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Foreword

Welcome to the world of Population First, an organization dedicated to weaving a tapestry of human rights, gender equality, and social well-being for all. As you turn these pages, you'll embark on a journey that illuminates our unwavering commitment to fostering a society where every individual thrives.

Population First was born in 2002, fueled by a vision of an India where every child is cherished, every woman empowered, and every citizen embraced by social justice. This vision, etched in our core, translates into a mission that resonates deeply – to champion gender equality and women's empowerment through advocacy, and media campaigns.

Our journey has been one of impactful strides, leaving footprints in the sands of positive change. The Laadli Advocacy Campaign stands as a beacon, challenging gender bias and son preference through media engagement. By sensitizing journalists, students, filmmakers, and advertising professionals, Population First tackles harmful narratives at their source, shaping a cultural landscape that embraces inclusivity. Laadli Media and Advertising Awards, a testament to our efforts, recognize and celebrate content that champions gender sensitivity, setting a new standard for responsible media practices.

But our mission extends beyond the silver screen. The AMCHI program, deeply rooted in rural communities, empowers women and addresses health and development challenges. From water sanitation to adolescent health education, AMCHI's interventions touch upon the very core of well-being, leaving a lasting impact on lives and livelihoods.

And we did not stop there. As you go through our collaboration with UNICEF, a testament to our commitment to cross-sector partnerships shines through. Together, we are working to transform classrooms in Andhra Pradesh, fostering gender sensitivity and creating safe spaces for learning and growth. This initiative recognizes the crucial role education plays in shaping equitable futures, ensuring every child, regardless of gender, has the opportunity to reach their full potential.

As you delve into this document, you'll discover a kaleidoscope of programs, partnerships, and interventions, each one a thread woven into the fabric of Population First's mission. But beyond the specifics, what truly shines through is our courageous belief in the power of collective action. We understand that building a just and equitable society requires the combined efforts of individuals, communities, and organizations like ours.

So, join us in applauding Population First's journey, and stand shoulder-to-shoulder in forging a path towards a future where every child is wanted, every woman is empowered, and every citizen thrives. Together, we can make this vision a reality.

About Us

Vision: An India where every child is wanted, cared for, and nurtured; every woman is empowered to exercise her rights; every citizen enjoys social well-being, free from poverty, violence, and discrimination; health and population programs are integral to social development and gender equality in an environment of collective responsibility.

Mission: To promote gender equality and women's empowerment through advocacy, media campaigns, youth and community empowerment initiatives and collaborations.

Population First is a non-governmental organisation (NGO) based in India, founded in March 2002. The organisation is committed to addressing critical social issues, focusing on gender bias, reproductive health, and development challenges. Population First leverages the power of media and communication to drive positive change and promote gender equality.

Programs and Activities:

1. **Laadli Advocacy Campaign:** Celebrate, Champion, Content.

Objective: The campaign was initiated to combat gender bias and son preference by sensitising the community and media, advertising, and film professionals on gender issues. The reason for working with media was the organisation's realisation of media's crucial role in shaping cultural narratives.

Activities: It engages with youth through workshops, seminars, and interactive sessions to sensitise them about gender issues. It also involves workshops, training sessions, and awards to recognise and promote gender-sensitive content in the media industry. Every year, we recognise the positive changes in media through our Laadli Media and Advertising Awards for Gender Sensitivity. We set up a jury to choose gender-sensitive content in various categories: Advertising, Movies, Short Films, OTT platforms, Podcasts, etc. The selected best creators in each category are awarded the prestigious LMAAGS.

2. **AMCHI (Advocacy, Mobilization, Communication, Health, and Information) Program:** Community, Care, Challenges.

Objective: Focusing on rural activation and community mobilisation to address health and development challenges.

Activities: AMCHI strengthens existing systems and empowers women through information, services, and skill-building opportunities. It operates in approximately 200 villages in the Shahapur Block of Thane District and Dolvi Block in Raigad District, Maharashtra. Key areas of intervention include water

use practices, hygiene and sanitation, Adolescent Reproductive and Sexual Health (ARSH), family planning, maternal and child health, malnutrition, foundational education and livelihoods.

