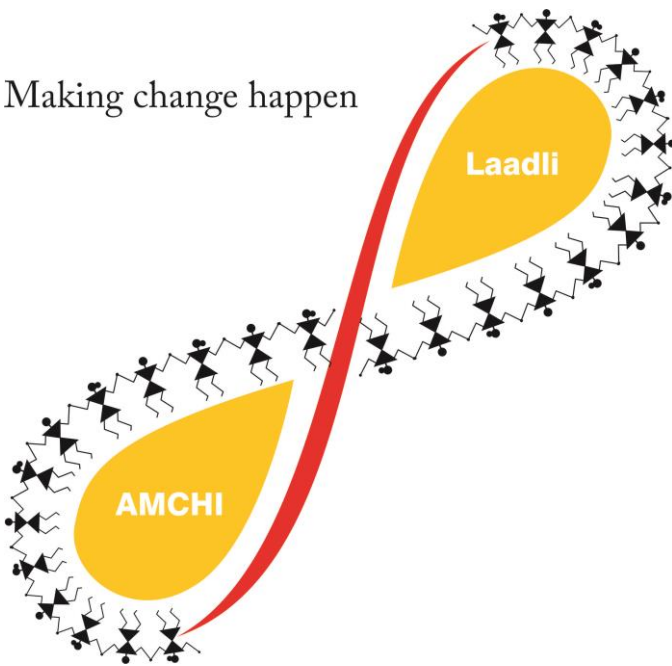


Population First

Making change happen



APRIL 2020 TO MARCH 2021
POPULATION FIRST

ANNUAL REPORT 2020-21

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PRELUDE

The year 2020 will register itself in the annals of history as one that changed the way the world functioned up until then. Widespread devastation in the wake of the COVID-19 pandemic was felt across the globe, and Population First too felt the impact. Boardrooms and elaborate meetings were fast becoming a thing of past and were giving way to a leaner online meeting room, and a work from home culture. Zoom breakout rooms, social media streaming and interaction, digital platforms not only enabled businesses but also ripped open the existing divides that existed amongst various groups as those with access to such facilities kept abreast with the times; those on the periphery were either left behind or struggled to sustain themselves.

For our team AMCHI the going was even tougher as the areas we worked in were hit by the ferocious Cyclone Nisarg which wreaked havoc in the villages it touched. Widespread devastation was evident as huts were ripped and areas water-logged, leaving many without or with just frugal means for survival.

However, team Population First rose to the challenges thrown and reimagined its strategy and adapted continuously to ensure that our effort continued, albeit with a few hiccups. Our work for the year April 2020- March 2021 reflects these shifting times as we shifted to webinars instead of seminars, online classrooms, digital skills enhancement of our target groups, live streamed events, online awards which sought online entries to conducting the formal functions, replete with performances and speeches online, and so on. It seemed that NCPA and Anganwadis were now replaced by Zoom, Facebook and WhatsApp, at least for the time being.

It is in this context; I present to you our annual report documenting our work for the year. Happy reading!

Dr. A.L. Sharada

Director, Population First

Population First

Population First is a social impact organization working on health and population issues from a gender and social development perspective. Population First was registered in March 2002, by Bobby Sista, doyen of advertising Industry in India, under the Bombay Public Trusts Act (1950) to leverage communication and media influence to address the social and demographic issues in the country. Population First believes that the unequal social development and gendered mindsets are responsible for the poor social demographic indices - be it maternal and child mortality, child marriages or the falling sex ratios. Population First focuses on the gendered mindsets which undermine the value of girls and women, promote discrimination against them and justify gender-based violence. The challenge is to change those mindsets.

Programs of Population First

- Flagship program, *Laadli*, leverages its good will in the media and advertising to influence the influencers to change the way India treats its women by changing the way media reports on gender issues and advertisements and films portray girls and women in their communication.
- Field-based intervention "Action for Mobilization of Community Health Initiatives" (AMCHI) works to bridge the gap between the right holders and duty bearers to promote more gender sensitive and people oriented social development initiatives

Do we let change happen? Or do we steer change for a better world? Small changes could make big difference

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

PROGRAM HIGHLIGHTS

Every communication that goes into public domain should be gender sensitive.

- **Population First**

LAADLI MEDIA ADVOCACY INITIATIVE

The *Laadli* Media Advocacy initiatives focus on promoting gender sensitivity in media and communication to build a more gender equitable society by challenging the deep-seated misogyny and patriarchal mindsets in society. Recognising the importance of this section of our socio-economic tapestry, The *Laadli* Media and Advertising Advocacy initiatives focus on:

1. Capacity building of communicators
2. Creating a supportive ecosystem of industry stalwarts, thought leaders, policy makers and influencers promoting change
3. Institute awards and other reward mechanisms to reinforce positive change

The interventions to achieve these stated goals are:

- Workshops for various stakeholder such as media and film professionals, advertising agencies, industry groups, professional bodies and students of media, film and journalism
- Fellowships and networking platforms for journalists
- Awards for excellence in gender sensitive portrayal across the fields of journalism, films, advertising, theatre, television, books and content creation.
- Campaigns and events to raise awareness on various nuances of gender sensitivity
- Reports, research studies publications, films, and innovative and creative content

This year, onset of the COVID-19 Pandemic necessitated a rethink, relook and reimaging of what were up until now considered popular practices. The team geared to work in the digital world as it brushed up on its skills to implement surveys, conduct jury processes, host events, produce content online. Zoom, social media, Survey Monkey were fast gaining footprint over meeting rooms, auditoria, and a new vocabulary with use of words like streaming live instead of beaming live, e-invite, and e-meeting was becoming the new norm.

STRATEGIC INTERVENTION: WORKSHOPS AND TRAININGS

'Reporting On COVID-19 Through A Gender Lens'

Date: June 8th 2020, through June 12th 2020

- Five-Day Online Certificate Course
- Over 70 media persons in attendance. Industry leaders as

The course in association with UNFPA was conducted for independent journalists and those from major media houses and media schools.

A panel drawn for domain expertise and stature, took the participants through seven sessions and two panel discussions.

A blog competition was held for media students to mark the release of the State of World Population Report by UNFPA on 30th June 2020. The award for best blog was presented to Ms Saakshi Pathak from Panjab University, Chandigarh, for her blog in Hindi, titled 'abhi byahane ki kya jaldi?' about the practice of child marriage in India.

While the renowned editor and Rajya Sabha MP Kumar Ketkar gave the keynote address, Ms Argentina Matavel Piccin, Country Representative India, UNFPA gave the concluding remarks.

Following were the topics covered during the 5-day workshop

Covid-19 and its impact on men and women. - Jaya Velankar from Jagori,

Covid-19 and its impact on sexual and reproductive health of women- Anisha Agarwal, senior director – strategy & development, IPAS

Impoverishment and resurgence of harmful practices- Manisha Gupte, co-founder of Masum

Loss of livelihoods and its impact on education and work participation of women- Dhanashree Brahme, chief of programme operations Magic Bus

Surge in violence against women and girls in the context of Covid- Manisha Gupte, co-founder of Masum.

Role of SHGs in Covid- 19 response- Sujata Kartikeyan, IAS, Commissioner cum Director, Mission Shakti, Ms Kusum Balsaraf, general manager of MAVIM,

Covid-19 and Agrarian Distress- P. Sainath, renowned journalist and author



Figure 1 Reporting on COVID-19 Through a Gender Lens

Panel discussion on ‘Inclusion of Persons in Vulnerable Situations in The Covid-19 Response’ with Upasana Agarwal, Manju Vyas, and Asmita Huddar.

Panel discussion on ‘Reporting on Covid through a gender lens’ with Ketan Vaidya, Kalpana Sharma, Yogesh Pawar, Nilanjana Bose, and Adrija.

Link to view:

<https://www.youtube.com/embed/videoseries?list=PLcBc3GVws7iB3iz1dYM5nGraoUAsHZ7WI>

Webinar: Gender Equations - Communication in the COVID Era

Date: June 24th 2020

- 185 views generated for the live-streamed event

“The very way in which we tell stories is a product of our socialisation, how it reinforces stereotypes. We must change that. Today's deliberations will shed light on our own biases, and tell us how to portray women as true partners of the wellbeing and development that we aspire for.”

- Argentina Matavel Piccin, India representative, UNFPA











IAA Webinar

IAA along with LAADLI
brings in the voices of dynamic decision makers to rise together

Communication in the Covid era.

Will anything change in the Gender Equations?

‘The Perfect 10’ Leaders Speak !

 Punit Goenka President, IAA India MD & CEO, ZEE Entertainment Enterprises Ltd.	 Megha Tata Managing Director, South Asia, Discovery
 Dr. A. L. Sharada Director, Population First	 Avinash Pandey Chief Executive Officer, ABP News Network
 Ashish Bhasin CEO-APAC & Chairman India, Dentsu Aegis Network	 Abe Thomas CEO, Reliance Broadcast Network
 Anuja Gulati Consultant: Program Management United Nations Population Fund, India	 Aparna Acharekar Programming Head Zee-5
 Nandini Dias CEO-Lodestar UM, India	 Nirupama Subramanian Resident Editor, Indian Express, Mumbai

Watch it LIVE on IAA India Chapter YouTube Channel
<https://www.youtube.com/user/IAAIndiaChapter>
Date : 20th June Time : 10 am to 1pm

Supported by

The Social Compass of Marketing Communications

UNFPA

A webinar to promote gender sensitivity in communication was conducted in association with the International Advertising Association (IAA), India Chapter. **The focus was on identifying ways to make the discourse around the COVID-19 pandemic more gender equitable.** It is seen that, gender disparities aggravate during emergencies, disasters and humanitarian crises. Covid-19 has been no different. It has changed the way the world is functioning including the necessity to become accustomed to the digital world, a space already divided on gender lines in favour of men. To address these skews, the panellists came together to deliberate the role of communicators in establishing more sensitive conversations, portrayals and spaces. Panellists drawn for media and journalism field and were highly acclaimed in their respective areas of expertise were:

Figure 2 Communication in COVID Era

- Puneet Goenka, President, IAA India chapter
- Megha Tata, Managing Director, South Asia, Discovery.
- Argentina Matavel Piccin, India representative, UNFPA
- Anuja Gulati, Consultant Programme management, UNFPA
- Dr AL Sharada, Director, Population First
- Avinash Pandey, CEO, ABP News Network
- Nandini Dias, CEO Loadster UM
- Ashish Bhasin, CEO APAC and Chairman India Dentsu Aegis Network (DAN)
- Nirupama Subramaniam, Resident editor, Indian Express
- Aparna Achrekar, Programming Head, Zee5,
- Abe Thomas, CEO, Reliance Broadcast Network

Key take aways for the communicators

- Communicators should aim to be inclusive in their communications and be conscious of exploitation, violence faced by women and other vulnerable persons, sex workers, trans persons, persons with disabilities and more.
- The pandemic has impacted women's and other vulnerable communities' economic and productive lives disproportionately and communicators can bring their trials and tribulations, the stories of sacrifices and selflessness and build a narrative that these communities need to be treated with dignity.
- The digital divide had sharpened during covid times, especially with respect to the new phenomena of telemedicine, online education, 'work from home.' It becomes imperative to keep framing inclusive and sensitive narratives.

Link to view:

<https://www.youtube.com/watch?v=4uMWkMktp4E&feature=youtu.be>

Webinar: 'Gender Sensitivity in Communication Curriculum'

Date: 4th December, 2020

In partnership with Whistling Woods International (WWI), Population First organised an online webinar on 'Gender Sensitivity in Communication Curriculum'. Heads of communication institutions came together to ascertain the extent to which gender was being mainstreamed into the communication curriculum, and what more was required to be done to ensure an inclusive curriculum.

Streamed live simultaneously on the Facebook pages Population First, UNFPA India, and WWI, the webinar saw the panellists join on zoom for their

Whistling Woods International PRESENTS

GENDER SENSITIVITY IN COMMUNICATION CURRICULUM

DATE DEC 4, 2020 **TIME** 3.00 PM

AJUNRA SAIBALI HOD, Screenwriting, WWI Moderator	DR. ANITA BHATTNAGAR Director, Symbiosis School of Liberal Arts	BHUPENDRA KANTHOLA Director, FTII
PREETI SHROFF Dean of MICA	SHEKHAR BHATTACHARJEE Founder & CEO, Great Place to Study	RAHUL PURI Head of Academics, WWI

LIVE ON facebook.com/WhistlingWoodsInternational facebook.com/Loadster
Powered by In Association with Supported by

Figure 3 Gender Sensitivity in Communication Curriculum

deliberations. The session was moderated by Anjum Rajabali, HoD Screenwriting, WWI School of Filmmaking.

The speakers were:

- Dr. Anita Patankar, Director, Symbiosis School of Liberal Arts
- Ms Suchitra Sathe, faculty, FTII
- Ms Preeti Shroff, Dean, MICA
- Ms Arvina Purkayastha, Founder & CEO, Broadcast1
- Mr Rahul Puri, Head of academics, WWI

Link to watch: <https://www.facebook.com/LaadliPF/videos/139263177671811>

Masterclass: Gender Sensitivity in Film Making

Date: 4th December, 2020

- More than 90 participants

“All of us had internalised the dominance of men over women for thousands of years and we should begin by acknowledging that first. It has been an accepted reality, but we have to question it. Women have also internalised patriarchy; they believe that is how they show their love for the male members of the family.”

