

**YOU DON'T
HAVE TO CHOOSE
BETWEEN
DOING
BUSINESS AND
DOING GOOD.**

To us, business isn't just about profits. It's also about doing good. Around the world, we harness thousands of employee volunteer hours to give back. Our initiatives support education, environment, health and livelihood enhancement. By helping the communities rise, we *Rise for Good*.

Come, join the movement.

Rise for Good

www.mahindra.com/riseforgood



Mahindra
Rise.

Print Courtesy: Spenta Multimedia Pvt. Ltd.



Living legend **Padma Vibhushan Pt. Shivkumar Sharma**, is one of the finest musicians of our country.

Once in a long while is born a man whose efforts change the face of reality, whose conviction forces destiny to rewrite itself, whose genius has an impact across centuries. Musicians and their instruments do become synonyms, but how often does an instrument acquire an identity because of a musician! With his creative genius, Pt. Shivkumar Sharma has created a new genre of instrumental music. Through his performance career of over a half century, he has created millions of new listeners and ardent fans of Indian classical music. His performance are such a brilliant combination of rich knowledge, perfect skill and abundant spontaneous creativity, that all the sections of listeners feel enriched. But most important is the spiritual depth in his music.

POPULATION FIRST

Crusading for Gender Sensitivity, Enabling Equality

...ADVOCACY AND ACTION FOR BEHAVIOURAL AND SOCIAL CHANGE

“Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.”

Goal 5 of the 17 United Nations Sustainable Development Goals (SDGs) for 2030 captured above seeks to ‘Achieve gender equality and empower all women and girls.’

The United Nations Global Compact (UNGC), whose ‘Ten Principles’ are the foundation for any company seeking to advance towards SDGs, not just acknowledges the importance of gender equality: it is recognised as a critical theme for achieving each of the SDGs.

The UN envisions a 15-year horizon for attaining the critical SDGs for humanity. This reinvigorates us at Population First (PF). We have been working towards social development through promotion of gender sensitivity in health and population programmes in India over the last 12 years.

Population First promotes gender sensitivity and equality through:

- Creating awareness on gender in relation to health, population and social development issues
- Mobilising community participation in population, health and social development programmes, with a stress on women’s involvement
- Building Public-Private partnerships for programme and policy development and implementation
- Working with influencers in media and advertising to change mindsets related to girls’ and women’s rights and gender equality
- Engaging with youth to advance gender sensitivity in all aspects of life



A shared passion for the common cause saw UNGC join us as the SDG Outreach Partner for our *Laadli* Media And Youth Advocacy initiatives in recent years.

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. Over the years, the scope of the project has been redefined. *Laadli* now works with media, advertising and youth to address the reasons why the girl child is considered unwanted and undermined in different walks of life.

Laadli addresses the issue with a multi-pronged strategy to promote gender equality and stop gender-based violence:

- Break the silence on gender issues using media, advertising and films
- Increase visibility of the issue in the public domain
- Influence opinion makers to be advocates for gender equality and sensitivity
- Positively influence portrayal of genders in mainstream media
- Engage youth to sensitise them and embrace positive portrayals

Media Advocacy



Launch of the book “Breaking News: Challenging Gender Barriers” with guests including Ms Barkha Dutt, Ms Kamla Bhasin and Mr Shashi Tharoor at South Asia *Laadli* Media & Advertising Awards for Gender Sensitivity (SALMAAGS) 2015-16



SALMAAGS 2015-16 Grand Prix Award winner in Advertising: Publicis for Vicks - Generations of Care

Laadli Media & Advertising Awards for Gender Sensitivity (LMAAGS) celebrate gender sensitive reportage and portrayals in advertising, across electronic and print media.

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

Laadli Fellowships to journalists and film scriptwriters to promote investigative reporting on gender issues and gender-sensitive portrayals.

Gender and Media Workshops for working/student journalists and film scriptwriters to sensitise them to gender issues through interactive theatre-based workshops.

Collaborative Events with media companies, advertising agencies and allied organizations to promote gender sensitivity in the media.

“ *Laadli is far far bigger than just an award. There was a clear and correct strategic direction of sensitising the right kind of people to gender. And those people were us, the media, marketing and advertising fraternity.*

- Priti Nair (Director, Curry Nation)

”

“

Laadli's great success has been in drawing public attention to not only the gross stereotyping that takes place in popular culture, but also in more subtle, implicit ways in which such representations find their way into public consciousness.

- Santosh Desai (Managing Director & CEO, Future Brands Limited)

”



Winning team of Star India at the Abby Awards 2017 in the category of 'Gender Sensitivity'.
The Advertising Club instituted the category in 2016 with the active advocacy of Population First.

