Jeannie magic with Burlingtons, Neeta Lulla and Wendell Rodricks providing the outfits on display.

| Sr No. | Category | Name of the Ad | Agency/ Publication / Channel / Theatre Group/ Author/ Director |
|--------|---|-----------------------------|---|
| 1 | Laadli Lifetime Achievement Award for Fashion Design and Choreography | Jeannie Naoroji | |
| 2 | Priyanka Dahale Award for Young Journalists | Rahul Pillai and Ila Ananya | |
| | Advertising | | |
| 3 | Grand Prix | Ariel Share the Load | BBDO |
| 4 | Best Campaign | Anouk by Myntra | Ogilvy & Mather |
| 5 | Short Film | Omron Healthcare | Dentsu Marcom |
| 6 | Best Product | Titan Raga - Break the Bias | Ogilvy & Mather |
| 7 | Jury Certificate Award | Parampara Masala | Omlette BBDO |

| | | | |
|----|--|---|----------------------|
| 8 | Jury Certificate Award | Midea | Onads Communications |
| 9 | Game Changer | Havells | LOWE LINTAS |
| 10 | Best PSA | Share your story with your son Breakthrough | OGilvy Mumbai |
| 11 | Best Brand Promotion | Indian Express | Creative land Asia |
| | PLAY | | |
| 12 | Best Play - "Ila" | Puja Sarup & Sheena Khalid | |
| | | Patchwork Ensemble | |
| | Innovative Campaigns | | |
| 13 | Innovative Campaign - <i>Laadli</i> Media & Advertising Award for Gender Sensitivity 2014-15 | Menstrupedia | |
| 14 | Innovative Campaign - <i>Laadli</i> Media & Advertising Award for Gender Sensitivity 2014-15 | Out of Print | |
| 15 | Innovative Campaign - <i>Laadli</i> Media & Advertising Award for Gender Sensitivity 2014-15 | Ahmedabad Mirror (Art books) | |
| | Books | | |
| 16 | <i>Laadli</i> Media & Advertising Award for Gender Sensitivity 2014-15 | The Seasons of Trouble | Rohini Mohan |
| 17 | <i>Laadli</i> Media & Advertising Award for Gender Sensitivity 2014-15 | In Search of Freedom | Sagari Chhabra |
| | Films | | |
| 18 | <i>Laadli</i> Media & Advertising Award for Gender Sensitivity 2014-15 | Dum Laga Ke Haisha | Sharat Katariya |
| 19 | <i>Laadli</i> Media & Advertising Award for Gender Sensitivity 2014-15 | Aligarh | Hansal Mehta |
| 20 | <i>Laadli</i> Media & Advertising Award for Gender Sensitivity 2014-15 | Margarita with a Straw | Shonali Bose |
| | Print | | |
| 21 | Best Feature | Himmat Kataria | |
| 22 | Best Feature- Web | Annam Suresh | |

| | | | | |
|-----------|---------------------------------------|-------------------|---------|----------|
| 23 | For Promoting Investigative Reporting | The Week | | The Week |
| 24 | Best Investigative Report | Bhairab Brahma | Chandra | |
| 25 | Best News Report | Rupsa Chakraborty | | |

The jury for the awards included editors, writers, academicians and media professionals like Siddharth Bhatia, Amy Fernandes, Mark Manuel, Shashi Baliga, Kumar Ketkar, Sameera Khan, Tina Mehta, Monica Tata, Meghna Pant and Amrita Choudhary.

The Award ceremony was opened by a LIVE performance by E-Factor- an all women band comprising of Sunita Bhuyana (Violinist), Merlin D'souza (Pianist) and Swarupa Ananth (Percussionist).



United Phosphorus, Piramal, Ample Mission, Hitkari, Spenta Multimedia, Madison Outdoor, NRB Bearings and Lotus Hospitals were partners who offered financial and in kind support for the event. The Taj Vivanta was the hospitality partner and provided accommodation for the participants. The event was hosted by Anu Menon famously known as Lola Kuty.



MADISON OUT OF HOME provided hoardings at prime locations between Peddar Road and Worli to announce the awards event.

LAADLI MEDIA AND ADVERTISING AWARDS FOR GENDER SENSITIVITY 2015-16

The eighth edition of the *Laadli* Media Awards 2015-16 was launched in October 2016. The call for entries was disseminated widely through press conferences, media partnerships and support from online media networks. Rajasthan Patrika and Telegraph joined us as our media partners and announced the call for entries twice in all their editions.

COVERAGE -

| Sr. NO. | Publication | Link | Date of Publication |
|----------------|--------------------|---|----------------------------|
| 1 | Campaign India | http://www.campaignindia.in/article/laadli-media-and-advertising-awards-for-gender-sensitivity-calls-for-entries/431397 | Nov 10, 2016 |
| 2 | Viacom 18 | https://www.viacom18.com/viabuzz/population-first-launches-the-8th-laadli-media-and-advertising-awards-for-gender-sensitivity-2015-16/ | Nov 16, 2016 |
| 3 | The Hindu | http://www.thehindu.com/news/cities/Hyderabad/Entries-invited-for-Laadli-media-awards/article16684370.ece | Nov 25, 2016 |
| 4 | Afaqs | http://www.afaqs.com/news/story/49389_Colors-associates-with-Population-Firsts-Laadli-Awards-as-Cause-Partner | Nov 10, 2016 |
| 5 | Television Post | http://www.televisionpost.com/news/colors-population-first-launch-8th-laadli-awards-2015-16/ | Nov 09, 2016 |
| 6 | Cine Speaks | http://cinespeaks.com/population-first-launches-the-8th-laadli-media-and-advertising-awards-for-gender-sensitivity-2015-16/ | Nov 09, 2016 |
| 7 | ColorsTv.com | http://www.colorstv.com/in/news/colors-joins-hands-with-laadli-foundation-as-cause-partner-4721.html | Nov 08, 2016 |
| 8 | Adgully | https://www.adgully.com/colors-joins-hands-with-laadli-foundation-as-cause-partner-69736.html?amp=1 | Nov 10, 2016 |



Laadli Media Awards ad published in Telegraph



Laadli Media Awards ad published in Rajasthan Patrika

The last date for submission of entries was 25th December 2016. Around 1500 entries were received from 13 language media.

Press conferences were held in three cities viz., Mumbai, Hyderabad and Delhi.

One national awards event and three regional awards events were held. While, as always, the National event was held in Mumbai the regional events were held at Hyderabad, Delhi and Ahmedabad. Bhumika Womens Collective in Hyderabad and CHETNA, a well known NGO in Gujarat were our collaborating agencies for our Hyderabad and Ahmedabad events respectively.

February 23, 2017 - LMAAGS Western Region, Ahmedabad

The western region awards ceremony was organized in Ahmedabad on February 23, 2017. The event was organized with the support of UNFPA and with Colors Viacom 18 as our Cause Partner.