- Anjum Rajabali

A masterclass ‘Gender Sensitivity in Film Making’ by Anjum Rajabali, Head of the Department, Screenwriting was held online on 4th December, in collaboration with UNFPA and the Whistling Woods International School of filmmaking (WWI). It included a demonstration of the Bechtel Test to check how women are characterised in the films/shows that the participants were writing. The event was live streamed on the Facebook pages of WWI, Population First, and UNFPA.

Key take aways:

- We need to acknowledge the deep-seated construct that each one of us has
- Performing arts should not follow the trend but lead the change
- Film schools need to institutionalise gender sensitivity

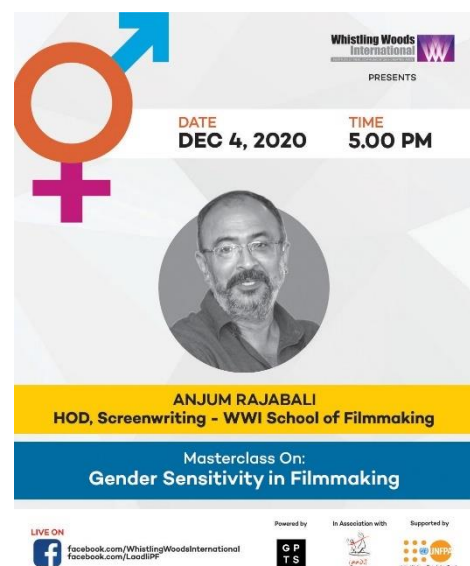


Figure 4 Gender Sensitivity in Film Making by Anjum Rajabali

STRATEGIC INTERVENTION - FELLOWSHIPS AND KNOWLEDGE SHARING

Laadli Media Fellowships

- A total of 17 fellowships awarded
- A total of 68 stories written covering 9 languages from 11 states
- Nearly 10 million readers obtained

Population First in collaboration with UNFPA launched the *Laadli* Media Fellowships for journalists in 2012-13. The aim of the fellowships is to encourage media persons to write stories on various themes through a gender lens. Considering the covid -19 situations and the need to highlight its impact on women, girls and other marginalized groups, the fellowships were increased from 4 to 17 in number. Each fellow was given Rs. 50,000 and was mandated to write and publish four stories each over a period of four months.

Orientation workshops were conducted to build skills for gender sensitive writing, and various nuances of gender, patriarchy, misogyny were covered by domain specialists. Fellows were also provided a mentor to guide them through the process.

Faculty for the Orientation workshop:

- Ms. Anuja Gulati, Consultant, UNFPA
- Dr. A. L. Sharada, Director, Population First.

Themes:

- Issues of women service providers, frontline workers, nurses, AWW, police etc.
- Women and work. How it has impacted domestic workers, migrant workers, retail sellers, women engaged in handicrafts and handloom industry, etc.
- Stories of the marginalised - sex workers, trans people, disabled
- Harmful practices- Child marriages, domestic violence, trafficking
- Women and girls' access to services- education, general health care, reproductive services, counselling services for women facing domestic violence, etc.
- Success stories
- Programme Implementation

"The four stories I worked on looked for ways of giving women agency, where they are not victims but shape-shifters, people who change the spaces they inhabit. In ordinary times this is necessary, but in COVID times, I felt it's important for the writing to serve as a way of holding onto some sliver of hope and to feel we have the power to effect change and that change is always personal, gendered and in the little, everyday spaces. Those are key and those are what I focused on."

- Problems of migrant workers

E- Platform for Creating a Coalition of Award Winners and Fellows

Laadli Awards were launched in 2007 and have been awarding close to 100 journalists from across the nation, each year. A Facebook page was launched as a platform to bring together all award winners and those writing on gender issues to share their work and have access to reports, data and stories to help them write more nuanced stories.

WhatsApp groups have also been created to further strengthen the networking and knowledge sharing amongst the winners and fellows

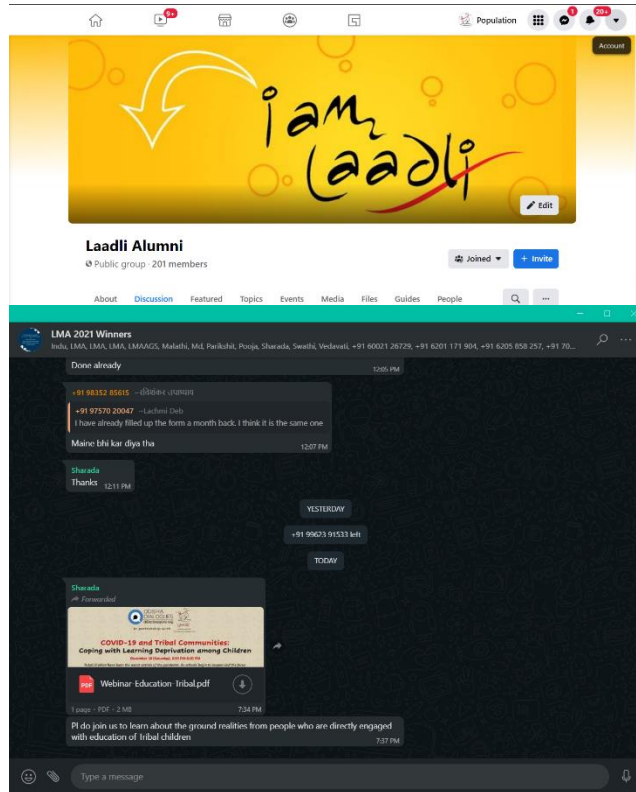


Figure 5 Online Platforms Laadli Alumni FB page (top) and WhatsApp Group of LMA Winners (bottom)

STRATEGIC INTERVENTION - AWARDS FOR EXCELLENCE

National Creative Excellence Awards

- 160 entries on dedicated microsite to register and submit the entries
- Shortlisted entries used to develop merchandise
- Viewership for banner: 1.28 lakh
 - Emails: 2.5 lakh
 - Social Media Posts (FB, Twitter and LinkedIn): Approx. 11,500
 - SMS Campaign: 11,021
- Outreach on FB
 - No. of people: 4882
 - Engagements: 912
 - Likes: 220

Population First collaborated with Campaign India as a cause partner for the National Creative Excellence Awards (NCEA) 2020, with an aim to widen the advocacy footprint in the advertising

fraternity and provide platform to young

aspirants to engage and make creative communication materials for campaigns on gender-based issues. Themed **Son Preference and Discrimination Against the Girl Child**, it saw 160 entries from professionals from advertising, mass media, and design institutes, and people committed to the cause of the Girl Child.

Entries were invited for the following categories:

- Innovative merchandise materials
- Social Media-FB status, tweets, hashtags
- Print ads
- Outdoor media
- Radio spots
- Posters
- GIFs
- Animation
- Slogans
- Poems
- Terribly Tiny Tales

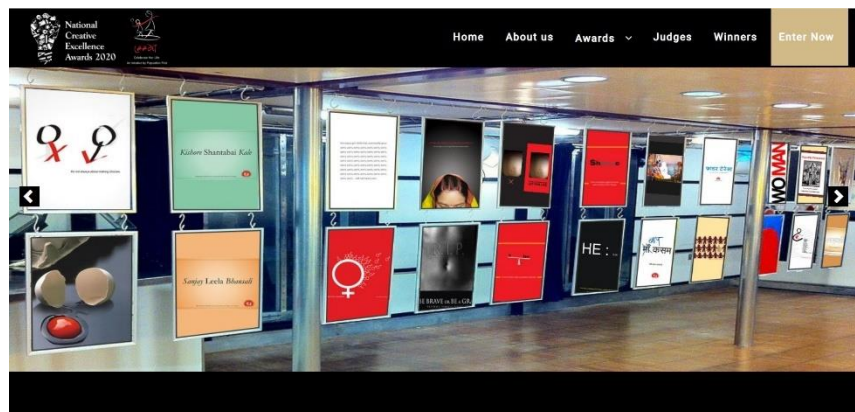


Figure 6 Microsite for NCEA Registration and Application Submission

- Photography
- Films
- RJ talks
- Jury

Eminent personalities and professionals from the advertising industry and media were on the jury panel.

- Ramesh Narayan - Founder of Canco Advertising Pvt Ltd & Vice President International Advertising Association
- K.V. Sridhar - Founder & Chief Creative Officer Hypercollective,
- Priti Nair - Director Curry Nation,
- Prathyusha Aggarwal - Chief Consumer Officer, Zee Entertainment Enterprises,
- Sapangeet Rajwant - Senior Vice President and Head of Marketing and Digital, Head of Brand Solutions, Viacom 18 media,
- Meghna Ghai Puri - President Whistling Woods International,
- Megha Tata - Managing Director- South Asia, Discovery Networks



Figure 7 Winning Slogans used on merchandises (Grey and White T-shirts)

Laadli Media & Advertising Awards for Gender Sensitivity 2020 Regional Edition
Date: 20th November, 2020.

- 1100 entries from across India in 10 languages
- A total of 93 awards presented
- In response to the pandemic, event converted into digital format
- Over 3000 winners till December 3rd 2020

The 10th edition of the regional *Laadli* Media and Advertising Awards for Gender Sensitivity 2020 was held online on 20th November. LMAAGS 2020 was supported by the United Nation Population Fund (UNFPA) and the Royal Norwegian Embassy in New Delhi. Rekha Sharma, chairperson, National Commission for Women was the chief guest, while world renowned tabla player Anuradha Pal performed a unique 'Jugalbandi with



Figure 8 10th Edition of Laadli Media & Advertising Awards for Gender Sensitivity 2020 Regional Awards Invite

herself' at the event, which was hosted by Dr. Anonna Guha. Population First partnered with PLUC TV, India's largest tech - based mobile storytelling platform as media partner.

"All laws to help women are in place, we need media's help for a better implementation of the laws. That will only happen when the mindsets change and media can help change mindsets through its reporting and campaigns."

- Rekha Sharma

Comments from some of the jury members:

"It is not about the kind of work we get to see; it is not about one story. But it is about the growing critical consciousness about gender justice that is emerging in our society. I am thankful that Laadli awards exist."

- Gita Chadha

"We had a wonderful selection of articles from all over the country. We had many interesting stories that showed facets not known to many, written by young dynamic journalists. It was difficult to judge the best."

- KG Suresh

Comments from some of the winners:

"It was a great honour to receive the Laadli Media Award. It's one of a kind of an award and I am happy to get this."

- Lachmi Deb Roy

"We miss out men from gender stories, I tried to do exactly that."

- Runjhun Sharma

"I am super delighted to receive the Laadli Media Award. Unnao rape case was one of the most challenging stories I worked on."

- Fatma Khan

Link to view: <https://www.youtube.com/watch?v=wTEMQRcJmoc&t=4997s>

Laadli Media & Advertising Awards for Gender Sensitivity 2020 National Edition
Date: 15th of December, 2020

- Over 1300 entries across journalism, films, theatre, books, advertisements and television
- 32 Winners felicitated for impactful gender content
- Lifetime achievement awarded to Usha Khanna music composer for succeeding in a completely male dominated field
- Woman Behind the Scene awarded to Reshma Pathan, the first female stunt artist
- Three new categories of awards -Best Gender Sensitive Web Series, Best Gender

“The winners and all those who submitted their entries show that inclusive and sensitive journalism and communication is alive and continuing to thrive.”

- Dr. A. L. Sharada

The 10th edition of the National *Laadli* Media and Advertising Awards for Gender Sensitivity 2020 (NLMAAGS) was held online on Tuesday the 15th of December, 2020. Argentina Matavel Piccin, Country Representative India UNFPA was the guest of honor while noted journalist and Magsaysay Award recipient, Ravish Kumar was the chief guest. Saroj and Harjot Kaur from the UstadGah Foundation founded by UstadMa Zila Khan performed and enthralled the audience with songs from different genres and languages. NLMAAGS 2020 was supported by the United Nation Population Fund (UNFPA) and PLUC TV was the media partner.



Population First and UNFPA
cordially invite you to

10th THE NATIONAL
LAADLI
MEDIA & ADVERTISING AWARDS
FOR GENDER SENSITIVITY
SUPPORTED BY UNFPA
2020

Chief Guest
Ravish Kumar
Renowned Media Person and
Ramon Magsaysay Award winner 2019

Guest of Honor
Argentina Matavel Piccin
UNFPA India Representative

Highlights
Performance by the students of UstadGah Foundation
of Ms. Zila Khan, world renowned Sufi Singer

Tuesday, 15th December, 2020
4:30 PM onwards

Live On  **YouTube**

www.youtube.com/user/LaadliWest

Figure 9 10 Edition of The National Laadli Media & Advertising Awards for Gender Sensitivity 2020 Invite

“Laadlon ki duniya mein koi puraskar khud ko laadli keheta ho, ye kitni achchhi baat hai! There is grit in this title. And it is inclusive, because male journalists have also won it. Journalists should keep taking risk, keep writing. These would be the bricks of the foundation of a new media.”