3. **UNICEF: “Making Learning and Classroom Transactions Gender Transformative”:**
Collaborate, Children, Classrooms.

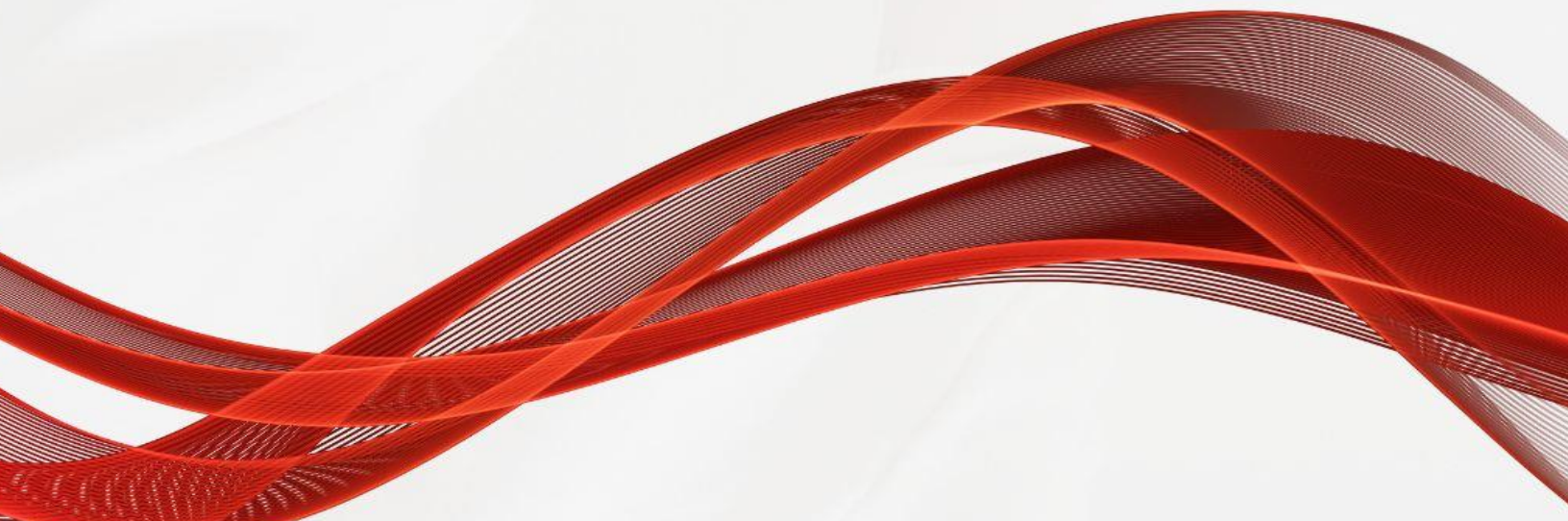
Objective: To create a conducive environment in schools of Andhra Pradesh that promotes gender sensitivity, allows students and teachers to feel safe while building capacities on the concept of gender and helps them become aware of how integral understanding gender understanding is to promote diversity and inclusion in schools.

Activities:

- To develop Gender guidelines and a framework for analysing the existing textbooks from a gender sensitivity perspective.
- To train textbook writers, reviewers, editors, etc., in using the framework to review the textbooks and suggest changes where required.
- To create youth-friendly communication tools that teachers could use in the classrooms to initiate conversations on gender in a more informal and open learning context.



✦
**Laadli:
Celebrate**



1. Laadli: Celebrate.

A. Highlights and Key Achievements

Major Activities & Events:

- We organised media sensitisation workshops for journalists from Southern and Eastern states to strengthen skills in gender-sensitive reporting.
- A report titled "Gender Sensitivity and Coverage of Rape in Indian Media", assessing media reportage on sexual assault over ten years, was released.
- Celebrated the 12th Laadli Media & Advertising Awards for Gender Sensitivity, including regional and national events. Received 993 entries.
- Instituted 15 Laadli Media Fellowships for journalists to produce stories from a gender perspective. Sixty articles have been published so far across five languages.
- Conducted a quarterly analysis of gender sensitivity in regional media publications, including Telugu, Hindi and Odia media.
- Organised an event to celebrate nurses' role during the pandemic and highlight media stereotypes about the profession.
- Partnered with Indian Communication Summit 2022 as a cause partner. Addressed issues of diversity and inclusion.