The collaborating partner in Ahmedabad was CHETNA, a non-governmental organization working for women's rights. The Western Region Award event was organized at Gujarati Sahitya Parishad, Ahmedabad on 23rd February, 2017 with almost 275 members in the audience. The audience included jury members, media professionals, freelancers, students of journalism, and representatives of NGO along with the award winners from Gujarat, Rajasthan and Maharashtra. The co-ordinator for LMAAGS West was Harita Talati.

Some of the highlights of Laadli Media Awards 2015-16 of Gujarat

- Received 543 entries from individuals and groups covering all categories in four languages: Gujarati, Marathi, Hindi and English.
- The Chief Guest Dr. Mallika Sarabhai was impressed by the range of entries and commended the work being undertaken by Population First.
- Suneeta Rao, Pop Diva and Darpana's performance was applauded by all present.

- Award event was covered by 13 media agencies of Gujarat including Doordarshan, Divya Bhaskar (Pre and Post event coverage), Ahmedabad Mirror, Sandesh, Phoolchhab, Nav Gujarat Samay, RajsthanPatrika (Pre and post event Coverage), Ahmedabad Express, GSTV, TV 9, Chitralkha, DNA, Sardar Gurjari, Jay hind.

March 23, 2017 – LMAAGS North and East, New Delhi

The LMAAGS event in Delhi was held at Chinmaya Mission.

Following were the highlights of the event

- 37 media professionals honored from across print, web and electronic from over 600 plus entries in North and East.
- Special Guests include Mr. Diego Palacios, Country Representative, UNFPA, Ms. Sushma Seth-Veteran theatre personality, Ms. Stuti Kacker - Chairman-NCPCR and Padmashri Syeeda Hameed – Member Planning Commission
- Around 200 members were present at the event
- Event covered by Indian Express and Pioneer apart from news portals
- Pandita Anuradha Pal, renowned table player, accompanied by Ms. Gouri Banerjee on Sarangi presented a special composition on womanhood

JURY MEETING

The jury members who judged the entries for the 8th *Laadli* Media Awards are prominent people experienced either in media or gender studies or both.

Following were the jury members for the West entries

West Jury meeting was held on February 3 2017 at CHETNA office, Ahmedabad

| Western Region Jury Members | | |
|------------------------------------|-----------------|-----------------|
| Jyoti Gade | Dr Sonal Pandya | Dr Gaurang Jani |
| Chinmayee Joshi | Pallavi Patel | Dr Ameer Yajnik |
| Malti Mehta | Minaxi Shukla | Pratima Joshi |
| Thulsidas Bhoite | | |

Following were the jury members for the North entries

North Jury meeting was held on February 28 2017 & March 1 2017 at IIMC Delhi

| Eastern & Northern Region Jury Members | | |
|---|-----------------|--------------------|
| Abdus Salam Asim | Ashok Sajjanhar | Dr. Anamika |
| Dr. Anand Pradhan | Dr. Rama | Dr. Ranjana Kumari |
| Ira Jha | Krishna Menon | Manipadma Jena |
| Munmun Ghosh | Roopa Barua | Sampad Mahapatra |
| Sandeep Sahu | Sujata Madhok | Sunil Jha |

WESTERN REGION COVERAGE -

| S.No | Publication | Date of coverage |
|------|--|---|
| 1 | Rajasthan Patrika (Pre event coverage) | 23 February 2017 |
| 2 | DivyaBhaskar (Pre event coverage) | 23 February 2017 |
| 3 | Doordarshan, | 24 February 2017 |
| 4 | DivyaBhaskar | 24 February 2017 |
| 5 | Ahmedabad Mirror | 24 February 2017 |
| 6 | Sandesh | 24 February 2017 |
| 7 | DNA India | 24 February 2017 |
| 8 | Phoolchhab | 24 February 2017 |
| 9 | Nav Gujarat Samay | 24 February 2017 |
| 10 | Rajasthan Patrika | 24 February 2017 |
| 11 | Ahmedabad Express | 24 February 2017 |
| 12 | GS TV | 24 February 2017 |
| 13 | TV 9 | 24 February 2017 |
| 14 | Chitralkha, | 24 February 2017 |
| 15 | SardarGurjari | 24 February 2017 |
| 16 | Sahiyo.com | https://sahiyo.com/category/news/ |
| 17 | Ladiesfinger.com | http://theladiesfinger.com/chatura-rao-won-Laadli-media-award-poignant-piece-abuse-inside-outside-homes/ |
| 18 | Sundayguardianlive.com | http://www.sundayguardianlive.com/news/8524-tsg-journalist-gets-Laadli-media-award |
| 19 | Scroll.in | https://scroll.in/latest/826255/scroll-in-writer-priyanka-vora-wins-2016-early-childhood-development-reporting-contest |

NORTHERN REGION COVERAGE -

| S. No | Headline | Publication |
|-------|---|---|
| 1 | BLink wins two journalism awards | http://www.thehindubusinessline.com/news/blink-wins-two-journalism-awards/article9598574.ece |
| 2 | Express Journalist wins <i>Laadli</i> award | Indian Express |
| 3 | Anima Pookkunnilyil and Shreta Ila Anasuya awarded at the 8th <i>Laadli</i> Media awards | http://studycopier.com/feed/anima-pookkunnilyil-shreya-ila-anasuya-awarded-8th-Laadli-media-awards/ |
| 4 | Odisha based freelance Journalist and rights activist Akhand received the <i>Laadli</i> Media and Advertising Award | http://orissadiary.com/odisha-based-freelance-journalist-rights-activist-akhand-received-Laadli-media-advertising-award/ |
| 5 | Odisha based Writer NabaKishor Pujari bagged <i>Laadli</i> Media Award | http://orissadiary.com/odisha-based-writer-naba-kishor-pujari-bagged-Laadli-media-award/ |
| 6 | Five Muslim journalists win <i>Laadli</i> Media Awards for work on gender sensitivity | http://twocircles.net/2017mar24/406758.html |

| | | |
|----|--|---|
| 7 | Shreya Ila Anasuya Wins <i>Laadli</i> Media Award For Article in The Wire | https://thewire.in/118462/shreya-ila-anasuya-Laadli-award/ |
| 8 | 8th <i>Laadli</i> Media Awards 2016 | http://currentaffairs.adda247.com/2017/03/8th-Laadli-media-awards-2016.html |
| 9 | Pioneer reporter gets <i>Laadli</i> Media and Advertising awards | http://www.dailypioneer.com/city/pioneer-reporter-gets-Laadli-media-and-advertising-awards.html |
| 10 | Abdul Gani of Guwahati bags <i>Laadli</i> media award | http://www.milligazette.com/news/15479-abdul-gani-of-guwahati-bags-Laadli-media-award |
| 11 | | http://hindi.webdunia.com/national-hindi-news/smriti-joshi-ladli-media-award-webdunia-117032300087_1.html |
| 12 | Radio Kashmir bags <i>Laadli</i> media award | http://kashmirreader.com/2017/03/24/radio-kashmir-bags-ladli-media-award/ |
| 13 | Room to Read India Recognized with Two Media Awards for Children's Rights and Gender Sensitivity | https://www.roomtoread.org/the-latest/room-to-read-india-recognized-with-two-media-awards-for-children-s-rights-and-gender-sensitivity/ |
| 14 | 8th <i>Laadli</i> Media Awards 2016 | http://enews.ibpsindia.com/2017/03/24/8th-Laadli-media-awards-2016/ |