Link to view: <https://www.youtube.com/watch?v=4a3cqteWGRM&t=875s>

STRATEGIC INTERVENTION- CAMPAIGNS AND EVENTS

Release of State of World Population Report and Webinar Organized on Harmful Practices

Date: 30th June, 2020

- Over 150 media professionals and journalists from across the country.

UNFPA and *Laadli* organised a webinar on 'Revisiting Gender Conversation and Harmful Practises' to coincide with the launch of UNFPA's State World Population Report (SWPR) on 30th June 2020. The theme of the report is 'Against My Will: Defying the Practices that Harm Women and Girls and Undermine Equality.'

The report highlighted the following:

- At least 19 harmful practices against women and girls, ranging from dowry, violence and crimes in the name of honour of the family
- Practices such as son preference - gender based sex selection, child marriage and female genital mutilation to be deeply rooted in our communities and hence contribute and shape communities' thoughts and actions.
- The decline in child marriages from 47% in 2006 to 27% in 2016 consequently led to a 50% lowering of the number of child marriages in the South Asia region (as per NFHS data 2015-16)
- Due to increased availability of reproductive technology to all sections of people in India, there was a decline in fertility rate with an aim to have smaller families, but the son-preference still persisted.
- 142 million girls were missing globally, and of those 46 million were in India.

The poster is for an online event titled "Revisiting Conversations around Gender and Harmful Practices" organized by Population First and UNFPA. It features a key note address by Ms. Argentina Matavel Piccin, UNFPA India Representative, on the theme "Against her will: defying the practices that harm women and girls and undermine equality". Two panel discussions are listed: "India's response to child marriage and gender biased sex selection: A civil society perspective" and "Challenges and experiences of reporting on harmful social practices: A media perspective". Panelists include Dhanashri Brahme, Madhu Mehra, Varsha Deshpande, Dhaval Kulkarni, Geeta Aravamudam, Radhika Bordia, and Sadhika Tiwari. The moderator is Ketan Vaidya. The event is scheduled for Tuesday, 30th June 2020, from 3:30 PM to 5:30 PM. Zoom ID: 847 5504 3967, Password: 626621. Logos for UNFPA and Laadli are present.

Figure 10 Revisiting Conversations Around Gender and Harmful Practices

The report also outlines steps for improvement, such as:

- Respecting the decision of women and girls especially about her reproductive life.
- Demystifying the perception that only male children can look after their parents during old age.
- Changing cultural practices that violate the rights of women and girls.
- Government participation and its immediate intervention in three main areas: fulfilling the obligations towards promoting the value of girl child, enforcing the

law of protecting women and girls against the harmful practices, and lastly empowering women economically.

The event was attended by

- Ms. Argentina Matavel Piccin, UNFPA India Representative,
- Ms. Ena Singh Assistant Representative, UNFPA
- Ms. Anuja Gulati Consultant Programme Management
- Ms. Shobhana Boyle National Programme Officer - Gender
- Ms. Nilanjana Bose, Consultant Advocacy & Communication
- Dr A. L. Sharada, Director Population First and her team.

The discussions took place over two panels:

- India's Response to Prevent Child Marriage and Pre-Birth Sex Selection: A Civil Society Perspective
- Challenges and Experience and Reporting on Harmful Social Practices

The panelist included

- Ms. Dhanashri Brahme Chief Programme Operation, Magic Bus
- Ms. Madhu Mehra Director PLD
- Ms. Varsha Deshpande Secretary, DMVM from the civil society,
- Mr. Dhaval Kulkarni author, journalist, political analyst
- Ms. Geeta Aravamudan veteran journalist and author
- Radhika Bordia senior journalist
- Ms. Sadhika Tiwari India Spend
- Mr. Ketan Vaidya (editor, author and content writer) from the fields of media and journalism.

The link to the report: https://www.unfpa.org/sites/default/files/pub-pdf/UNFPA_PUB_2020_EN_State_of_World_Population.pdf

Candid Conversations with Change Champions

Date: 11th August, 2020 Link

To mark the International Youth Day 2020, Population First and UNFPA India hosted an event 'Candid Conversations with Change Champions' to promote the theme 'Youth Engagement for Global Action' and celebrate the young changemakers. Young creative minds, educators, climate change and gender activists, and rap artists who use their music for social change were invited to share their work and views. Two films were also presented showcasing Change Champions Ms. Argentina Matavel Piccin, the Country Representative of UNFPA India delivered the keynote

"There is hope for a more gender equal world, we only need to consistently highlight the success stories that already exist."

- Srishti Bakshi, founder, Crossbow Miles

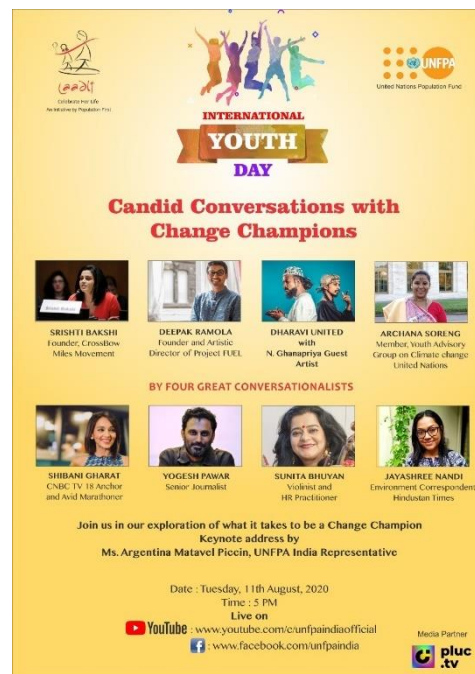


Figure 11 Candid Conversations with Change Champions

address at the event.

The conversations were facilitated by Yogesh Pawar, Shibani Gharat, Sunita Bhuyan, and Jayashree Achom Nandi, who have worked in their specific domains to make a difference and bring a shift in the attitudes of people toward society, politics, gender, music, arts, and the environment. The young change makers featured in these tete-a-tetes were:

- Srishti Bakshi from Crossbow Miles who covered a distance of 3800 kilometers from Kashmir to Kanyakumari on foot, to bring stories of all forms of violence against women from across the nation. Dotting her journey were a series of initiatives to raise awareness on gender equality
- Deepak Ramola who founded Project Fuel and is a life coach, educator, artist, musician, UN Action Plan Executer, Ted Talk speaker and Kindness Ambassador for UNESCO's MGIEP. Project fuel turns life lessons from across the world into education tools and modules for school children, designs and develops global art projects, documentary and digital films, and curates Fuel Human festival
- Tony Sebastian and Rajesh Radhakrishnan of Dharavi United who crafted songs to generate awareness about the pandemic and necessary preventive measures

- Archana Soreng, Research Officer at Vasundhara on natural resource governance, climate justice and tribal rights, represents the Khadia tribal community from Odisha and was nominated in August of 2020, as Indian Representative on UN Secretary General’s Youth Advisory Board on Climate Change.

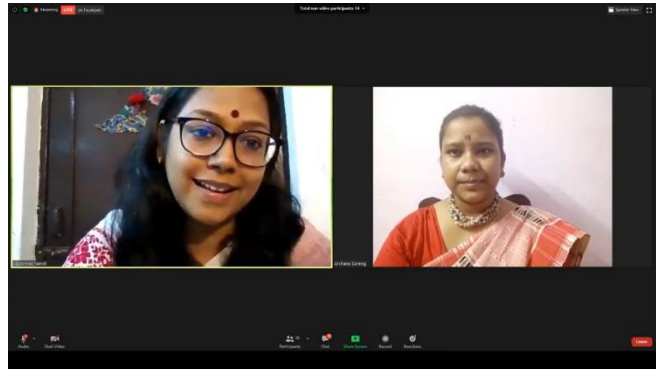


Figure 12 Jayshree Nandi interviews Archana Soreng

“You cannot write enough poetry in the world to celebrate a woman’s work. Women are artists and our rich folk tradition is replete with stories of woman power.”

- Deepak Ramola, artistic director, Project Fuel.

“Our rap has always had social messages and depicted social issues. And with the pandemic we felt that, this too is an issue that was impacting our country, our community and was our issue to solve.”

- Tony Sebastian, Dharavi United

The films and performances:

- The film by UNFPA featured young change champions Salami Sashankar from Odhisha as she shares ingenious ways to extend banking services in her village during the pandemic; Mohammed Shakir from Bihar – who has been working on water stagnation issues in his hometown during the monsoon; Kavita Meena from Rajasthan and a national level athletics champion; and Kumkum Soni from Madhya Pradesh who broke taboos and misconceptions around menstruation and counsel’s young girls and women.
- The film by Population First presented Srijan and Yashasvi Kumud who worked with Sarokar, Madya Pradesh, during COVID pandemic to help with the response, relief packages and mental health kits; Marietta Valsan, Mumbai, an activist and model who has constantly brought attention to colourism and sexism in fashion and advertising industry, advocated for women’s and children’s rights and promoted

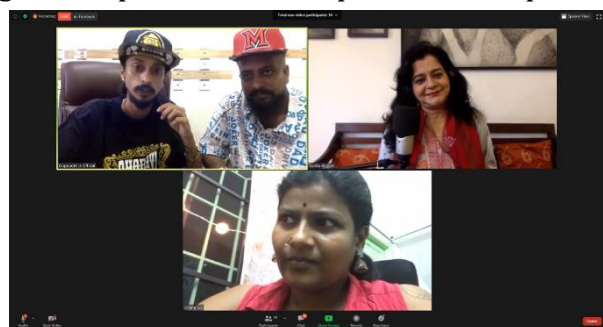


Figure 13 Sunita Bhuyan interviewing Dharavi United and Ghanapriya

sports among tribal schools; Tamseel Hussain, Delhi is CEO of PLUC and Let Me Breathe platform which empowers and trains to use technology to tell their stories; Komal Khamkar, Ashwini Nandedkar, Sayali Pawaskar, from Theatre of Relevance who use theatre as a tool to bring about social change and personal growth.

- Mashup of Vishama by Dharavi United and Sunita Bhuyan, etched on a canvas by Ghana Priya, a visual artist
- Sunita Bhuyan with raag Desh and Ekla Cholo Re and was joined by Dharavi

“The tribal communities in India are very connected to nature, so much so, their surnames indicate natural elements. India has a vast and rich heritage of culture, traditions, history among its adivasi and vanvasi communities. It is critical that this uniqueness is documented”

- Archana Soreng, Indian Representative, Youth Advisory Board on Climate Change, UN

United

Link: <https://www.youtube.com/watch?v=gr1GqenHsLk>

International Day of the Girl Child 2020

Date: 13th October 2020

Population First (PF) in collaboration with UNFPA, marked the International Day of the Girl Child (IDGC) which is observed the world over on 11th October to draw attention to the status of girl-children and what is required to be done to address the disparities. This year the globally declared theme was **My**

Voice, Our Equal Future, and aimed to highlight the gender

disparities that have set in even more sharply, and the increased vulnerabilities of our girl-children in wake of the COVID-15 pandemic; while celebrating their resilience and ability to overcome challenges and set themselves on a road to success. Governments, organizations, communities across the world were urged to ensure a safe environment for our girl-children to ensure their spiritual, mental, intellectual, and physical well-being and safety.

To reflect the theme for the year, Population First put together a tapestry of performances, conversations and presentations to show voices being raised towards a more sensitive and equitable future, and celebrate the girl-power. In attendance were



Figure 14 International Day of the Girl Child 2020 invite

Ms Argentina Matavel Piccin, from UNFPA, Ms Yasmin Ali Haque from UNICEF, Ms Nishtha Satyam from UNIFEM and Mr. SVS Sista. The event was broadcast on YouTube channels of Population First, Pluc TV, and UN, and was hosted by the vivacious Radio personality Rohini Ramnathan. Pluc TV was the media partner for the event.

Highlights of the event:

- Curtain Raiser themed Har Akshar (every word) to be Her Akshar (her word)! by Pluc TV showcased stories of and by girls from across India, many of whom were first time internet users.
- In conversation with young Sayali Nichite, Thanish Bhaskar and Gargi Ranade were the three dignitaries. They responded to the questions on creating awareness around sexuality and sexual health among youth and on violence against women, as well as their success mantras.
- A powerful presentation of spoken voice poetry Have You Met My Feminism, Goddess and Superwoman by the talented Ramya Pandyan, a blogger, content publisher, stage performer, and a vocal feminist.
- An interactive session with Arpana Rao, a Kathak performer & the Founder of the Arpana Mahuaa Nritya Academy (AMNA) followed by three presentations by her students set to the beats of 'Ai Giri Nandini', 'O Ri Chiraiya', and AMNA song.
- A candid conversation with Preeti Das, stand-up comedian and co-founder-Mahila Manch, also a recipient of *Laadli* Media and Advertising Award for Gender Sensitivity.
- A conversation with the artists of the Theatre of Relevance led by Manjul Bhardwaj, Ashwini Nandedkar, Komal Khamkar & Sayali Pawaskar which was followed by an impactful and thought-provoking performance by the three beautiful and talented artists.