- Ad club introduced an Abby for Gender Sensitivity in 2016
- Since 2013, Campaign India continues to run a column in partnership with *Laadli*; this involves scoring of the latest ads on gender sensitivity by both advertising practitioners and *Laadli*
- Screenwriters Association joins as a 'Cause Partner' and engages with the script writers on gender issues on a regular basis



LtoR: Anuradha Tewari, Harish Iyer, Rajashree Ojha,
Dr. A.L.Sharada

Youth Initiatives



We interact with over 20,000 college students every year to help them question the dominant gender perceptions and redefine gender equations. We have also 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 organise:
- **Discussion Forums**
- **Communication Techniques and Campaign Management Workshops**
- **Self-Empowerment to Social Transformation Workshops** to provide communication and negotiation skills to youth to redefine gender equations at home, in colleges, on the streets and at work places
- **Change Makers Clubs:** To create non judgemental space in colleges to engage students on gender issues
- **Mainstreaming** Gender into ongoing curricular and co-curricular activities



Participants of two day certificate course on gender sensitive reporting

“

Laadli is doing commendable work, trying to address the gender biases through its workshops for media practitioners. It is doing this at all levels of our society - from working with rural journalists in the hinterland to the top advertising agencies of our country.

- Jeroo Mulla (Visiting faculty at various prestigious media institutions)

My involvement with *Laadli* was the biggest turning point of my life. The campaign exposed me to a new world where I came to know about my existence in the society... It inspired me to develop myself. It always reminded me that, 'I am Special as I am'. It provided me several platforms wherein I was able to reach out to the larger masses through street plays. We were trained to speak for ourselves by building our public speaking skills. It gave me opportunities to reach out to varied groups and organise various events; which motivated me to build my career in social service.

- Bhavna Rajesh Golambde (student who participated in *Laadli* training programme)

”

AMCHI



A community empowerment project that works with women, children and the larger community, as well as health workers, school teachers and gram sevaks, to ensure better quality, accountability and transparency in health, education and other services. AMCHI is implemented in 96 villages under nine Primary Health Centers in the Shahapur block of Thane district, Maharashtra.

- **Micro-planning** at the village level to identify issues and develop community-driven action plans
- **Training Programmes** with school children, panchayat members, women, youth groups and village-level committees to empower them to play a proactive role in village development
- **Amcha Gaon, Amchi Shaan:** A village development contest
- **AMCHI Livelihood Initiatives** involving women's self-help groups
- **School in Development:** Empowering middle school students in villages to be change agents in their community
- **Malnutrition Eradication Campaign:** Adopting a 360-degree approach addressing the causes of malnutrition from various perspectives and enrolling all stakeholders - Anganwadi workers, health and women and child development departments, parents and grandparents, women self-help groups, youth and gram panchayats
- **Adolescent Reproductive and Sexual Health:** Training of adolescent girls and boys on issues pertaining to gender, reproductive and sexual health. Building their leadership and communication skills to emerge as change makers at the village level
- **Mother and Child Health Initiatives:** Interactive sessions regarding ante-natal and post-natal care with pregnant women and nursing mothers along with their family members
- **Women in Local Governance:** Training and encouraging community women to be aware of and participate effectively in local governance structures
- **Income Generation Programmes:** Engaging women in vermi-composting to generate income as well as to promote organic farming in the villages

Sadhana Chaudhury, Tembhurli village

“One day Sadhana Tai from Population First (PF) came to our village and told all the women of the village about the vermi-compost project. We were wondering if such a project could be successful. But some of us believed in it and six women, including me, came forward. We learnt to produce vermi-compost manure and went to farm houses, nurseries and farmers to sell our product. We made profit out of the project and were able to sustain it. Through the project, for the first time, we gained confidence to talk to even men who own big farm houses. Some only spoke in Hindi and we had to learn the language in order to explain to them about the manure. Women of our group learnt to take decisions. I was offered a job in PF as I had developed some communication skills. I was happy to take it up as it would give my family some much-needed financial support. I can take decisions at home now.”



Sadhana (extreme right) in the process of enumeration

Madhuri Bhangе, ASHA worker, Nimanpada village

“When a woman starts earning she gets respect from all and she becomes part of the decision-making at home. In community also she is respected. My relatives and community members consult me on various things. Women of self-help groups consult me before working with any new organisation. I share with the women and girls the information on various government schemes I get from the organisation. I motivate them to participate in the gram sabhas. I came in contact with the world outside only due to my association with Population First. I feel every woman should earn, step out of her home, meet people, understand others’ views and grow. If this can happen to an ordinary rural woman like me, it is possible for every woman.”



Madhuri (on the left, in purple saree) during a session in village

Special Thanks

Pandit Shivkumar Sharma Ji

We express our profound gratitude to Padma Vibhushan Pandit Shivkumar Sharma Ji for supporting the cause of *Laadli*. We feel honored to feature him at our first fund raiser event 'Legends for *Laadli*'. He has been solely responsible for popularising Santoor in the classical music tradition and is an inspiration to many a young artiste.