Initiatives:

- Expanded LMAAGS categories to include blogs, web-based media, OTT platforms and podcasts.
- Social media campaigns and email outreach to increase participation in LMAAGS.
- A commissioned research study to assess the impact of gender transformative advertising.

Major Achievements:

- Expanded reach of the Laadli initiative across India with increased participation from regional media.
- Events witnessed participation from high-profile dignitaries, indicating growing recognition.
- Initiatives led to greater gender sensitivity with changes instituted by media organisations, government bodies, industry, etc.
- Provided training on sensitisation workshops to around 100 media persons.
- Publications by Laadli Fellows prompted action from local authorities in some cases.

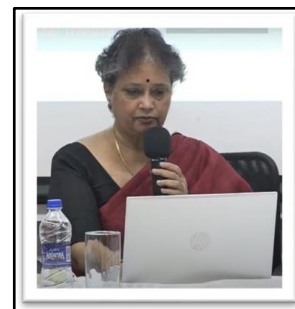
A.Capacity Building of Media Professionals: Training media persons to ensure gender-sensitive portrayal of women and their issues

Release of the Report on Gender Sensitivity and Coverage of Rape in the Indian News Media (Ten Years After the Nirbhaya Case)



Laadli Media Initiatives released a report titled 'Gender Sensitivity and Coverage of Rape in Indian Media - Ten Years After Nirbhaya'. The study, conducted by Dr Sweta Singh and journalist Sameera Khan, analysed 200 stories from 41 news publications over the last decade. The report was officially launched on the 8th of April 2022 at Press Club, Mumbai, with Ms Andrea Wojnar, Country Representative of UNFPA, India, doing the honours.

The study aimed to assess changes in media coverage of sexual assault cases post the Nirbhaya incident. Dr. A.L. Sharada, Director of Population First, highlighted the need for continued efforts to address societal norms. Ms Wojnar emphasised the critical role of media in challenging gender stereotypes and supporting women's rights.



While progress was acknowledged, the report suggests the media must continue evolving to address gender-based violence effectively. The report identified several key findings regarding media coverage of sexual assault cases in India:

1. **Increased Sensitivity:** There has been an increase in nuanced and sensitive media coverage of sexual assault cases over the years.
2. **Benchmarking Effect:** The tendency to compare cases with the Nirbhaya incident led to de-contextualization and homogenisation of narratives, overshadowing other cases.
3. **Visibility Bias:** Cases with the most visible physical injuries received more comprehensive coverage, potentially overshadowing less brutal incidents.

4. **Language Sensitivity:** While many news stories displayed gender-sensitive language, some exhibited bias and stereotypes and lacked diversity in sourcing information.
5. **Legal Awareness:** Journalists often lacked an understanding of newer legal, medical, and forensic evidence laws applicable to rape cases, impacting their ability to critique police sources.
6. **Regional Disparities:** Regional media sometimes reflected deeply entrenched patriarchal and upper-caste biases despite improvements.
7. **Call for Continuous Training:** The report recommended continuous training and skill development investment for journalists and editors covering gender-based violence.
8. **Intersectionality Challenges:** Media coverage struggled to address intersectional elements, including caste and class discrimination adequately.

Overall, the report acknowledged progress but underscored the need for ongoing efforts to improve media reporting on sexual assault, addressing both regional disparities and intersectional complexities.



During the panel discussion, media professionals discussed positive shifts post-Nirbhaya but noted ongoing challenges, especially regarding caste and class biases. The panellists stressed the role of politics in media dynamics and the need for nuanced reporting beyond sensationalism.