Link to view

https://www.facebook.com/watch/live/?v=766437820570076&ref=watch_permalink

Share The Chores Campaign

- Estimated reached 1,00,000 people.

- A poem specially written and recited by Mr. Subhash Ghai which garnered high visibility and was broadcast on the National Television, Doordarshan.
- Population First launched a campaign titled 'Share the Chores' which acknowledged the burden of household chores on women during the lockdown period and addressed the importance of men's participation in household work. The campaign had the following institutes/ organisers joining as partners.
- Collaborated with the Script Writers' Association to come up with interesting posters on 'Share The Chores'. Three interesting and attractive posters were made which were shared on social media.
- Collaborated with Whistling Woods International School of Film Making to develop posters and a film on 'Share The Chores'.
- *Laadli* joined IAA as a cause partner for their campaign against increasing instances of domestic violence. A poster developed by IAA was shared with media houses and on social media.



Figure 15 One of the Share the Chores posters

A Roundtable on Reporting the Pandemic with A Gender Perspective

Date: October 3, 2020

"We have a long way to go when it comes to equity in access to health, with caste, class, geographical location also influencing women's access to health services."

- Padmapriya

Population First, in collaboration with UNFPA, and the Network of Women in Media, India (NWMI) organised an online roundtable on 'Reporting the Pandemic with a Gender Perspective' on October 3, 2020, and was facilitated by Sameera Khan. The panelists were Durba Ghosh, senior journalist, PTI, Guwahati, Jayanti Buruda, Reporter, Kalinga TV, Odisha, Kavitha Iyer, former Associate Editor, The Indian Express, Mumbai,

Safina Nabi, independent journalist, Srinagar, and Nandhini Vellaisamy, Sub-Editor, Hindu Tamil Thisai, Chennai. Padma Priya, Co-Founder Suno India, Hyderabad moderated the discussions.

Issues raised were diverse and related to individuals, societies, families, system, and communities.

- Digital equity for women,
- A slowdown in accessing education for girls,
- The onset of mental health conditions almost to the proportions of an epidemic, the increased incidence of domestic violence,
- Systemic breakdowns in terms of carrying out policy initiatives on ground, therefore, relegating women to even more marginalized existence
- Vulnerability of the transgender communities, and more
- Greater fissure in the infrastructure as health anomalies widened the gap among genders,
- Breakdown in the government machinery unable to cope with the pressure of the ongoing pandemic.

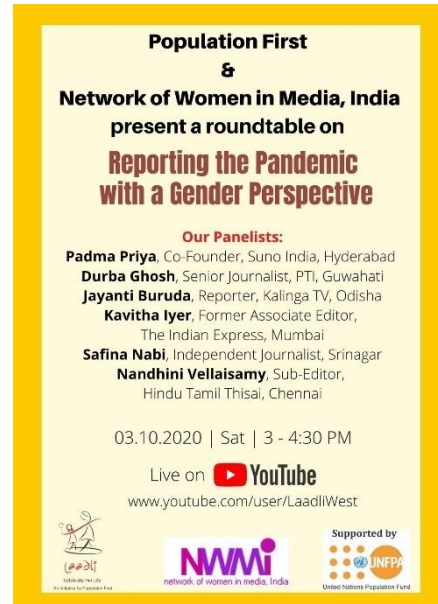


Figure 16 Roundtable on Reporting the Pandemic with a Gender Perspective with NWMI & Population First

“Vulnerable transgender community faces many issues, but they are not reported. Many had to go back to their families where they faced violence. News rooms are not diverse, not many people know how trans people live. Reporting their problems becomes difficult.”

- Ragamalika Karthikeyan, NWMI member

Link: <https://www.youtube.com/watch?v=uPj4oyivhyk&t=2642s>

STRATEGIC INTERVENTION- REPORTS, PUBLICATIONS, FILMS AND CONTENT

Short Films with Mullen Lowe Lintas Group

- Over 8000 views on Facebook for each film

Laadli with the support of UNFPA commissioned four films on issues related to discrimination, violence, and stigma during the Covid times in collaboration with MullenLowe Lintas Group. The films addressed discrimination against health workers and sex workers, the need



Figure 17 Change is Coming short films

to reach out to the elderly, and online sexual harassment faced by women in the work-from-home context. Released on Facebook, Twitter and Instagram handles of Population First and garnered huge visibility. Apart from the organic promotion of the films, a focused social media campaign was also launched to reach out to close to 4 lac targeted audiences from tier two and metro cities.

Collaboration With NWMI For 'Research Study on Gender Perspectives in COVID19 Reportage in India - An Analysis of Print Media (March 2020 to September 2020)

Population First collaborated with the Network of Women in Media, India for a research study of news reports, features, photographs related to Covid19 and the subsequent lockdown. Twelve journalists worked on the report under the guidance of two researchers. The study monitored a total of 6,105 news stories relating to the COVID-19 pandemic and the lockdown between March and September 2020 in 12 daily newspapers published across India in seven languages. It monitored a total of 514 news days.

Key findings are listed below:

- In only 4.8 percent of news stories monitored, gender played a primary role, that is, where the voices and perspectives of women and other marginalised genders were central to the story.
- The study found that women and other marginalised genders were missing as sources and as expert voices.

- News reports failed to include the voices of women and other marginalised genders even when a story or an issue impacted them.
- Women were largely missing in the biggest media story of the lockdown months about the mass fleeing of migrant workers from cities to their villages. They featured in many images from that time but were recognised by the media more as family members of male workers than as labourers or migrants in their own right.
- An under recognition of the livelihood issues of women, both in the formal and informal work sectors.
- A noticeable trend, particularly in the early coverage of the pandemic, was how often media reportage tended to identify and stigmatize women more specifically as carriers and spreaders of the COVID-19 infection.
- Few stories related to education and policy that offered a gender nuanced perspective.
- A fair amount of news coverage during this period focused on gender-based violence including domestic violence, child marriage, and sexual assault.
- While recognising the enormous challenges faced by the Indian media in the coverage of the 2020 COVID-19 pandemic, this report recommends that the media should amplify the voices of women and other marginalised genders as protagonists, sources, and experts and provide an inclusive gender perspective in its news coverage. Further, gender education and training, incorporating intersectionality, is recommended for media personnel at all levels and for media students as well.

The twelve newspapers that were monitored for this study were:

Language	Publications
English	The Indian Express – Delhi Edition
	The Times of India – Mumbai Edition
Hindi	Hindustan – Delhi Edition
	Dainik Jagran – Delhi/Patna Edition
Bengali	Anandbaazar Patrika – Kolkata Edition
	Ei Samay – Kolkata Edition
Marathi	Loksatta – Mumbai Edition
	Sakal – Pune Edition
Malayalam	Matrubhumi – Thiruvananthapuram Edition
	Malayala Manorama – Kottayam/Thrissur Edition
Assamese	Asomiya Pratidin – Guwahati Edition
Manipuri	Hueiyen Lanpao – Imphal Edition

Link: http://populationfirst.org/wp-content/uploads/2021/06/NWMI-report-2020_Final.pdf

PROGRAM HIGHLIGHTS

“We do not believe in creating parallel systems instead we believe in strengthening the existing system.”

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

ACTION FOR MOBILIZATION OF COMMUNITY HEALTH INITIATIVES (AMCHI)

The COVID-19 pandemic and the resultant lockdown adversely affected the rural population. Lack of mobility, poor access to healthcare and nutrition services impacted their health status, while limited awareness regarding the disease and inadequate public health infrastructure heightened the risk of spread of the disease. The lockdown also drastically affected the beneficiaries economically with many families losing their source of income.

The lockdown and the restrictions have also affected Population First’s ability to effectively implement its activities and achieve its programme objectives. Therefore, it became extremely crucial to relook at the existing projects and approach, and redesign activities keeping in mind the new scenario and the requirements of the beneficiaries.

AMCHI team undertook some newer projects which focussed on relief and rehabilitation; more importantly, the team also changed its approach and went digital. With accessibility and travel disrupted, the team built its capacities to use digital medium to reach out to the healthcare service providers and other stakeholders. Digital media helped reach out to the beneficiaries, conduct webinars for beneficiaries and continues advocacy, awareness creation activities remotely using platforms like WhatsApp, Zoom and YouTube.

Most importantly, COVID-19 was new to all, the programme staff and the beneficiaries alike. And therefore, before the beneficiaries were provided with the right information on the disease the programme staff, underwent training with the help of Noora Health and from various other professionals. The team attended webinars on topics ranging from necessary precaution and response, communicating sensitively on COVID-19 to impacts of the pandemic on girl child education and mental health. The team also completed a Noora Health Certificate course on COVID preparedness.

Therefore, all the major interventions under AMCHI for the year 2020-21 were implemented in this larger context of the pandemic.

STRATEGIC INTERVENTION: MATERNAL & CHILD HEALTH

Despite the pandemic, AMCHI addressed the challenges of malnutrition holistically where the parents, the children, and the health service providers, played a crucial role. As a result of the pandemic, malnutrition challenges were addressed as follows:

Access to Government Supported Supplementary Nutrition

With one-on-one meetings suspended for the most part of the year, it was extremely difficult to organize activities like recipe making demonstrations or intensive workshops with the parents.

Therefore, during regular follow up with children and their parents, emphasis was placed on consumption of nutritious and healthy diet at home such as eating fresh, home-cooked meals, including forest-based and local produce, boiling of drinking water, regular use of Take-Home Rations (THR) and Amrut Aahar Yojana and avoiding outside or fast food.



Figure 18 Provision of THR and Amrut Aahar for a child at Palaspada

AMCHI team also followed up with all the Anganwadi Centres across all the project areas to ensure that timely THR and Amrut Aahar was being provided.

Approximately 55 Anganwadi Centers across Shahapur & Raigad covered by three projects were regularly followed up through phone calls and physical visits wherever possible.

TEAM AMCHI OBSERVATION: PF staff contacted the government service providers to understand if they were facing any challenges in ensuring the community received the services they needed. As the Anganwadi Centres were also shut **cooked meals** couldn't be provided, however raw ration of wheat, rice, oil, pulses and even eggs as a part of Amrut Aahar was provided to the women and children.

Regular Follow up of Children

AMCHI team regularly followed up with children and their parents over phone and WhatsApp to keep track of the health and development of the children across Shahapur

& Raigad. The follow up consultations also focused on following hygiene and sanitation practices within the family and especially while cooking. Special emphasis was placed on *building the immunity* of children.

In Vashind, 220 children were followed up across its 29 villages on an average. Similarly, in Shahapur's five villages of Sarangpuri, Ambiwali, Bajarpada, Kharangan and Amberpada 126 children were followed up. In Raigad well, regular follow up and home visits (wherever permitted) were undertaken to confirm if the the THR has reached the children.

"Yona had a bout of diarrhoea for two days. We did not take her to the doctor but took the help and medication from ASHA taai. We fed her moongdal khichidi and sabudana broth. She is now feeling better. We are feeding her THR and eggs from Anganwadi Center."

- Kalpana Sagar, Parent, Village Ambarpada

Community Weighing

Community weighing is a novel concept developed and implemented widely by AMCHI where the entire community is witness to the weighing and recording and gets involved in addressing issues related to under nutrition and child health.

Community weighing, this year, followed all the rules of the pandemic. Therefore, during the sessions, only the parents and their children visited the Anganwadi Centre for the recording of the anthropometric measurements of the children in the presence of the Anganwadi Workers (AWWs). No other stakeholders were involved. All the pandemic related norms of social distancing, sanitizing and masking were followed. These sessions were also much shorter where only the height, weight and MUAC of the child were measured. All the major information was provided to the parents via phone or they were linked to the healthcare service providers who made home visits to help address their issues.

In Vashind, 43 community weighing sessions were conducted where a cumulative of 1270 children were weighed.

Workshops for Parents

Usually, workshops for parents used to focus on importance of nutrition, causes and consequences of malnutrition, safe and hygienic preparation of food and consumption practices,



Figure 19 Parents Meeting at Valshet on importance of diversity in nutrition

and government-based nutrition provision schemes and policies.

However, this year the parents' workshops in Vashind Beat 2 were conducted only in the month of August. While Anganwadi Workers were available during these sessions, ASHAs and other healthcare service providers like ICDS and community stakeholders were busy with the pandemic relief and response.

In Vashind, parents' meetings/workshops were held for 121 parents.

Health Camps

In Shahapur a total of 6 health camps were organized over the year where 285 children were screened for illnesses or deficiencies and were provided with referrals. Information about children who needed to be admitted to Child Malnutrition Treatment Centers, was communicated to the healthcare service providers.

Aarogya Din (Health Days) Celebration

Despite the pandemic, the healthcare service providers of Vashind Beat 2 & Raigad continued to celebrate Aarogya Dins, thereby undertaking immunization of children and pregnant and lactating mothers. At first the ANMs in Vashind Beat 2 were conducting home visits to undertake immunization. However, later the venue was moved to Sub-Centers to aid in easy immunization. All the pandemic related norms of social distancing, sanitizing and masking were followed.