Banyan Tree

We greatly appreciate the spontaneous support from Mr. Mahesh Babu and the Banyan Tree Team who encouraged us to go for the fund raiser and provided every kind of support that we needed. Our profuse thanks to Mahesh Babu and his team.

NCPA

Thank you NCPA for your consistent support for the cause of *Laadli*.

Our Supporters

Ashok Piramal Group	A. V. Birla Group	Bank of Baroda
Banyan tree	Bright Outdoor	BTVI
HSBC Bank	Hyper Collective	Jolly Board Ltd.
Lara Balsara	Madison World	Mahindra & Mahindra Ltd
NCPA	Pirojsha Godrej Foundation	Qicom Brand Solutions
R.K. Swamy BBDO	Canco Advertising Pvt. Ltd.	Reliance General Insurance
Simplex mills	Sony Television	Spenta Multimedia Pvt. Ltd.
Tech Mahindra Foundation	Whistling Woods International	Dr. Nandini Garg
Dr. Anil Khandelwal	Ms. Sangeeta Malkhede	Mr. Pradeep Mullick
Mr. Ramesh Narayan	Mr. K. V. Sridhar	

Supporters and Partners

Advertising Council of India (ACI)
Advertising Standards Council of India (ASCI)
Campaign India
International Advertising Association (IAA)
United Nations Population Fund (UNFPA)

BOARD OF TRUSTEES

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

DIRECTOR

Dr. A.L. Sharada
E-mail: sharada.al@populationfirst.org

Support Us

Contributions to Population First are exempt from tax under section 80-G (5) of the Income-Tax Act.
Population First is registered under Foreign Contribution (Regulation) Act (FCRA), 1976

Contact Us

Population First
Ground floor, Ratan Manzil
64 Wodehouse Road, Colaba
Mumbai 400 005
www.populationfirst.org
info@populationfirst.org

Call: +91 91679 02776

 Laadli_PF

 <http://www.facebook.com/groups/laadli>

Designed by: Pooja Nagdev

Programme

- **Curtain Raiser**
- **Welcome address by Dr. A. L. Sharada, Director, Population First**
- **A Presentation on Population First**
- **Address by Ms. Anuja Gulati, State Programme Coordinator, UNFPA**
- **Laadli Film**
- **Address by Mr. K. V. Sridhar, Founder & Chief Creative Officer, HyperCollective**
- **Santoor Concert by Pandit Shivkumar Sharma**



BTVI

BUSINESS TELEVISION INDIA

#OpinionsThatCount



Fatima Mahdi Karan

Swati Khandelwal

Siddharth Zarabi

Samina Hirani

Vikram Oza

INDIA'S PREMIER ENGLISH BUSINESS NEWS CHANNEL

PROFIT FROM OUR OPINIONS

www.btvi.in



/BTVILive



/BTVI

For sales queries please e-mail at: shilpa.shetty@btvi.in (North, East and West) | seema.pisharody@btvi.in (South)

Stay tuned to BTVI on all leading DTH and cable networks

Also available on



Ch.No. 624



Ch.No. 384



Ch.No. 753



Ch.No. 485



Ch.No. 279



Ch.No. 401



Ch.No. 381(Mum)



Ch.No. 382(Del)



Ch.No. 427

hotstar



SWA 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.

SWA 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





Inspiring Excellence
in Communications
Worldwide™

Proud supporter of the girl child



Ladli

Celebrate Her Life

An Initiative by Population First

&

Ladli

**Whistling Woods
International**

INSTITUTE OF FILM, COMMUNICATION & CREATIVE ARTS



WRITE YOUR OWN STORY

#BeYou

**SCHOOL OF FILMMAKING | SCHOOL OF ANIMATION | ACTORS' STUDIO | SCHOOL OF MEDIA & COMMUNICATION
SCHOOL OF FASHION | SCHOOL OF DESIGN | SCHOOL OF MUSIC | VIRTUAL ACADEMY | WWI SHORT COURSE UNIT**

Whistling Woods International, Filmcity Complex, Goregaon (East), Mumbai - 400065. Mob.: +91 8451803851, +91 8451803852 | Office: +91 22 30916070

E-mail: admissions@whistlingwoods.net | Website: www.whistlingwoods.net



 **PENINSULA LAND**
CREATING INTERNATIONAL LANDMARKS

Peninsula Land Ltd.



M

Miranda Tools



Morarjee Textiles Ltd.



**ASHOK
PIRAMAL
GROUP**

ASHOK PIRAMAL GROUP

2, Peninsula Spenta, Mathuradas Mills, Senapati Bapat Marg, Lower Parel, Mumbai – 400013

Tel: +91 22 66154651 • Web: www.ashokpiramalgroup.com