CRITIQUING MOVIES THROUGH A GENDER LENS

For nearly a decade, Population First has been working to promote positive portrayals of women and girl children in media, advertising and films. The *Laadli* Media and Advertising Awards for Gender Sensitivity have been recognizing and awarding gender sensitive reportage, advertisements, books and movies. Films in particular, don't just crystallize new beliefs regarding patriarchy, but also reaffirm old truths. It is truly a powerful medium to bring about social change and we recognize that films play an important role in changing the situation regarding gender inequality in India. We have in association with DNA online have introduced a special column entitled "Through the Gender Lens" to review films from a gender perspective.

Queen of Katwe: Seeing ourselves in chess master Phiona's journey

"...The story meanders between Phiona's tryst with chess, Harriet's daily struggles as a single mother and Night's choices that lead her down a dangerous path. But nowhere in the movie do you pity the characters for all that its women are subjected to— be it sexual exploitation, lack of access to healthcare, exploitation by property owners and vendors. In fact, the audience finds themselves investing in the struggles and triumphs. Even if you don't agree with some of the choices they make, you rejoice in the fact that they stand up for themselves..."

Using films like 'Jolly LL.B 2' to spread message of gender equality

“...The depiction of traditional mindsets even in the most modern of individuals too, is demonstrated when Jolly’s wife quickly dons a *dupatta* when she sees her father-in-law, or that she needs to change into her anniversary dress at a location far from her house, or that Jolly cannot openly admit that his wife drinks alcohol, but will serve her alcohol in the confines of his house.

The movie opens up a dialogue while not offending sensibilities or outright challenging them. This path of negotiating with skewed mindsets of society may have far more success in delivering gender equality messages to a larger audience than "woman-centric" movies would.”

Social Media Engagement (2016-17)

| Date | Event | Details |
|----------------|-------|--|
| April 2016 | | |
| | 9 | LMAAGS 2014-15 Regional Awards |
| | 13 | LMAAGS 2014-15 National Awards |
| | 21 | Creative Critique: Ad Reviews of the fortnight 1-15 April 2016 |
| May 2016 | | |
| | 11 | #PushMeMom Contest- Mothers’ Day |
| | 27 | Women’s Participation in Sport, Asia Society India Centre |
| June 2016 | | |
| | 9 | <i>Laadli</i> @11, Tell us her story: The new Indian Filmmakers <i>O Meri Laadli</i> song- E-factor |
| | 13 | Blog: <i>Laadli</i> turns 11 |
| | 16 | DNA India online article: ‘Films through a gender lens’ |
| | 17 | Blog: Obituary of Dr. Trupti Shah by Prof. Vibhuti Patel |
| | 21 | Video: Tell us her story- Panel Discussion |
| | 23 | Blog: AMCHI- Water, Water everywhere |
| July 2016 | | |
| | 6-7 | Workshop for Media Professionals on Gender Sensitive Reporting |
| | 11 | World Population Day |
| | 15 | National Doctors’ Day |
| | 25 | Blog: When Actions speak louder than Words |
| August 2016 | | |
| | 3-4 | Screenwriters Conference at St. Andrews College |
| | 9-10 | Media Workshop on Gender Sensitivity, SIMC, Pune |
| | 11-12 | DoosraChashma Film Festival |
| September 2016 | | |
| | 21-22 | Rise Summit- Population First organised Film Festival and Gender Workshop |
| October 2016 | | |

| | | |
|---------------|----|--|
| | 11 | #dayofthegirlchild Tweet Chat on adolescence and sexuality by FII and <i>Laadli</i> |
| | 18 | Blog: Expanding abortion rights for women |
| | 19 | Queen of Katwe: Seeing ourselves in Chessmaster Phiona's journey |
| November 2016 | | |
| | 8 | <i>Laadli</i> in News: http://www.campaignindia.in/article/creative-critique-ad-reviews-5-october-to-19-october/431290 |
| | 11 | National Education Day #EducateTheGirlChild |
| | 16 | National Press Day: On #NationalPressDay, congratulations to all the members of the press for speaking up on important issues of #gender #equality and justice. Cheers to the spirit of freedom and independence of press Mumbai Press Club |
| | 19 | World Toilet Day- School-in-development programme- Vikasdhoots The School-in-development programme by Population First engages students from grade 5-7 to sensitize #villagers and improve #sanitation and hygiene in Shahapur block in #Thane district. Presenting the 'Vikasdhoots' to mark UN World Toilet Day . |
| | 25 | Start of the '16 Days of activism' campaign |
| | 26 | PF poll: Do you think advertisements have changed their portrayal of LGBT? |
| | 30 | Blog: Queering Books |
| December 2016 | | |
| | 10 | Beyond the Binaries Join us for an evening of conversations on genders and sexualities. This is the culmination of 16 Days of Activism Campaign by Population First for sexual minorities in India, with cause partner COLORS TV, supported by Screenwriters Association India and UNFPA. The event will include an introductory address by Dolly Thakore, a scene from a play by FaezehJalali, a presentation on sex and gender by SmritiNevatia, a poem by Aligarh writer ApurvaAsrani, giving away of prizes to campaign winners and presentation of selected winning poems/stories/videos, finally ending with a panel discussion with HarishIyer, Sonal Giani, Apurva Asrani and Meet Tara Dnyaneshwar. |
| | 14 | Dr.Sharada announces Call for entries https://www.youtube.com/watch?v=jNifTtLM9SY&feature=share |
| | 24 | Dear Santa- Wish for a 'Gender Equal Society' |
| | 30 | United Way Mumbai Fundraiser A sincere appeal to all who wish to donate towards reducing gender imbalances and work towards gender sensitive and social development oriented health and population programs Any contribution, large or small, would help support this cause and contributing towards building an empowered INDIA. |
| January,2017 | | |