Apart from immunization the health check-ups of ANC and PNC mothers were also conducted, including recording of their Hb, BP, height and weight. ANMs also took the opportunity to educate pregnant and lactating mothers on precautions that needed to be taken during COVID.

A total of 102 Aarogya Dins were celebrated in 29 villages in Vashind Beat 2. Similarly, Aarogya Dins were celebrated in sub-centres of Raigad (Cheher, Shahbaj, Mothe Vadav, Dolvi and Salav) where 151 children, and 92 pregnant and lactating women were immunized in three months

TEAM AMCHI OBSERVATION: In Raigad, immunization was being carried out for children only below 2 years of age, since there was disruption in supply of vaccinations due to mobility restrictions. Vitamin supplementation and de-worming has not been provided since April 2020. It is a cause for concern that essential health services like immunization and vitamin supplementation are also getting affected due to the lockdown.

Ante Natal and Post Natal Care (ANC/PNC)

In the 29 villages of Vasind project area as well as the 12 direct influence zone villages under Raigad project area, follow up with ANC/PNC mothers was undertaken by the AMCHI Team. The women were regularly provided information on COVID-19 safety protocols. Follow up focused on reminding the women to make use of THRs, attend immunizations during Aarogya Dins, availability and consumption of IFA supplementation, Hb and blood pressure testing. Efforts were also made to ensure that healthcare service providers help the women with institutional deliveries, registering of new pregnancies, recording the place of birth, complications during the pregnancy, birth weight of the child, and illnesses at birth.



Figure 20 Follow up with pregnant and lactating mothers on receiving the THR and Amrut Aahar rations

High risk pregnancies, were referred to Thane Civil Hospital. PF staff ensured that the deliveries were undertaken at the Sub Division Hospital (SDH) for women who were not willing to go to Thane. Similarly, total of four women from villages Ambarje, Shei, Shere Katkarwadi who needed blood transfusion or additional supplementation due to low Hb levels were counselled and referred to either SDH or further to Kalwa government hospitals.

On an average 119 pregnant and lactating mothers in Vashind Beat 2 were reached out for THR, immunization and other ANC/PNC services. Similarly, in Raigad, a cumulative of 192 pregnant and lactating women were followed up.

TEAM AMCHI OBSERVATION: In Vashind, there was an in general fear of exposure to COVID-19 and contracting the disease and therefore there was resistance to use government ambulances and vehicles while travelling for institutional deliveries or even for visiting hospitals for regular check-ups. especially among tribal women. The AMCHI staff allayed their fears and also coordinated with the hospital authorities to ensure that there were no major issues while getting treated.

Whereas in Raigad, while all pregnant women received IFA tablets, none of the lactating mothers received it due to shortage of supply. Therefore, the lactating mothers were receiving IFA tablets only on request Therefore, a constant engagement with the healthcare service providers was becoming imperative for access to services.

Training Programmes for Gram Panchayat Members (GP) and Village Health Sanitation and Nutrition Committee (VHSNC)

Two trainings at Madh and Haal were organized for **sixteen VHSNC committee members**. It was considered most essential during COVID times to keep the members informed of their roles and responsibilities and ways in which they could leverage government systems for overall development in their villages. The training included the following components:



Figure 21 Training of VHSNC members at Haal village

- a) Information on the members of the committee I
- b) Roles and responsibilities of the committee R
- c) Funds available with the committee and ways to leverage government schemes for any development related work in the village F

Linkages and Inter-Sectoral Coordination during the Pandemic

The linkages that were established in the last two years through our projects helped the communities and the beneficiaries during the pandemic. The parents and committee members were aware of the roles and responsibilities of the ASHA workers, Anganwadi Workers (AWWs) and ANMs. PF team ensured that the healthcare service providers reached out to the beneficiaries through house visits, distributed the Take-Home Rations and Amrut Aahar, address health issues faced by children, pregnant and lactating mothers, ensure institutional deliveries. PF team also coordinated between the healthcare service providers and the Civil Hospitals and Sub-District Hospitals for examination and admission of high-risk pregnancy mothers. The team also, encouraged the healthcare service providers to use Gram Panchayat's development funds for their travel when they travelled with high-risk mothers.

Additionally, the Child Malnutrition Treatment Centre (CTC) and the Nutrition Rehabilitation Centre were running on limited capacity during the pandemic, thus making it difficult to refer severely malnourished children for further care. The AMCHI team coordinated with block and district health officials to pass an order that a paediatrician will visit the CTC twice a week to ensure timely referral and treatment of vulnerable children.

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विषय :- उपसमन्वयी तत्वावर बालरोग तज्ञांच्या सेवा पुरविणे बाबत....

कार्यालयीन आदेश

उप जिल्हा रुग्णालय, शहापुर येथे बालरोग तज्ञ उपलब्ध नसल्याने तेथील कुपोषित बालकांवर करणे कामी अत्यंत अडचणी निर्माण होव आहे. तसेच कुपोषित बालकांवर उपजिल्हा रुग्णालय, शहापुर येथे बालरोगतज्ञांच्या सुविधा उपलब्ध होत नाहीत.

त्यानुसार उपजिल्हा रुग्णालय, शहापुर येथील रुग्णांना बालरोग तज्ञांच्या उपलब्ध होण्याच्या दृष्टीने पुढील आदेश होईपर्यंत दर मंगळवार व शुक्रवार बालरोग तज्ञांच्या सेवा उपजिल्हा रुग्णालय, शहापुर येथे बालरोग तज्ञांच्या सेवा पुरविण्यात याव्यात व तसा अहवाल या कार्यालयास सादर करावा

(डॉ. वैद्यकिश पवार)
जिल्हा शल्यचिकित्सक ठाणे,

प्रति,
डॉ. बाय.टी. सदावर्त
बालरोगतज्ञ सामान्य रुग्णालय, ठाणे.

प्रत :- वैद्यकीय अधीक्षक, उपजिल्हा रुग्णालय, शहापुर.

Figure 22 Order passed by Thane Civil Hospital for a paediatrician to attend SDH every Tuesday and Friday

COVID-19 Relief: Distribution of Dry Rations

COVID - 19 has overwhelmed the health and food systems as well as adversely impacted livelihoods. Population First with the support of Tech Mahindra Foundation undertook a project to provide raw ration to 200 acutely malnourished children across 52 villages of Dolkhamb and Takipathar Primary Health Centers. The villages under these PHCs are predominantly tribal with limited livelihood alternatives and a high incidence of malnutrition.



Figure 23 Providing Dry Rations

Children aged birth to six years identified as severe or acutely malnourished registered under the ICDS scheme and their family members are provided with raw ration. Both phases of distribution has been completed with the support of the stakeholders at the village level and government service providers. The raw ration included Ragi, Dry Coconut, Jaggery, Kala Chana, Peanuts, Moth beans, Tur Dal, Potato, Rajgira Laddos and dates which supplemented the basic ration of rice, pulses and oil distributed by the government agencies.

Advocacy

Despite the pandemic, our team continued with its advocacy around health and nutrition. PF team developed posters on breastfeeding, posters on nutrition and health and recipe posters, video on food pyramid, and shared them among our beneficiaries through WhatsApp and on our social media accounts as well. Dr. Shantanu Abhyankar, a gynaecologist wrote a guest blog on breastfeeding, and Dr. Mayuri Jadhav, another gynaecologist was the first guest speaker on AMCHI webcast/podcast called AMCHI Mahiti, available on our YouTube channel.



Figure 24 IEC material developed inhouse on breastfeeding and importance of nutritious food

STRATEGIC INTERVENTION: STRENGTHENING OF PANCHAYATI RAJ INSTITUTION

This year, with the evolving nature of the pandemic, it was imperative that the Gram Panchayats and other community stakeholders were made aware of the changes in the new



rules and regulations and their evolving responsibilities in their villages in the face of the pandemic.

AMCHI team conducted a webinar for Panchayat Raj Institution members titled “Lokshaahi Balkat tar Gaon Sashkt” on 21st September. The aim was to create awareness among members of rural local-self-government institutions on the amendments that have been made in the current context of the pandemic in designing of village development plans. This webinar was open to all our beneficiaries from across Shahapur including Gram Panchayat. The event was attended by close to 50 PRI members.

Figure 25 Lokshaahi Balkat tar Gaon Sashkt invite

STRATEGIC INTERVENTION: ADOLESCENT SEXUAL AND REPRODUCTIVE HEALTH

Addressing adolescent sexual and reproductive health is one of the principal activities under health vertical for AMCHI. It is a crucial phase of life for the adolescents especially girls that informs their growth, development and overall health in the future.

The onset of adolescence not only brings changes to their bodies but also exposes the young minds to various other vulnerabilities and risk behaviors. Most of them are unable to find accurate information regarding health choices and those who are aware, find it difficult to access the services.

On an average 82 adolescent girls across Vashind & Raigad were reached out to through phone calls and physical visits (wherever possible). The aim was to understand the challenges the adolescent girls faced during the pandemic, address the issues of access to sanitary napkins and IFA supplementation from ANM, as well as to disseminate COVID-19 related information.

This paucity of services was heightened due to the pandemic. Therefore, AMCHI team put special emphasis on reaching out to the adolescent girls during the lockdown periods.

Needs Assessment Survey

AMCHI team undertook a Needs Assessment Survey of the adolescent girls to assess the impact of the pandemic on the adolescent girls, their access to information, healthcare services, and education. The focus was also on their coping mechanisms and mental health issues.

Needs Assessment Survey was conducted in 12 villages among 177 adolescent girls



Figure 26 AMCHI Staff conducting the survey

- 87% of the girls continued their studies till March 2020, when the lockdown was announced
- 85.80% of the girls recorded television as their source of information on COVID-19
- Three fourths of the surveyed girls had access to sanitary napkins. Out of them 54% had to travel to nearby city medical shop to purchase them
- None of the girls receive IFA tablets during the lockdown
- Lack of mobility was termed as the biggest negative impact according to the girls, approximately 43% girls did not find any positive impact to the lockdown, 32.76% girls enjoyed spending time with their families.
- 77% girls shared their feelings of anxiety, boredom, fear, disappointment about the pandemic and lockdown situation with their friends and almost all of them received a positive and supportive response from their peers and family members
- During the complete lockdown, 61% of the girls continued their studies
- Only 32% of girls received information and visits from healthcare service providers during the lockdown. ASHAs were the most common healthcare service provider to disseminate information to adolescent girls and they visited once a month only during the lockdown period
- Around 55% girls mentioned that there was no change in their eating habits
- One out of two girls felt the need for more information on COVID.

Advocates for COVID-19 Prevention

The adolescent girls also became the change champions by actively participating and leading the awareness campaign on Environment Day focusing on COVID-19 prevention and precaution. They made posters and put them across their villages. The girls also started conducting meetings on phone and carried out awareness creation remotely through phone calls. The COVID-19 videos from Noora Health that was shared by AMCHI team among the adolescent girls was further shared

within their own networks of family and friends.



Figure 27 Adolescent girl from Kajalvihar prepared poster on COVID-19

Building New Skills

The adolescent girls actively participated in the webinar held on the occasion of the Menstrual Hygiene Day. During the webinar, myths and taboos on the menstruation

were busted and positive messages associated with menstruation were shared. The girls decided to share this information with their female relatives and friends.

AMCHI team, developed short video on how to make their own cloth sanitary napkins and shared with the girls. The girls watched the video and shared it among their friends. The team, later conducted a demonstration for 11 girls from Ambarje on how to make cloth sanitary pads. The girls not only enjoyed the learning process but also promised to share the importance of using reusable cloth sanitary napkins and importance of menstrual hygiene practices with their peers.

Allies of Healthcare Service Providers

During the lockdown the adolescent girls also became a crucial aide to the healthcare service providers. Despite, AMCHI team's absence during the pandemic, the adolescent girls assisted the healthcare service providers whenever movement within their village was allowed. These adolescent girls followed up with mothers who received immunization or were yet to receive immunization, they undertook house visits and weighed children,



recorded the information for the AWWs and ASHA workers, they followed up with parents on the timely availability of Amrut Aahaar and Take-Home Rations (THR).

Figure 28 Adolescent girl in Kajalvihar disseminating

AMCHI team, while it shared IEC material on breastfeeding and nutrition while celebrating World Breastfeeding Week and National Nutrition Month with the mothers on WhatsApp, they also shared it with the adolescent girls. These girls with the help of these IEC materials and posters reached out to the parents, pregnant and lactating mothers and disseminated information on breastfeeding and nutrition respectively.

TEAM AMCHI OBSERVATION: *The girls' groups were able to take responsibility during these testing times. This only reinforces that the approach to empower girls can contribute to overall development and sustainability in the village.*

STRATEGIC INTERVENTION: SCHOOL IN DEVELOPMENT

With the nation undergoing a lockdown as a result of the COVID-19 pandemic, Population First's AMCHI team had to review the existing activities and re-direct its approach that immediately served the purpose of our beneficiaries and assisted them through the very difficult and unprecedented times. As a result, permission was sought

from the funders to reallocate the budget in new ways for different activities to ensure constant engagement with our beneficiaries and proper utilization of the funds. Consequently, the following activities were conducted for the SID students during the lockdown period.