Resources:

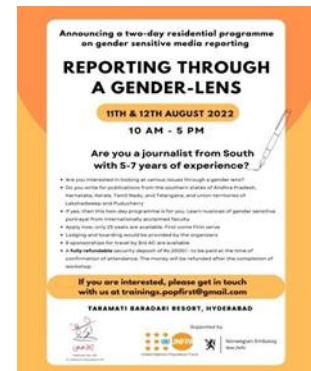
The panel discussion may be viewed here: <https://bit.ly/3z7mK8Z>

The event may be viewed here: <https://bit.ly/3PvtCSW>

The report may be downloaded from <https://bit.ly/3uPFs2o>

Journalists from Southern states strengthen their skills at “Reporting Through a Gender Lens.”

In August 2022, a transformative two-day residential program in Hyderabad gathered 25 journalists from the Southern states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and Telangana. The workshop aimed to enhance their reporting skills from a gender perspective.



Key Sessions and Discussions:

- **Diverse Topics:** Seven sessions and two-panel discussions covered various subjects, including education, gender-based violence, media representation, post-COVID challenges for women, and more.
- **Expert Insights:** Acclaimed faculty shared experiences and the latest trends with participants, fostering a deeper understanding of gender dynamics.

Insights from Notable Sessions:

- **Status of Women in India:** Dr A.L. Sharada presented striking statistics, emphasising the need to interpret data cautiously and highlighting persisting challenges in the sex ratio.
- **Gender Concepts:** Aparna Thota clarified the distinction between sex and gender, stressing the media's role in shaping societal perceptions and avoiding inherent biases.
- **Diversity and Inclusion:** Asiya Shervani underscored the significance of diverse voices in media, advocating for the inclusion of narratives from marginalised segments like LGBTQIA and lower socio-economic groups.



Panel Discussion Highlights

Challenges in Gender Sensitivity: The panel discussion covered how gender-sensitive reporting is compromised by the media's profit-driven strategy. It was also discussed how underrepresented women and LGBTQIA populations are in a workforce that is primarily made up of men.



Documentary Screening:

The day concluded with the screening of "Mumbai 400008 - A Story of Betrayal, Pain, and Desperation," shedding light on the struggles of sex workers during the COVID-19 pandemic.

Day Two:

- Dr. A.L. Sharada led a recapitulation session, focusing on stereotypes and unconscious biases.
- Anuja Gulati, UNFPA, conducted sessions on reporting gender-biased sex selection and gender-based violence, emphasising the importance of language sensitivity and survivor-focused narratives.
- Kaumudi Nagaraju discussed the gender perspective on education, emphasising the need for an inclusive and unbiased portrayal of women and LGBTQIA communities.
- A panel discussion explored the impact of COVID-19 on women journalists, addressing increased workloads and challenges faced during the pandemic.



The workshop gave journalists valuable insights and tools for reporting through a gender lens. The diverse topics covered and expert discussions contribute to fostering a more gender-sensitive media landscape.



Journalists from Odisha strengthened their skills at “Reporting Through a Gender Lens”- Media Workshop (Oct-Dec 2022)

Twenty journalists from various backgrounds participated in a two-day programme organised by our NGO in Bhubaneswar, Odisha, in October. This session, the second of three on-site events, was designed to help participants better understand reporting from a gender perspective. It was funded by the Royal Norwegian Embassy in New Delhi and UNFPA.



Key Workshop Components:

- **Diverse Topics:** The workshop covered six sessions and two-panel discussions on gender-based violence, media representation, post-COVID challenges for women, and more.



- **Expert Facilitation:** Acclaimed faculty, including Ritu Motial, Program Director at Laadli Media Initiatives, Population First, provided insights into gender-related issues and shared experiences.

Session Highlights:

- **Status of Women in India:** Ritu Motial presented striking statistics, urging caution in interpreting data and emphasising the need to look beyond the apparent improvements in sex ratios.
- **Gender Concepts:** Rukmini Panda, a gender trainer, elucidated the distinctions between sex and gender, encouraging a nuanced approach to reporting and challenging patriarchal mindsets.
- **Diversity and Inclusion:** Professor Swarnamayee Tripathy explored the significance of media in addressing social exclusion, emphasising the need for diverse perspectives and a cultural shift in media houses.