| | | |
|---------------|----|---|
| | 12 | Introspective Workshop on reporting from a gender perspective, by <i>Laadli</i> and UNFPA at Xavier School of Communications |
| | 15 | Thank you message for SCMM # <i>Laadli</i> wishes to thank @IRB for the support and cheer @runscmm Standard Chartered Mumbai Marathon #marathon #gender |
| February,2017 | | |
| | 15 | Blog: Ae Dil Hai Mushkil- Review by Dr.Ishmeet Nagpal |
| March 2017 | | |
| | | <i>LMA 2015-16 promotional material and publicity</i> |
| | 7 | Unbox the heroine "EkChutkisindoorkikeemat tum kyajaano Ramesh Babu..EkChutki tum bhilagaakardekhothojoano" Rev up your brains and share some of the most gendered filmy dialogues by Bollywood so far Zoom TV COLORS TVFilmydrama #womensday #unboxtheheroine |
| | 14 | Dr. A.L. Sharada writes on sexual harassment of women at workplace "Sexual harassment of women at workplace is an important issue which receives media attention only as a follow up to a case filed by women. The need of the hour is awareness on the Sexual Harassment of Women at Workplace Act 2013 across organisations, both public and private. Internal training on the legislation is an absolute must. There needs to be clarity among employees and employer on what constitutes as Sexual Harassment. Women are entitled to a safe working environment" . We call on the corporates to pay equal attention to prevention and prohibition rather than act only after an incident occurs." - Dr AL Sharada, Director, Population First |
| | 15 | Using films like Jolly LLB 2 to spread message of gender equality |
| | | |

Laadli Fellowships:

As part of its Media Advocacy efforts, the *Laadli* campaign of Population First instituted the *Laadli* Fellowships four years ago. They are given to young journalists who have been writing on gender issues in English, Hindi and Marathi. The fellowship of Rs.50, 000/- requires the fellow to write four stories over four months.

In the year 2016 four fellows were chosen from the winners of the *Laadli* Media Awards. Each of the journalists receiving the fellowship wrote four investigative reports on the theme : *Gender and Disability – An Unexplored Dimension*.

Announcement of the four recipients of The *Laadli* Media Fellowship supported by Aditya Birla Group was also made during the evening. The following were selected for the fellowship: Diana Sahu, Namita Deshpande, Paulomi Banerjee and Sneha Khare were the winners of the *Laadli* Media Fellowship 2016

| | |
|-------------------------|---|
| Diana Sahu | 31 Year old Diana Sahu is Chief Sub-editor/Principal Correspondent with New Indian express and has nine years of experience in the field. Some of her special stories for the New Indian Express have been based on the lives of women of Bonda Tribes in Odisha. |
| Namita Deshpande | 33 year old Namita Deshpande is currently a freelance journalist who has a regular column titled “Pudari” in Prabhat Newspaper since 2013. She had documented the Mahila Rajsatta Andolan and is actively engaged in translation work. |
| Paulomi Banerjee | 34 year old Poulomi is Assistant editor at Hindustan times and had worked with The Statesman and The Telegraph earlier. She has been writing on a wide range of issues particularly pertaining to women and children. |
| Sneha Khare | 34 year old Sneha Khare is a Senor Reporter with People's Samachar (Madhya Pradesh), and had worked with News Express, Nav Bharat Times, Outlook and Patrika. She was awarded the <i>Laadli</i> Media Award for Consistent writing on gender issues. |



To sensitize the fellows about gender and disability issues Population First conducted a one-day workshop on 14th April, 2016 at the Canadian Consulate office in Mumbai. Various sessions were conducted by Kalpana Sharma, Neelam Kshisagar and Sujata Bhan during the day.

This year Canadian Consulate awarded an International Fellowship to one of the regional *Laadli* Award winner Geeta Sharma.



The Consulate General of Canada has awarded a special “Canada Fellowship on Diversity” to one the regional *Laadli* Media Awardee. Geeta Sharma was selected for the fellowship and had an opportunity to visit Canada to learn about diversity and inclusiveness in Canadian policies and programmes. She has 18 years of experience in Journalism and has been working with ‘Meri Saheli’ as Assistant Executive Editor for the last 6 years. She is awarded the *Laadli* Media Award for her feature “Acid Attacks – Kab Aur Kaise Rukenge Wardate”

23rd May 2016 - Consultation with senior Media professionals

Population First held a consultation meeting with senior Media professionals from the advertising and journalism fraternity on 23rd May, 2016 at the HSBC Office in Mumbai.

The members appreciated the work that Population First is doing and observed that unfortunately it is being identified only with the media awards. There is a need to present the tremendous work that is being done by PF in a more holistic fashion for funders as well as its stakeholders. The members gave their feedback on how *Laadli* and AMCHI can grow.

Consultation with senior journalists on 29th June, 2016

Population First with the support of UNFPA held a consultation meeting with media professionals on 29th June, 2016 at the Indian Merchants Chamber in Mumbai. The meeting was attended by Mrinmayee Ranade- Editor, Madhurima, Siddharth Bhatia- Founding Editor, The Wire, Leenal, Reporter- Lokmat, Sameera Khan- Independent journalist, writer, and researcher and Anuja Gulati- State Program Coordinator, UNFPA.

The Population First Team was represented by Mr S.V. Sista, Executive Trustee, Dr A.L. Sharada, Director, Preeti Gopalkrishnan, Programme Director and Tasnim Motorwala, Communication Manager.

Dr A.L. Sharada gave a brief background of the earlier media consultations held in Delhi, Chennai and Hyderabad with senior media professionals and representatives of top media houses. She informed the participants that Population First (PF) has been holding Media Consultation with representative bodies for many years. The idea behind this initiative is to engage journalists to look at enhancing and intensifying their efforts towards promoting gender sensitivity in the media and making media organizations more inclusive and gender sensitive. Dr. Sharada shared the recommendations suggested by media professionals in earlier media consultations.

She said that the purpose of this consultation is to review the various points that emerged from the earlier meetings and come up with one or two actionable points for the next six to nine months.

The group reviewed and discussed the recommendations accordingly.

Two actions points that emerged from the discussion were:

1. Monitoring of the media to assess how gender sensitive is the reporting- A survey to be conducted across Mumbai, Delhi, Chennai, Kolkata and Hyderabad. Two top English publications and two top regional publications to be assessed in each city over a period of three to four months. After a long discussion it was decided that it can be done with help of students pursuing journalism or a research institute along the lines of the Global Media Monitoring Project(GMMP) (<http://whomakesthenews.org/gmmp>). However the tools used by GMMP will have to be tweaked and simplified to suit the study. Ms. Sameera Khan has agreed to guide PF in developing the tools for the media monitoring.
2. The second suggestion was conducting a Facility and Policy Survey of top media house in the same five cities with the help of research and journalism institutes. The survey should include a checklist to assess how gender friendly the media houses, clubs and other regulatory bodies are in terms of basic facilities like crèches, toilets, safe transport and other facilities are concerned as well as in terms of their HR and management policies. The purpose of the study should not be to put the media houses in the dock but to highlight the need to be more gender inclusive. If the response is positive from the media houses, it was suggested that we may consider instituting awards for media houses for gender sensitivity.