COVID-19 Awareness Creation

- ine out of ten SID villages were in constant communication remotely
- COVID-19 centric precautionary information from state, central government health ministry, and international websites such as World Health Organisation or UNICEF was shared by AMCHI team

N

We developed a total of 73 bi-lingual posters in celebration of World Breastfeeding Week and National Nutrition Month in addition to other collaterals such as videos and blog post which were shared with 1400-1500 beneficiaries!

- Over the course of next few months, the following activities were taken up by the Vikasdoots:
 - Disseminate COVID-19 information to the rest of the community members remotely or through house visits while strictly maintaining social distancing and wearing masks
 - Convey messages of support to ASHA workers, ANMs, and other health workers and advocate in the community to follow their directions, rules and safety measures during the health crisis
 - Setting up COVID-19 posters in public as part of awareness creation
 - Bal Panchayat planned meetings and activities to help families and communities
 - Construction of soak pits and kitchen gardens and, dissemination of information on waste management, all the while practicing social distancing norms
 - Replaced old dustbins with new dustbins as and where needed, re-introduced the concept of dry waste and wet waste; tree plantation was also initiated by some of the volunteers



Figure 29 Kharangan SID students recycling old bins and cans as dustbins and distributing in the village



- Conducted handwashing demonstration to celebrate Global Handwashing Day and to further create awareness among children and adults alike on COVID-19 precautions.

Figure 30 Celebrating Global Handwashing Day

“They (Vikasdoots and Pravartaks) worked with me. They helped me in weighing the malnourished children and infants who were sick and also followed up on them later and gave me timely updates about their progress.”

- Pratibha Bohir, ASHA worker, Village Bajarpada

Online Webinar

The aim of the first ever SID online webinar “Vikas Premi Shala Prkalp – Anubhav Tujhe Maajhe” was to:

- understand the experiences of the students under such unprecedented times
- introduce digital tools such as Zoom video conferencing with a view that such digital interactions will be common place till the end of the pandemic.



Figure 31 Invitation to the Vikas Premi Shala - Anubhav Tujhe Maajhe Online Webinar

Mr. Mahendra Dhimte, Kendra Pramukh, and long-time supporter of AMCHI and Population First team, Mr. Chandrakant Patil, principal of Shendrun Zilla Parishad school, Dr. A. L. Sharada, Director, Population First, Ms. Sharada Gharat, a parent, Ms. Pratibha Bohir, ASHA worker, Mr. Pankaj Chaudhary, Gram Panchayat member from Umbhrai, and 95 students from 14 villages attended the webinar.

Self-motivated Initiatives by School Children

It was heartening to see that the two years of involvement with the school children through the School-in-Development programme had empowered them to develop their own initiatives at such trying times.

Vikasdots from Masavane school, got together and established a kitchen garden in their village. They grew vegetables and sold them within their village market. The income earned



Figure 32 Vikasdots of Masavane established their own kitchen garden during the lockdown

from the sale, the Vikasdots used to purchase material for Vikasdots for their activities like COVID-19 and sanitation and hygiene awareness creation. This initiative was lauded by the villagers.

“We also used some of the income that we earned from the sale of vegetables to buy masks and sanitizers and some study material for tribal children in our village.”

- Shreya Vishe, Vikasdot, Masavane

Under the leadership of Jagruti Vekhande, a Vikas Pravartak from Thune and her fellow classmates and Vikasdots they began taking classes for Adivasi community children.



Figure 33 Masavane students teaching primary school children

Inspired by their fellow compatriots Vikasdots and Vikas Pravartaks from Masavane took it upon themselves to teach young tribal children in the 1st & 2nd grade every day for two hours till the beginning of their schools in November 2020. They took necessary permissions from the Gram Panchayat, parents and also enlisted the help of the parents to provide snacks to the children.

Seeing the enthusiasm of our children, AMCHI team wanted to acknowledge their efforts and as a result, participated in the JUST RIGHTS KIDS Awards. The awards, in



Figure 34 Jagruti Vekhande's nomination in JUST RIGHTS KIDS AWARDS 2020

honour of Mr. Thomas Candy, child rights advocate, CEO & Founder of Save the Children, India, celebrate children activists who are working on sustainable development goals (SDGs), climate change, inclusion and child's rights focusing especially on vulnerable children.

We nominated Vikas Pravartak, Jagruti Tukaram Vekhande from Thune from Population First under the Defenders of Children's Rights. Jagruti, and her classmates who first took up the teaching of the tribal children during the lockdown, was one of the *final* nominees of 135 applicants for The Just Rights Kids Awards 2020, organized by PRATYeK.

Training of Vikas Pravartaks on COVID-19

The aim was to provide a comprehensive training on COVID-19, the changing scenarios in the communities and how best Vikasdoots and Vikas Pravartaks could contribute.

The two-pronged purpose for the Vikasdoots and Vikas Pravartaks was as follows:

- To gain comprehensive knowledge on COVID-19, precautions, response and care that needs to be taken
- To assist the healthcare service providers – AWWs, ANM, ASHA in responding to the various health related challenges within their villages



Figure 35 2-day Training on COVID-19 at Masavne

Following the training the students developed their own agendas and charted out specific activities, such as:

- Kharangan planned to conduct village cleaning exercise
- Padwalpada planned to visit the AWC to monitor the THR distribution and help the AWW in the distribution
- Bajarpada and Umbhrai planned to assist the ASHA and ANM workers in immunization of the 0–6-year-old children.

A total of 200 school children across 10 schools (Vikasdoots and Vikas Pravartaks) were trained in COVID-19 precaution and response!



Figure 36 Agendas presented by SID volunteers of Thune & Umbhrai



Figure 37: Sarangpuri SID volunteers reinforcing the importance of dustbins, sanitation and hygiene; Shendrun students starting another kitchen garden during the lockdown

STRATEGIC INTERVENTION: LIVELIHOODS: VERMI-COMPOSTING

Rebuilding under HTPF-MF Project

Under the HTPF-MF extension project, the emphasis was on supporting our beneficiaries across the five villages where vermicompost livelihood intervention was set up. Shahapur in the year 2020, had not only seen the outbreak of the COVID-19 pandemic but also devastating impact of the Cyclone Nisarg. Due to the cyclone, the sheds of the vermicompost units across 5 villages of Kalgaon, Sogaon, Nadgaon, Ambiwali and Amberpada had been destroyed. Therefore, the focus was on helping the women in rebuilding of their vermicompost sheds.

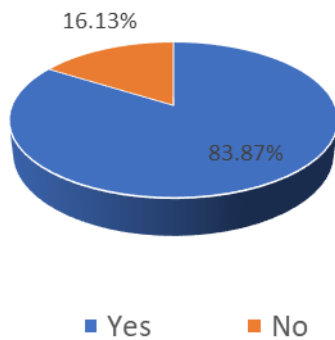


Figure 38 (L to R) Ambarpada and Kalgaon Before and After Shed Rebuilding

Impact of Livelihood Intervention & COVID-19 Survey

Additionally, an endline survey was undertaken in September 2020 of the five villages under the HTPF-MF funded project to understand the impact of the livelihood intervention on the women's livelihoods. The following were the key findings:

Use of vermiproducs on their own field



Money Saved on Input Costs using Vermicompost

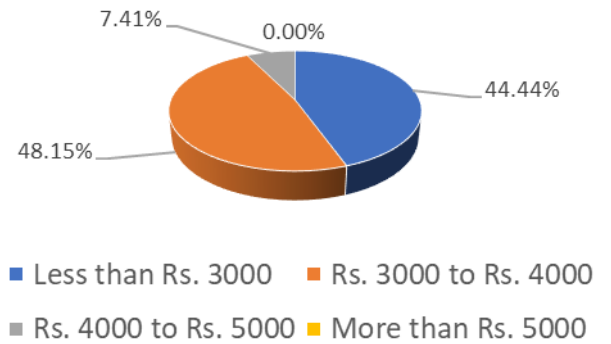


Figure 39 Use of vermicompost and its impact on input costs

Utilization of Money Earned

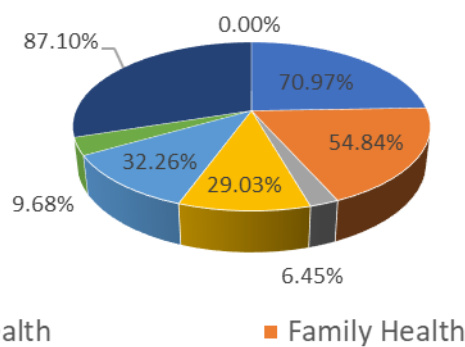


Figure 41 Mobility Among Women

women's participation in community development

Activities

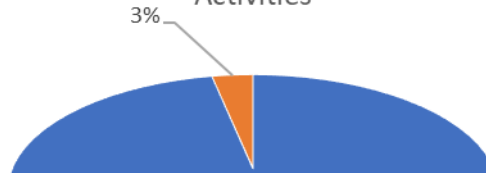
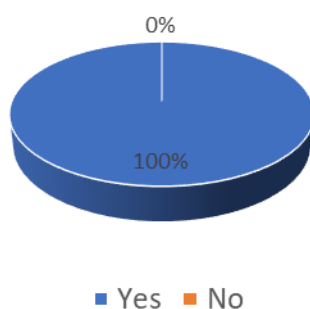
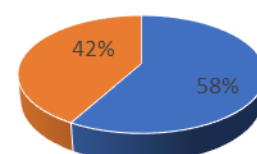


Figure 42

Increase in Mobility Among Women



Number of Hours Travelled per month for Livelihood Intervention



■ Yes ■ No

■ Less than 5 hours ■ 5 to 10 hours

Figure 42 Women's Participation in the Community

In 2020, the women were impacted by the COVID-19 pandemic, the resultant lockdown as well as Cyclone Nisarga. The same survey found the following impact of the pandemic on this intervention and the women:

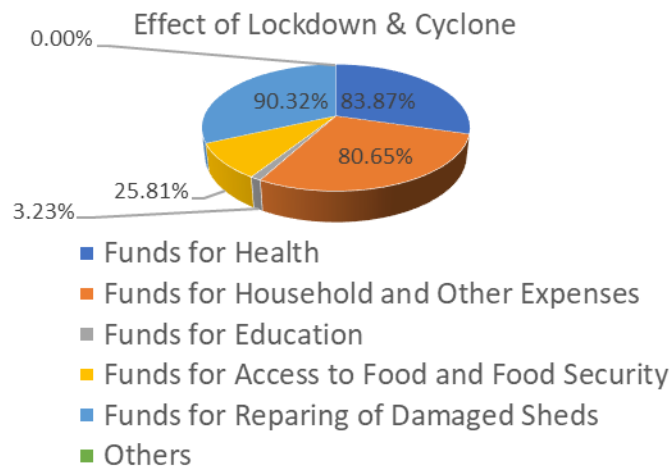
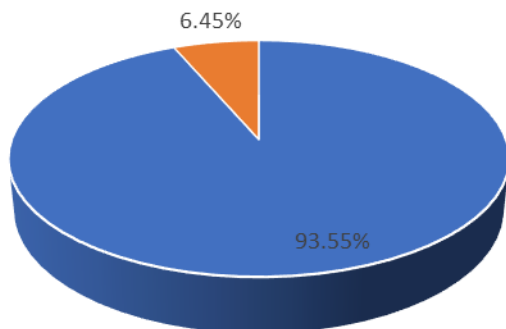


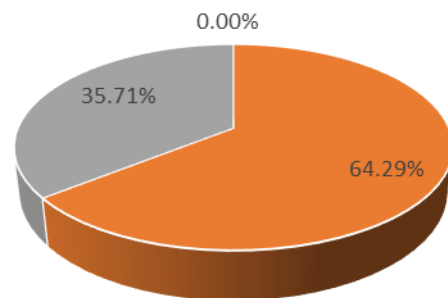
Figure 43 Effect of Lockdown & Cyclone on the Existing Group

Interest in Continuing Vermicompost Livelihood Intervention



■ Yes ■ No

Women Willing to Invest Number of Hours in Continuing Vermicompost Livelihood Intervention



■ 8 hours a day ■ 4 to 5 hours a day
■ 1 to 4 hours a day

Figure 44 Continued Interest in Vermicompost Livelihood Intervention

Rebuilding of Vermicompost Sheds: A Crowdfunded Project



Figure 45 Timeline of Impact of Lockdown and Cyclone on Vermicompost Groups

As described in the figure above, the pandemic, the resultant lockdown and Cyclone Nisarga had greatly affected our existing vermicompost livelihood groups. The sheds of the vermicompost units were ripped open, the bamboo structures had collapsed, the earthworms that had survived the summer heat had escaped or died in the cyclone and consequent heavy rains. With no income in the months prior to the cyclone it was impossible for the women to re-build their vermicompost unit sheds.

Therefore, PF decided to help the women's groups in rebuilding their sheds and restarting their livelihood initiative. PF chose 15 of the earlier 55 villages in which vermicompost livelihood intervention was active.