The group felt that doing both the above will give Population First a sound basis for negotiating with the media houses to promote more gender sensitive reporting.

Laadli @ 11: Celebrating Laadli's 11th birthday

On 9th June, 2016, in commemoration of the 11th anniversary of *Laadli*, the Girl Child campaign by Population First, Avid Learning in partnership with *Laadli* brought together a panel of esteemed filmmakers who are redefining cinema to talk about the craft and making a mark in a male dominated industry.

The panelists were

- Guneet Monga- BAFTA nominee, CEO of *Anurag Kashyap Films* and Film Producer of *Gangs of Wasseypur* and *The Lunchbox*
- Ashwiny Iyer Tiwari - debutante film director of *Nil Battey Sannata* and award winning Ad-film director
- Pubali Chaudhuri - Screenwriter of *Rock On* and *Kai Po Che*
- Jabeen Merchant - Film editor of feature films like *NH10* and documentary films
- Juhi Chaturvedi- Screenwriter of *Vicky Donor* and *Piku*
- Swara Bhaskar- Lead of *Nil Battey Sannata*



The panel discussion was facilitated by veteran theatre personality and Casting Director, Dolly Thakore.

Standard Chartered Mumbai Marathon 2017

We had one more year of excitement and fun at the Standard Chartered Mumbai Marathon (SCMM) 2017. Population First, participating for the Seventh time was represented by a team of 200 people, which included participants from IRB, students from various colleges, staff and change makers. All of them walked the entire route wearing *Laadli* T-shirts and caps and held placards and balloons, to create awareness about our cause. Thanks to their spirit and motivation, Population First raised **INR 13, 13,500** through SCMM 2015. We would like to thank everyone who has consistently supported us via the marathon, with a special mention to **TEAM IRB** and look forward to a greater participation for the 2017 edition too!



September 01, 2016:

The charity show organized by NCPA and Sahachari Foundation , organised a fundraiser event for Population First titled 'Bard of Bengal'. Jaya Bachchan and Gulzar Saab reciting poems of the great Bangla poet Rabindranath Tagore in Urdu, Hindi and Bangla. It was without doubt an enthralling performance enjoyed by all. We thank Sahachari Foundation & NCPA for their support.



“YOU STOOD & WATCHED AS A WOMAN WAS ATTACKED.”

AT LEAST MAKE A POWERFUL AD THAT TRIES TO STOP VIOLENCE.

This was an Ad- film-making campaign by the AAI. Not a contest for winning an ABBY, but purely a campaign, with the intention of mitigating violence against women, it received 50 + entries. The Ads were to be funded by the industry and launched at the Goa Fest on 7th April 2017, by Ms. Maneka Gandhi, Minister Women & Child Welfare Government of India and would be run across the country for one month.

Dr. A. L. Sharada was a member of the jury.

**YOU STOOD
AND WATCHED
AS A WOMAN
WAS ATTACKED.
AT LEAST
MAKE A
POWERFUL AD
THAT TRIES TO
STOP VIOLENCE.**





Everyday we hear reports of physical, mental, sexual and domestic violence against women. And everyday, we stand by helplessly and do nothing. This is our chance to make a difference. Submit a kickass mixed media campaign that will educate the world at large to end the violence against women. The winning entry will be produced and released across the country. The winners will be flown down to Goa for the launch of Gender 2017. Send entries, along with your contact details, to aaai@aaai.in.
DEADLINE - FEB 15, 2017. NO EXTENSIONS.

All winners should not have previous winnings in an advertising agency or from the agency itself.

On 8th March, 2017 an online campaign Unbox the Heroine was organised.



UNBOX the HEROINE


 Celebrate Her Life
 An Initiative by Population First

Ever imagined how Bollywood films have influenced our daily lives and earned money at the cost of stereotyping the women of our society?

We invite you to
‘Unbox the Heroine’
 of the Hindi cinema by sharing a dialogue and tweaking it from a gender perspective.

For example

Stereotype → “Ladkiyan do kisam ki hoti hain.. low voltage and high voltage”

Gender Perspective → *Ladkiyaan hazaaron tarah ki hoti hain. Unhe voltage ke dabbe mein tho mat daalo*

Tweet us your creative @laadli_pf and use the following tags
 #unbox #sexism #everydaysexism

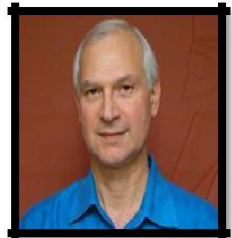
OUR BOARD OF TRUSTEES & DIRECTOR



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



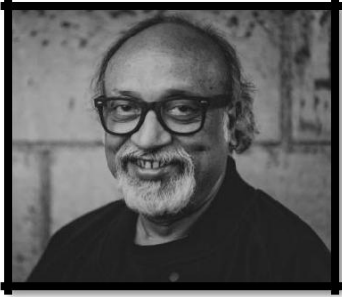
Jamshyd N. Godrej is the Chairman of the Board of Godrej & Boyce Manufacturing Company Limited. He is also the President of World Wide Fund for Nature, India, and Chairman of CII Sohrabji Godrej Green Business Centre, a centre for excellence for energy efficiency and conservation, water policy etc. Mr.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



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

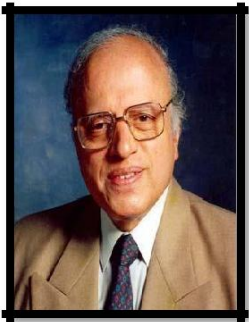


Dr. Indu Shahani the former Hon’ble Sheriff of Mumbai, is the Principal of H.R. College of Commerce & Economics. With over three decades of teaching experience, Dr. Shahani is a doyen in the field of academics, nurturing future leaders. Dr. Shahani was awarded the Honorary Doctor of Letters degree by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



K. V. Sridhar the Founder of Hyper Collective. Prior to starting his own venture, he was the Chief Creative Officer of Sapient Nitro and Leo Burnett India. He is widely respected as a global creative leader and has spent close to 38 years in Advertising. He had won a record 23 Cannes Lions, over 100 international and 300 Indian awards, honored with New York Festivals Creative Achievement Award in 2010. He was also inducted into the “Hall of Fame” of ‘Asian Advertising and Marketing Legends last 40 years by Campaign Asia’. Pops is also a

TEDx speaker. Deeply committed to the issues concerning the girl child, he has been working with Population first past 13 years to influence the content creators to be sensitive on gender issues.



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



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



Dr. Sharada is the Director of ‘Population First’ is active in the development sector for the last 30 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 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 |
| Kalpana Sharma | Independent Journalist |
| 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

Change Maker Award for Dr. A.L. Sharada



Dr. A. L. Sharada being honoured the “Change Maker Award” at the 2016 Global Advancement of Women Conference

It was a moment of pride and privilege as Dr. A.L. Sharada, Director –Population First, was honored with a Change Maker Award by the Working Mother Media on 9th November 2016.