Population First team approached United Way of Mumbai (UWM) team and initiated a crowdfunding project. The fundraising began in the month of July 2020 and helped raise 2,03,177/- (Rupees Two Lakh Three Thousand One Hundred and Seventy-Seven only) till the month of September 2020.





Figure 47 Arjunali Before and After Shed Rebuilding



Figure 48 Chandrichapada Before and After Shed Rebuilding

Promotion of Vermicompost

The vermicompost produced by the groups was sent for analysis to NABL accredited Equinox Labs – an agriculture and food analysis laboratory to analyse the nutrient composition of our vermicompost. The test results were satisfactory and this information will be used to promote our vermicompost product.

New Livelihood Intervention: Poultry Farming

Population First piloted the poultry project in Khanduchiwadi in January of 2020 (FY 2019-2020) with the aim of providing livelihood to women as well as provide nutritional security to the vulnerable groups such as children, pregnant and lactating women.



Figure 49 Eggs produced in Khanduchiwadi pilot project area

Eighteen women were trained in poultry farming and within six months, they were able to provide eggs not only for their families but also to nearby Anganwadi centers linking it to Amrut Aahar Yojana of ICDS. The women were able to earn between Rs 800-1000/- per month from April 2020 onwards which became a boon for the women and the children of this tribal village during the lockdown and pandemic conditions.

As a result, this success story was covered in leading national regional dailies like Hindustan Times, Gaonconnection & Lokmat.

Hindustan Times: <https://bit.ly/3sdHZTX>

Gaonconnection: <https://bit.ly/3E7YbYP>

In the following months, this project was upscaled across three villages (Payarwadi, Devalwadi and Lenad Budruk). These villages were chosen as they are predominantly remote tribal villages with limited sustainable income generation alternatives.



Population First worked with 60 women across three villages by identifying the women, equipping them with the relevant information on techniques of poultry farming, providing them with bird units and handholding in the month by December 2020.

Ten chicks were provided to each woman for egg production, thus a **total of 600 chicks have been**

Figure 51 Chicks distribution at Payarwadi

लोकमत

अंगणवाडीसेविकांचा प्रयत्न : महिलांची मदत लॉकडाऊनमध्ये गर्भवती मातांना अंड्यांचा पुरवठा

सुरेस लोखंडे ।
लोकमत न्यूज नेटवर्क

ठाणे : कोरोनाच्या लॉकडाऊनने सर्वांनाच अडचणीत आणले. शहापूरसारख्या आदिवासी, दुर्गम भागातील कुपोषित बालके, गरीब-स्तनपानांना या कालावधीत सुरेसा अन्न आहार मिळवता यावर लक्षात घेऊन कर्नाट आणगावडीसेविकांनी या तातूल्यातील खंदूची वाडी येथील महिलांच्या मदतीने घराघरातील कोषिकांची अंती एकत्र करून गेल्या चार महिन्यात लाभार्थ्यांना त्यांचा पुरवठा करून अडचणीवर मात केला.

शहापूरपासून अथवा ३० किमीवर खंदूची वाडी हे आदिवासी संतती लोकवस्तीचे गाव आहे. अगदी वाड्या, बोहवा भातातील येथील परिचारक अरुण व आहारा, कुटुंबाचा धर्मभर कसाबसा पुरवठा इतक्या या तातूल्याचे उत्पादन या शेततळ घेतले जाते. दुर्गम कोणतेही उत्पादने साधन नाही. कोरोना संवाब्दीच्या आघोषीयोजना या गावातील आदिवासी परिवारांना जमनेतरीच कुपोषण निवृत्तनावर काम करणाऱ्या पोप्युलेशन फर्स्ट या संस्थेच्या 'आमची' या उपक्रमाद्वारे या गावातील महिलांना एकत्र करून त्यांना कुक्कुटपालन प्रशिक्षण दिले. यातील यशस्वी व होतकरू १८ महिलांची निवड करून त्यांना प्रत्येकी दहा कोषिका पाळण्यासाठी दिल्या आहेत.

टाळेबंदीत अर्धप्राप्ती
टाळेबंदीमुळे गावात वाहेऊन काही सामान वेगळे बंद झालेले आहे. त्यामुळे गावातच मिळवता अंती अन्न आहार व पोषण आहारच्या लाभार्थ्यांना पुरवठा संभव्य कुपोषणावर या संसंस्वीतीत मात केली आहे, असे पोप्युलेशन फर्स्ट या संस्थेच्या प्रकल्प संचालिका सगीता क्रिष्णन यांनी निवृत्तनात आणून दिले. आणगी वरवदा अला आला असे, गावातील मुलांना पोप्युलेशन अंती आरंभिक अंती शावना मिळवती तर दुसरीकडे अंतीपादन करण्याचा महिलेना या बंदीच्या कालावधीत गावातल्या गावात आर्थिक उपन्नाचा लाभ झाला.

अंती कणारा मोळा

येथील इंदुबाई विठ्ठल वाघ या महिलेने जून महिन्यात तब्बल २५० अंती विकली. त्यापासून तिला एक हजार २५० रुपये प्राप्त झाले. अंती महिलेची सरासरी १२० ते १५० अंती या प्रभुत आहारासाठी विकत घेतल्याचे येथील अंगणवाडीसेविका अंतिना धर्मा वाडे यांनी सांगितले. मुनासाठी गावातच पोषक आहार मिळवता हे जमन झाले. टाळेबंदीमुळे वाडे जमनेतच राहते. त्यामुळे आदिवासी विवृत्त विभागाचा अन्न आहार निवृत्त वापन ही अंती विकत घेतली. यातून प्रत्येक मुनासा तेज एक अंती देणे संभव्य झाले, असे त्यांनी निवृत्तनात आणून दिले आहे.



Figure 50 Lokmat Article on Poultry Initiative

provided to the women in these villages. The women were also guided on the materials needed for shed and maintenance of these chicks. Regular follow up through visits and review meetings were conducted to address the challenges being faced. The chicks have already been immunized against diseases such as Ranikhet and Chicken Pox.

New Vermicompost & Poultry Livelihood Project:

Population First started a one-year project with HSBC in partnership with United Way Mumbai (UWM) across 12 villages focusing on providing livelihood opportunities to women through poultry farming as well as vermicompost production as a response to COVID-19 relief and rehabilitation. Poultry farming is taken up in 2 villages & vermicompost production in 8 villages.



Figure 52 Baseline survey at Thakurpada for poultry initiative and baseline survey at Kharade for vermicompost initiative

OUR ORGANIZATION

OUR BOARD OF TRUSTEES & DIRECTOR

Population First is overlooked by a Board of Trustees who are highly respected leaders from their respective domains and whose role is to give suggestions on strategic directions and support. It is delinked from day to day functioning of the organization which falls under the purview of the Director. The members are:



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



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



K. V. Sridhar: Mr. K.V. Sridhar the Founder of Hyper Collective was the Chief Creative Officer of Sapient Nitro and Leo Burnett India, prior to starting his own venture, HyperCollective. He has won a record 23 Cannes Lions, over 100 international and 300 Indian awards, honored with New York Festivals Creative Achievement Award in 2010. He was also inducted into the “Hall of Fame” of Asian Advertising and Marketing Legends in the last 40 years by Campaign

Asia.



Prof. M. S. Swaminathan: Prof. M. S. Swaminathan has been described by the United Nations Environment Program as ‘The Father of Economic Ecology’ and by Javier Perez de Cuellar, former Secretary General of the United Nations, as “a living legend who will go into the annals of history as a world scientist of rare distinction”. Plant geneticist by training, Prof. Swaminathan is widely referred to as the father of the Green Revolution in India



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



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



Dr. A. L. Sharada: Dr. A. L. Sharada the Director of ‘Population First’ is active in the development sector for the last 30 years as a researcher, trainer and program manager. She worked with international agencies like UNICEF, UNFPA and other non-government organizations as a consultant. She was on the faculty of the Central University of Hyderabad and Indian Institute of Health Management Research. She is a member of the CBFC and has also initiated gender analysis of ads and films in Print media.

POSH COMMITTEE

Population First has adopted the guidelines as mandated under the Prevention of Sexual Harassment Act (POSH). An internal committee has been set up and a policy put in place to prevent and address any form of sexual harassment at work. Communication materials have been placed at strategic locations. For the year April 2020 – March 2021, no complaints were received.

The committee members of the POSH internal committee are:

- Dr. A. L. Sharada, Director, Population First
- Pooja Nagdev, Programme Manager, Laadli Campaign
- Fazal Pathan, Programme Manager, AMCHI
- Adv. Ujwala Kadrekar, Human Rights Lawyer

TRUSTEES MEETINGS

Three meetings were conducted with the trustees and the entire Population First team focusing on the evolving pandemic situation, and understanding the activities that have been undertaken by the team. The meetings occurred on the following dates:

- 28th August 2020
- 20th November 2020
- 18th February 2021

MEETINGS ATTENDED BY PF TEAM – SANGEETA TRIBHUWAN, AMCHI

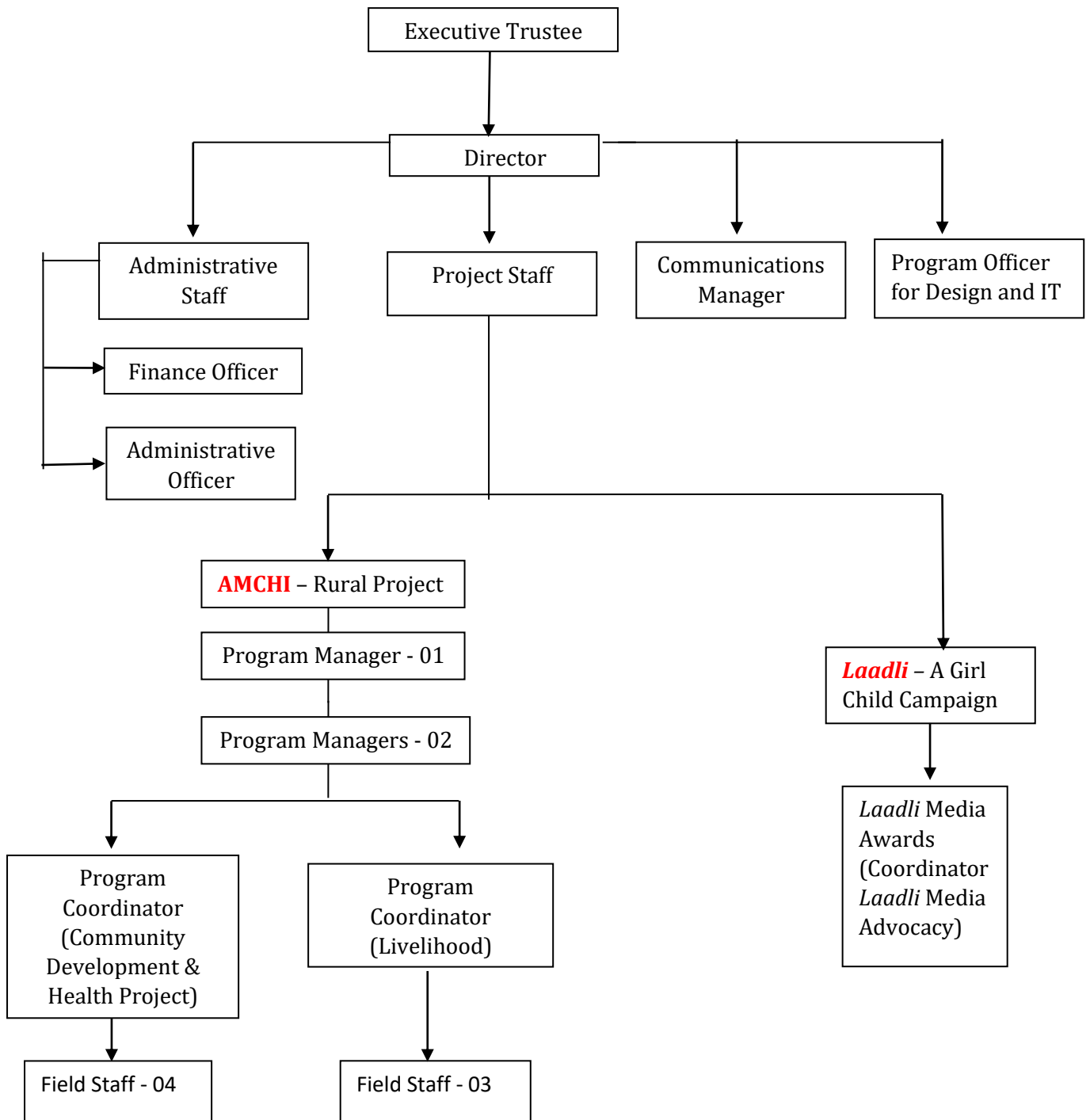
Date	Meeting	Subject
19.9.20	Gabha meeting	Malnutrition
13.12.20	Block Task force meeting	COVID-19 Precaution & Response
14.1.21	Block Task force meeting	COVID-19 Precaution & Response
18.1.21	CAN project meeting	Malnutrition
11.4.21	Gabha meeting	Malnutrition
6.9.21	Gabha meeting	Malnutrition
9.12.21	Gabha meeting	Malnutrition
16.12.21	Thane District level task force meeting	COVID-19 Precaution & Response & Mobilization for Vaccination

MEETINGS, SESSIONS & EVENTS ATTENDED BY PF TEAM – DR. A. L. SHARADA, POPULATION FIRST

Date	Meeting
28.04.20	Insta live with Alaka Dhupkar in conversation with Trans Activist Disha Pinky Shaikh
30.04.20	Strategies to Build Culture of Prioritization in Family Planning by Population Services of India (PSI)
01.05.20	Counselling on GBV by Anuja Gulati
01.05.20	What Next-Workers Covid 19 and After
01.05.20	Discussion on Sexual Harassment at Workplace: Challenges during Lockdown
01.05.20	Covid 19 Academy - panel discussion & session - Measuring the Risk of Forced Labour, Modern Slavery & Migrant Labour during the COVID 19 Pandemic in India
15.05.20	Webinar by UN Women & UNGC - Women in the changing world of work
20.05.20	UN Women, UNFPA, WHO & TISS -Cyber Crimes against girls & women and

	Safety
21.05.20	Nidhi Goyal seminar on D&I
22.05.20	Unlock the provisions of Domestic Violence (DV) Act during the Lockdown
22.05.20	Adverse effects of Covid-19 on girl child education and efforts to mitigate
27.05.20	Domestic Violence- Lockdown within a Lockdown
27.05.20	Feminist realities: Transforming democracy in times of crisis
28.05.20	Engaging Men and Boys to Prevent and Respond to GBV: Practical Lessons During Pandemics
29.05.20	On ground solutions for access to Menstrual Health information and products
03.06.20	Saajhi Samajh - Webinar on, "Unlocking Minds: Key to the Locker Room" - the panel of virtual discussion from Neha Soneji TMF
09.06.20	Session on Disability by Shreya Ila Anasuya
13.06.20	World Health Summit-Reflecting on COVID-19 and Moving Forward
16.06.20	Challenges and Way Forward for Domestic Workers
19.06.20	Mental Health and Violence Against Women & Girls
20.06.20	IAA - Webinar- Communication in the COVID Era
26.06.20	Invitation to be part of evaluation panel for PGDM DoCC Social Project 2020
26.06.20	7th webinar in the Lessons Learned Series: COVID-19 Risk Communication & Community Engagement (RCCE), The India Experience
09.07.20	Webinar on Gender Sensitization shared by Vibhuti Patel
14.07.20	Women with disabilities in the Covid crisis in India- Report launch by Rising Flame
03.08.20	DSI invitation to -Voices from the Ground III: The Road Ahead
Across September & October	FICCI - Diversity Equity & Inclusion Certification Course
22.09.20	Yamin Hazarika woman of Substance Award 2020
24.10.20	Save the Date: Virtual celebration of the 75th anniversary of United Nations this UN day
04.12.20	Roundtable on 'Mainstreaming Gender Sensitivity in the Curriculum of Communication Courses'
17.12.20	Webinar-Family planning and its socio-demographic determinants: Analysis of National Family Health Survey-V data
08.01.21	Danamojo- Webinar on Storytelling techniques for Non-profit
27.01.21	Invitation from-Centre for Women Studies-Maulana Azad Natl. Urdu Univ. to deliver a talk on "Sexism, Misogyny and the Representation of GBV in Mainstream Media."
28.01.21	Launch Event South Asia Learning Collaborative
29.01.21	Webinar on Fundraising through Recurring Donations
26.02.21	19th Professor C. Chandrasekaran Memorial Lecture Webinar
28.02.21	Instagram Marketing Masterclass
27.03.21	Third (Virtual) International Gender Conference (IGC) titled, Pandemic: A Gendered Experience, in collaboration with DePaul University, Chicago

ORGANOGRAM



STAFF POSITIONS (APRIL 2020 – MARCH 2021)

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	Venu Gawali	Programme Officer	Aug 2016 – March 2021
5	Asha Wellorker	Accountants Officer	Feb. 2016 – Feb. 2021
6	Sneha Chavan	Programme Officer	April 2018 – March 2021
7	Swathi Chaganty	Programme Officer	November 2018- Till date
8	Shiny Varghese	Programme Manager	May 2019 - January 2021
9	Sangita Waje	Asst. Admin & Account Officer	Jan 2019 – Till date
10	S. Skandan	Consultant – Admin. Account & Finance Management	From March 2021
11	Malathi Kembhavi	Consultant Programme Management	June 2020 - Till date
12	Mrinmayee Ranade	Consultant Communication	June 2020 - Till date
13	Sangeeta Tribhuwan	AMCHI Project Co-ordinator	Mar 2007 - Till date
14	Pathan Fazal Feroz Khan	AMCHI Project Co-ordinator	Apr 2007 - Till date
15	Dilip More	Field Officer -AMCHI	May 2009 - Till date
16	Madhuri Bhangre	Jr. Village Co-ordinator - AMCHI	Apr 2016 – Till date
17	Vishakha Nipurte	Sr. Village Co-ordinator - AMCHI	Nov 2009 – Till date
18	Sadhana Chaudhary	Village Co-ordinator- AMCHI	Feb-2013 - Till date
19	Vinayak Ware	Village Co-ordinator- AMCHI	Sept 2017- Till date
20	Ankush Bhare	Field Co-ordinator - AMCHI	Sep 2018- Sept 2020
21	Kailas Shelar	Village Co-ordinator- AMCHI	May 2019 - Till date
22	Jyoti Rahul Mahajan	Field Co-ordinator - AMCHI	November 2019 - Till date
23	Amar Raut	Project Co-ordinator - AMCHI	June 2016 – July 2020
24	Pratibha Thakur	Field Co-ordinator - AMCHI	March 2019- June 2020
25	Vaishali Mhatre	Village Co-ordinator - AMCHI	Feb 2019- June

			2020
26	Kavita Mhatre	Village Co-ordinator - AMCHI	January 2020 - June 2020
27	Nilesha Sanekar	Village Co-ordinator - AMCHI	January 2020 - June 2020
28	Arjun Pate	Office Assistant	July 2019 - Till date

SALARY STRUCTURE

Salary Structure as of 31st March 2021

Salary Structure	Male	Female	Total
Above Rs. 50,000/-	0	4	4
Rs. 30,001 to Rs. 50,000/-	2	5	7
Rs. 10,001 to Rs. 30,000/-	2	2	4
Below Rs. 10,000/-	4	8	12
Total Number of Staff			27

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

OUR DONORS

PROJECT FUNDING			
TECH MAHINDRA FOUNDATION	HSBC	JSW FOUNDATION	JSW STEEL PVT LTD
CORPORATE			
SISTA'S PVT LTF		ETERNUS SOLUTIONS	
TRUST			
ADITYA BIRLA MEMORIAL FOUNDATION			
CROWDFUNDING PLATFORMS FOR INDIVIDUAL DONORS			
TATA MUMBAI MARATHON'S (TMM) PLATFORM		GIVE INDIA FOUNDATION	

INDEPENDENT AUDITOR'S REPORT

- Auditor's Report
- Unqualified Opinion
- Qualified Opinion Report
- Adverse Opinion Report
- Disclaimer of Opinion Report
- Auditor's Report on Internal Controls of Public Companies
- Going Concern

DONATION DETAILS

Cheques to be drawn in the name of "Population First"

Population First
Shetty House, 3rd Floor
101, M.G. Road,
Mumbai – 400001
India
Contact: +91 9167902776
Email: info@populationfirst.org

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

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

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

Following is the account detail of FCRA ACCOUNT:

ACCOUNT NAME: POPULATION FIRST

ACCOUNT NO.: 6394969277

BANK ADDRESS:

BRANCH: CUFFE PARADE

SAINARA 17 CUFFE PARADE CAPT. PRAKASH PETHE MARG MUMBAI - 400005

IFSC Code: IDIB000C035

SWIFT: SBININBB104

ADUDITED 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,
2021**

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2021	MARCH 31, 2020		MARCH 31, 2021	MARCH 31, 2020
	Rupees	Rupees		Rupees	Rupees
Trust Funds or Corpus :-					
Balance as per last Balance sheet	7,00,700	7,00,700	FIXED ASSETS (As per Schedule 'B')		
Addition during the year		-	Balance as per last Balance Sheet	2,35,223	2,36,250
Adjustment during the year (give details)	-		Additions during the year	-	73,202
Other Earmarked Funds :-	7,00,700	7,00,700	Less :- Sales during the year		
(Created under the provision of the trust deed or scheme out of the Income)			Less :- Transfer to Other Earmarked Fund		
Depreciation Fund			Less :- Depreciation for the year	50,395	74,229
Sinking Fund				1,84,828	2,35,223
Reserve Fund			Investments (in Mutual funds) :-		
			1,979.282 units B 43 Birla Sunlife Cash Manager - Growth	4,50,000	4,50,000
			217.125 units SBI Magnum Insta Cash Fund - Growth	4,50,000	4,50,000

Any other Fund (As per Schedule 'A')	15,95,275	27,06,799	Note : the market value of the above investment is Rs.20,36,537.29	9,00,000	9,00,000
	15,95,275	27,06,799	Furniture & Fixtures :- (Refer Schedule 'B') Balance as per last Balance Sheet		
Loans (Secured or Unsecured) :-			Additions during the year		
From Trustees			Less :- Sales during the year		
From Others			Depreciation for the year		
Liabilities :-					
For TDS payable	46,582	87,400			
For Profession Tax payable	3,525	2,725			
For Expenses	17,95,227	30,40,579	Loans (Secured or Unsecured) : Good / Doubtful		
For Advances	14,00,000	14,00,000	Loans Scholarship		
For Salary Payable	74,166	2,74,400	Other Loans		
For Rent and Other Deposits	-	-			
For GST Payable	-	1,56,811	Advances :-		
			To GST Claimable Net	14,365	
			To Prepaid Expenses	11,156	1,38,649
			To Employees (As per Schedule 'C')	41,893	95,217
			To Receivables (As per Schedule 'D')	-	11,82,326
			To Tax Deducted at Source	14,41,464	13,69,694
			To Others - Deposits (As per Schedule 'E')	2,30,500	2,39,500
				17,39,378	30,25,386
Income and Expenditure Account :-					
Balance as per last Balance Sheet	1,25,64,366	1,20,48,262			
Less : Appropriation, if any					
Add : <u>Surplus / (Deficit) as per Income and Expenditure Account</u>	(30,41,893)	5,16,104			
	95,22,473	1,25,64,366			
BALANCE	1,51,37,948	2,09,33,780	BALANCE C/F	28,24,206	41,60,609

C/F

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,
2021 (Contd.)

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2021	MARCH 31, 2020		MARCH 31, 2021	MARCH 31, 2020
	Rupees	Rupees		Rupees	Rupees
BALANCE B/F	1,51,37,948	2,09,33,780	BALANCE B/F	28,24,206	41,60,609
			Income Outstanding :-		
			Rent		
			Accrued Interest		
			Other Income	29,962	57,295
				29,962	57,295
			Cash and Bank Balance :-		
			In Saving Account with HDFC Bank	31,01,922	56,83,091
			In Saving Account with HDFC Bank - FCRA A/C	8,95,373	3,55,241
			In Saving Account with IDBI Bank A/c no.004104000125956	7,068	3,76,022
			In Saving Account with IDBI Bank A/c no.004104000099271	4,06,227	9,363
			In Saving Account with Indian Bank	1,06,508	26,645
			In Fixed Deposit Account with HDFC Bank	77,63,702	1,02,63,702
			With the Trustee		
			With the Manager	2,981	1,812
				1,22,83,780	1,67,15,876
			Income and		

			Expenditure Account :- Balance as per last Balance Sheet Less : Appropriation, if any Less : Surplus as per Income and Expenditure Account Add : Deficit as per Income and Expenditure Account		
Total Rs.....	1,51,37,948	2,09,33,780	Total	Rs.....	1,51,37,948 2,09,33,780

+ Income Outstanding
:

The above Balance Sheet to the best of my/our belief contains a true account of the Funds and Liabilities and of the Property and Assets of the Trust.

For KDK & Associates

Chartered Accountant
Firm Reg No. 13041W

(if accounts are kept on cash basis)
Rent: NIL
Interest: NIL
Other Income: NIL
Total Rs. NIL

Kaynaz Dadinath Kamdin
Proprietor
Membership No. 129476
UDIN -
21129476AAAAAB5739

Dated at Mumbai, 29
December, 2021

Dated at
Mumbai, 29
December,
2021

Population First

आमची
AMCHI



Laadli

Celebrate Her Life

An Initiative by Population First

Population First

Bungalow no. 3, Paramhans CHS, Near new RTO,

Next to Hotel VITS Sharanam, Eastern Express Highway, Thane (W)

Mumbai - 400604.

Telephone: 91 9167902776 Website: www.populationfirst.org; www.laadli.org

Twitter: Laadli PF

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