About Working Mother Media:

Working Mother is a mentor, role model and advocate for the country’s more than 17 million moms who are devoted to their families and committed to their careers. Through the magazine, website, research, social network and powerful events, Working Mother provides readers with the community, solutions and strategies they need to thrive at work and home and serves as a champion of culture change.

Working Mother Media (WMM) presented this two-day conference in Mumbai for the first time. The Global Advancement of Women Conference provided professional women with tools and strategies to advance their careers and increase their influence in their organizations. In a time when women leaders have greater opportunities and face more challenges, attendees gained insight into managing work life balance, creating strong support systems, and much more.

The award given to Dr. A.L. Sharada, was in recognition of the initiatives taken in *Laadli* and her personal commitment to creating a brighter future for young girls and women in India.

WORKSHOPS AND SEMINARS ATTENDED BY PF TEAM

April 2016

Dr. A.L. Sharada attended an event called 'Say Hello To Bombay Waali' on 1st April 2016, 5 pm at the Bombay Canteen, Lower Parel, Kamala Mills, Mumbai.

Dr. A.L. Sharada attended the preview of Dilip De's Solo art work at Jehangir Art Gallery, Mumbai on 15th August 2016 from 2pm to 6pm.

August 2016

Dr Sharada conducted a gender sensitive workshop on 26th August 2016 at Kalina, Mumbai University from 2.30pm to 4.30pm

September 2016

Rise Summit attended by Dr. A. L. Sharada, Meenal Gandhe Programme Manager (AMCHI), Srinidhi Raghavan Programme Manager (Gender Consultant), Ishmeet Nagpal Programme Manager Laadli Media Awards and Pooja Nagdev Programme Officer, on 21st and 22nd September 2016.

PCPNDT Meeting with Mr. Anand Pawar of Founder 'Samyak', was attended by Ishmeet Nagpal on 29th & 30th September 2016 at Pune.

Meenal (along with Dr. Sharada, Srinidhi, Ishmeet, Pooja) participated in the RISE Summit on September 21st, 2016

October 2016

Srinidhi Raghavan conducted Pre Birth Sex Selection Session at Shobiz Experiential Communications, Worli, on 6th October between 3pm to 4pm.

Dr. A.L. Sharada attended the Feminist conference along with Srinidhi Raghavan, Ishmeet Nagpal and Venu Gawali Programme Officer on 17th October 2016 at 5 pm.

Sangita Tribhuwan, Fazal Pathan and Dilip More from AMCHI team participated in the NGO meet held at Shahapur on Oct. 5th, 2016. The meet was organised by CSR Cell of Karve Institute of Social Service in collaboration with Mazagaon Dock Ltd. and included a workshop on "Legal & Financial Governance of NGOs"

November 2016

Dr. Sharada addressed working journalists at the Population Reference Bureau Seminar, on Gender Sensitive reporting norms at the JW Marriott Mumbai on 18th November 2016 at 2 pm.

ARC (Advocating of Reproductive Choice) General Body Meeting was attended by Dr. A.L. Sharada on 7th Nov 2016 at New Delhi.

February 2017

Dr. A.L. Sharada attended the Book Launch of Urvi Piramal's book 'My *Wildside*' with Mr. Sista on 2nd February 2017 at 7 pm.

Dr. A. L. Sharada attended the Yes Foundation – 'Yes I am the Change Awards Ceremony' at the Nehru Centre Auditorium, Worli, Mumbai on 9th February 2017.

Dr. A.L. Sharada attended the 'Bee the Buzz' meeting with Lynn De'Souza on 10th February 2017.

Dr. A.L. Sharada was invited to be on the Jury panel for Gender Sensitive Reporting Round 1 and Round 2 (Final Round) Judging of Creative Abby Awards at Goafest 2017, on 28th February 2017 held at Mayfair Banquets, Worli, Mumbai.

Sangita Tribhuwan was nominated as NGO representative of Shahapur taluka in the "*Taluka Stariya Dekhrehk va Niyojan Samiti*" (Block Level Monitoring and Planning Committee) (BLMPC) by Panchayat Samiti Shahapur. The committee addresses implementation issues in government schemes and services in health, water, construction and maintenance of government buildings, and education. The Committee Members include Tehsildar, BDO, BEO, Taluka Health Officer, ICDS CDPO and other concerned officials. The first meeting was held on February 27th, 2017.

March 2017

Dr. A. L. Sharada attended a Seminar on Gender discrimination on 8th March, Women's Day in Tirupati. This was conducted under the banner of M. Jayalakshmi Memorial Foundation, by Ms. Kamala Menon Cocharan.

Dr. A.L. Sharada attended the ABBY Jury meeting on 14th March 2017.

Dr. A.L. Sharada conducted a Session on Gender at Mumbai University on 16th March 2017.

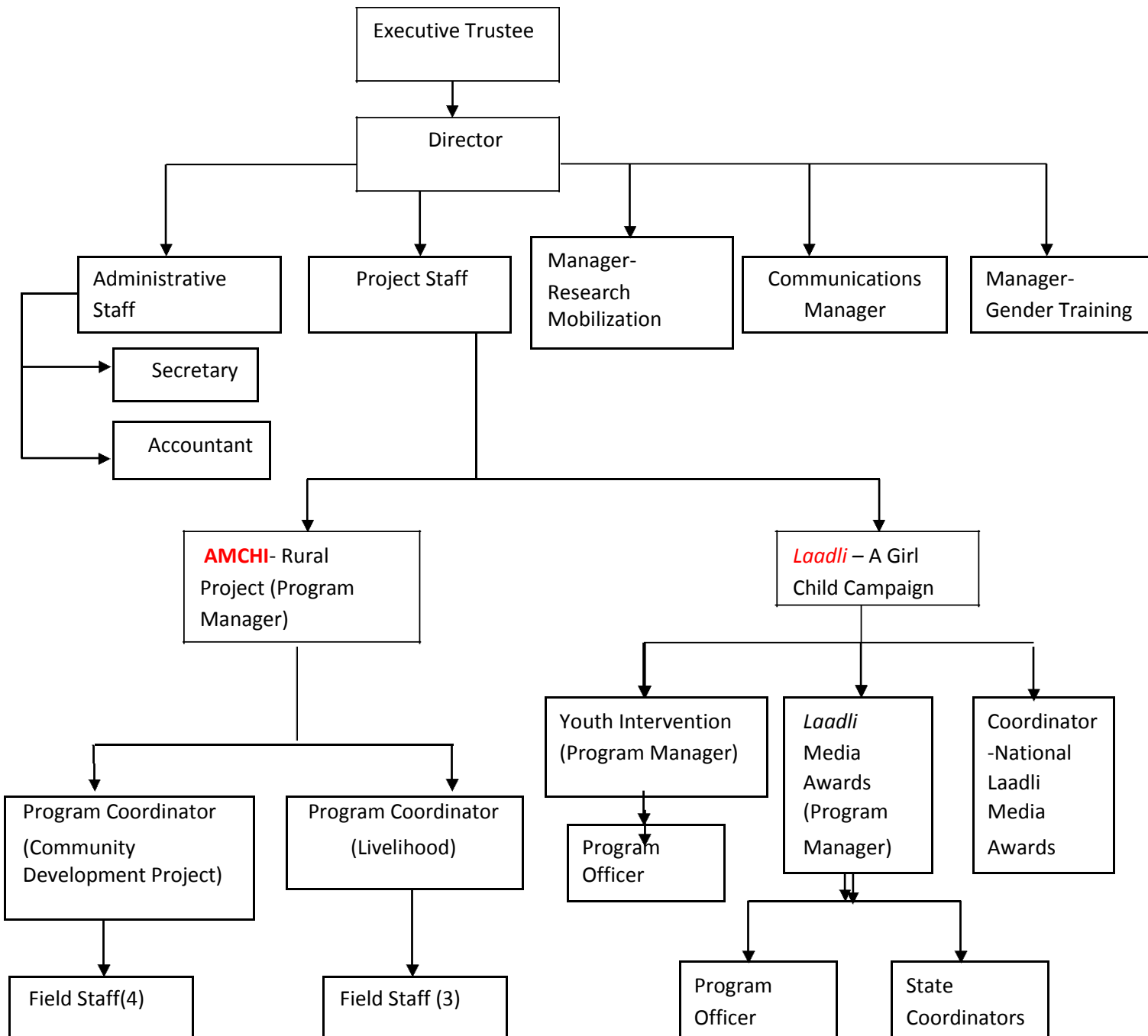
Dr. A.L. Sharada conducted a Workshop on Gender & Ads, organised by UNICEF at Bangalore on 28th March 2017.

Sangita attended four meetings of BLMPC on 03.03.17, 14.03.17, 20.03.17 and 22.03.17. The subjects discussed in the meetings included

- Women not getting benefit of Janani Suraksha and Matrutva Anudan Yojana
- Pregnant women/nursing mothers admitted in hospital to get warm water
- Emergency vehicle not reaching in time
- Lack of cleanliness in children's ward in hospital
- Poor construction and building maintenance of Anganwadi centres
- Money available with Tribal Development Project but proposals pending
- Incomplete water projects in villages
- Vacancy of doctor at Sub-district Hospital
- Lack of medicines at Sub-district Hospital
- Ways to reduce malnutrition among children and improvement in services at Sub-Divisional Hospital Shahapur were discussed in detail.

ORGANIZATIONAL CHART

Organizational Chart



STAFF POSITION BETWEEN APRIL 2016- MARCH 2017

| Sr. No. | Name | Designation | Tenure Period |
|---------|-------------------------|---|-----------------------|
| 1 | Mr S. V. Sista | Executive Trustee | 2002-Till date |
| 2 | Dr A. L. Sharada | Director | June 2003-Till date |
| 3 | Pooja Nagdev | Programme Officer | July 2015- Till date |
| 4 | Meenal Gandhe | Programme Manager | Nov 2015-Till date |
| 5 | Asha Wellorker | Accountant | Jan 2016-Till date |
| 6 | Ishmeet Nagpal | Programme Manager | Sept 2016-Till date |
| 7 | Srinidhi Raghavan | Gender Consultant | Sept 2016- Till date |
| 8 | Veena Vinod | Communications Manager | Oct 2016- Till Date |
| 9 | Venu Gawali | Programme Officer | Aug 2016- Till date |
| 10 | Yashvardhana Tripathi | Resource Mobilization Communication Manager | Oct 2016- Till date |
| 11 | Tasnim Munim | Communication Manager | Nov 2014- Aug 2016 |
| 12 | Neeta Khajuria | Programme Manager | May 2013- Till date |
| 13 | Melanie Fernandes | Project Co-ordinator | Aug 2013- Sept 2016 |
| 14 | Preeti Gopalkrishnan | Programme Director | Oct 2015- July 2016 |
| 15 | Bhuvana Ramalingam | Programme Manager | Oct 2015- April 2016 |
| 16 | Mr. Yogesh Gharat | Data Entry | Feb 2016 – Sept 2016 |
| 17 | Ms Sangeeta Tribhuwan | AMCHI Project Co-ordinator | Mar 2007 – Till date |
| 18 | Pathan Fazal Feroz Khan | AMCHI Project Co-ordinator | Apr 2007 – Till date |
| 19 | Dilip More | Field officer -AMCHI | May 2009 – Till date |
| 20 | Sadhana Chaudhary | Village Co-ordinator-AMCHI | Feb-2013- Till Date |
| 21 | Nisha Walimbe | Jr Village Co-ordinator-AMCHI | June 2013 – Till date |
| 22 | Sandhya Patekar | Sr Field officer-AMCHI | Dec 2011 – Till date |
| 23 | Vishakha Nirpurte | Sr Village co-ordinator AMCHI | Nov 2009 – Mar 2017 |
| 24 | Bharti Mhaskar | Jr Village Co-ordinator-AMCHI | May 2009 – Mar 2017 |
| 25 | Amar Raut | Field Co-ordinator AMCHI | Aug 2016 – Jan 2017 |
| 26 | Vinayak Ware | Jr Village Co-ordinator-AMCHI | Sept 2016- Till date |
| 27 | Madhuri Bhangе | Jr Village Co-ordinator-AMCHI | Aug 2016 – Till date |

OUR TEAM

Salary Structure

Salary Structure as of 31st March 2017

| Salary Structure | Male | Female | Total |
|------------------------------|-------------|---------------|--------------|
| Above 50,000 | 1 | 3 | 4 |
| 30,000 to 50,000 | 1 | 5 | 6 |
| 10,000 to 30,000 | 3 | 1 | 4 |
| Below 10,000 | 1 | 6 | 7 |
| Total Number of Staff | | | 21 |

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

We take this opportunity to thank Tech Mahindra for their consistent and proactive support to the three positions in the organization:

- Communication Manager
- Funding & Resource Mobilisation Manager
- Gender Consultant

DONATION DETAILS

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

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

Contact: +91 9167902776

Email: info@populationfirst.org

Donations exempt under u/s 80-G of Income Tax Act 1961(Exempt)

DIT(E)/MN/80-G/911/2008-09.

Donating from a Foreign Country?

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

OUR DONORS 2015 -16

| CORPORATES | | TRUST |
|---|-------------------|--|
| Shobiz experiential Communications P Ltd. | | <i>Madhur Bajaj Charitable</i> |
| SWAR-NAAD | | <i>Shanti Swaroop Charitable Trust</i> |
| IRB | | <i>Jamnalal Bajaj Seva Trust</i> |
| Tech Mahindra | | |
| Hitkari Trading Corp | | |
| Sahachari Foundation | | |
| | | |
| INDIVIDUALS | | |
| Mr. Aneel Murarka | Anjana Sood | Sushma Marathe |
| Praveen Kenneth | Lakshbir Verma | N.S.Kishore Kumar |
| Rajnikant Sabnavis | Sachin Gupta | Rani Poddar |
| Vikram Singh Mehta | Pradeep Mallick | K. V. Sridhar |
| Ramesh Narayan | Vinod Kumar Menon | Jatin Vora |
| Saurabh Oka | Jyoti Chudasama | Milind Ghosalkar |
| Minoo Mantri | Shailesh Shukla | Anil Lobo |
| Mahesh Babu | Srinivas Alamuru | Shrikant Rege |
| Vivek Kailas | Madhurie Pandit | Gina Ghosh |
| Gayetri Misra | | |

| PROJECT FUNDING | | |
|------------------------|----------------------|-------------------------------|
| UNFPA | HT Parekh Foundation | Indostar Capital Finance Ltd. |
| Colors Viacom 18 | Mahindra Finance | |

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,
2017**

| FUNDS & LIABILITIES | As at | As at | PROPERTY AND ASSETS | As at | As at |
|---|----------------|----------------|--|----------------|----------------|
| | MARCH 31, 2017 | MARCH 31, 2016 | | MARCH 31, 2017 | MARCH 31, 2016 |
| | Rupees | Rupees | | Rupees | Rupees |
| Trust Funds or Corpus :- | | | FIXED ASSETS (As per Schedule 'B') | | |
| Balance as per last Balance sheet | 700 | 700 | Balance as per last Balance Sheet | 1,25,595 | 1,47,233 |
| Adjustment during the year (give details) | - | | Additions during the year | 1,05,750 | - |
| | 700 | 700 | Less :- Sales during the year | - | - |
| Other Earmarked Funds :- | | | Less :- Transfer to Other Earmarked Fund | 1 | 10 |
| (Created under the provision of the trust deed or scheme out of the Income) | - | - | Less :- Depreciation for the year | 79,782 | 21,628 |
| Depreciation Fund | - | - | | 1,51,562 | 1,25,595 |
| Sinking Fund | - | - | Investments (in Mutual funds) :- | | |
| Reserve Fund | - | - | 1,979.282 units B 43 Birla Sunlife Cash Manager - Growth | 4,50,000 | 4,50,000 |
| | - | - | 217.125 units SBI Magnum Insta Cash Fund - Growth | 4,50,000 | 4,50,000 |
| Any other Fund | - | - | Note : the market value of the above investment is | 9,00,000 | |

| | | | | | |
|--|--------------------|--------------------|---|------------------|------------------|
| (As per Schedule 'A') | 37,26,286 | 46,52,657 | Rs.15,54,858/- | | 9,00,000 |
| Loans (Secured or Unsecured) :- | 37,26,286 | 46,52,657 | 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 | 6,000 | 5,555 | | | |
| For Expenses | 18,85,679 | 17,78,604 | Loans (Secured or Unsecured) : Good / Doubtful | | |
| For Advances | 18,00,000 | 20,00,000 | Loans Scholarship | - | - |
| For Rent and Other Deposits | - | - | Other Loans | - | - |
| | - | - | | | |
| Income and Expenditure Account :- | | | Advances :- | | |
| Balance as per last Balance Sheet | 36,91,679 | 37,84,159 | To Prepaid Expenses | 33,894 | 21,881 |
| Less : | | | To Employees (As per Schedule 'C') | 50,000 | - |
| Appropriation, if any | - | - | To Receivables (As per Schedule 'D') | 600 | 2,89,622 |
| <u>Add : Surplus as per Income and Expenditure Account</u> | 5,24,334 | 15,09,340 | To Tax Deducted at Source | 5,16,496 | 3,65,752 |
| | | | To Others - Deposits (As per Schedule 'E') | 1,50,500 | 1,73,500 |
| | | | | 7,51,490 | 8,50,755 |
| BALANCE C/F | 1,75,24,852 | 1,80,19,369 | BALANCE C/F | 18,03,052 | 18,76,350 |

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, 2017
(Contd.)

| | | | | | |
|--------------------|--------------|--------------|---------------------|--------------|--------------|
| FUNDS & | As at | As at | PROPERTY AND | As at | As at |
|--------------------|--------------|--------------|---------------------|--------------|--------------|

| LIABILITIES | MARCH 31, 2017 | MARCH 31, 2016 | ASSETS | MARCH 31, 2017 | MARCH 31, 2016 |
|--------------------|--------------------|--------------------|---|--------------------|--------------------|
| | Rupees | Rupees | | Rupees | Rupees |
| BALANCE B/F | 1,75,24,852 | 1,80,19,369 | BALANCE B/F | 18,03,052 | 18,76,350 |
| | | | Income Outstanding :- | | |
| | | | Rent | - | - |
| | | | Accrued Interest | 73,186 | 71,506 |
| | | | Other Income | - | - |
| | | | | 73,186 | 71,506 |
| | | | Cash and Bank Balance :- | | |
| | | | In Saving Account with HDFC Bank | 25,59,462 | 12,77,298 |
| | | | In Saving Account with HDFC Bank - FCRA A/C | 5,95,553 | 30,00,428 |
| | | | In Saving Account with IDBI Bank A/c no.004104000125956 | 10,682 | 14,945 |
| | | | In Saving Account with IDBI Bank A/c no.004104000099271 | 3,96,272 | 2,76,095 |
| | | | In Saving Account with Indian Bank | 8,19,559 | 2,20,426 |
| | | | In Fixed Deposit Account with HDFC Bank | 1,12,63,702 | 1,12,64,130 |
| | | | With the Trustee | - | - |
| | | | With the Manager | 3,384 | 18,191 |
| | | | | 1,56,48,614 | 1,60,71,513 |
| | | | 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 | 1,75,24,852 | 1,80,19,369 | Total | 1,75,24,852 | 1,80,19,369 |
| Rs..... | 1,75,24,852 | 1,80,19,369 | Rs..... | 1,75,24,852 | 1,80,19,369 |

We take this opportunity to thank Tech Mahindra for their consistent and pro active support for funding and facilitating the three positions in the organisation vis-a- vis:

Communication Manager

Funding & Resource Mobilisation Manager

Gender Consultant

The Gender Consultant & Communication Manager provide the technical support for the various activities taken up by Tech Mahindra.

Population First

Population First

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Colaba, Mumbai – 400 001
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www.populationfirst.org
www.laadli.org

Twitter: Laadli_PF

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