Panel Discussion on Gender Sensitivity:

- The panel discussion, expertly moderated by Supriya Dash, addressed challenges in promoting gender sensitivity in media, highlighting the importance of good content development and fostering a hunger for knowledge.

Documentary Screening:

The event concluded with the screening of "Mumbai 400008 - A Story of Betrayal, Pain and Desperation," shedding light on the plight of sex workers during the COVID-19 pandemic.

Day Two:

- The day began with a recapitulation of learnings, followed by Ritu Motial's session on stereotypes and unconscious biases.
- Ghasiram Panda, Programme Manager at Action Aid, conducted a session on reporting gender-biased sex selection, emphasising sensitivity and avoiding the criminalisation of abortion.
- Rakhi Ghosh, an independent journalist, shared insights on reporting gender-based violence (GBV), providing a comprehensive guide on reporting various aspects of GBV.



Panel Discussion on the Impact of COVID-19 on Women Journalists:

Journalists shared personal experiences, highlighting increased workloads and challenging working conditions for women journalists during the pandemic.

Final Session:

Participants presented their ideas, developed over two days, on reporting topics such as STEM from a gender perspective, women and dress code, gender and politics, and property laws and rights from a gender lens.

Two-Day Media Workshop “Reporting Through a Gender Lens” at Bhopal (Oct-Dec 2022)

Overview:

A two-day residential session in Bhopal included gender-sensitive reporting for journalists from Madhya Pradesh and Chattisgarh. The Women and Child Development Department, MP, the Royal Norwegian Embassy in New Delhi, and the United Nations Population Fund all supported the effort, which sought to shed light on a variety of gender-related issues.



Fundamental Components:

- Seven sessions and a panel discussion covered diverse topics such as education, gender-based violence, media representation, and post-COVID challenges for women.
- The participants were guided by expert faculty, including Pushpendra Pal Singh, Suresh Tomar, Dr. A.L. Sharada, Sunil Jacob, and Anurag Sonwalker.



Session Highlights:

- **Status of Women in India:** Dr. Sharada emphasised the careful study of statistics, correlating data sets for a nuanced interpretation.
- **Women in Media:** Dr. Sharada moderated a discussion on gender portrayal in media, highlighting the complexities of empowering representation.
- **Gender, Sex, and Patriarchy:** Suresh Tomar explored the nuances, urging journalists to question biases and stereotypes in their reporting.
- **Reporting on GBV:** Anurag Sonwalker guided attendees through respectful narration of gender-based violence cases, showcasing alternative perspectives.

Documentary Screening:

The globally acclaimed documentary "Mumbai 400008" by Santoshee Gulabkali Mishra shed light on the plight of sex workers during the COVID-19 pandemic.

Day Two Highlights:

- Dr. Sharada recapped the previous day, focusing on unconscious biases and sensible portrayal of women.
- ***Diversity and Inclusion in Media Reporting:*** Pushpendra Pal Singh emphasised embracing diversity for societal balance.
- ***Gender-Biased Sex Selection:*** Sunil Jacob cautioned against misrepresentation, emphasising careful language to avoid criminalising abortion.



Panel Discussion on Gender-Sensitive Media:

Panelists, including Brajesh Rajput and Shruti Kushwaha, discussed challenges faced by women reporters, particularly during the pandemic, highlighting the patriarchal mindset and unequal working conditions.

Attendee Profile:

- Primarily from premier media and journalism institutes, with 40% full-time employed, 12% part-time, and 48% independent journalists.
- 72% of attendees participated in a gender workshop for the first time.

Feedback and Key Learnings:

- Attendees pledged to work on removing stereotypes, raising awareness of gender issues, and promoting unbiased reporting.

- Key learnings included using unbiased language, being aware of statistics, and adopting a gender-sensitive perspective.

Fresh Insights for Reporting:

The influence of images on prejudice, the significance of LGBTQ+ inclusive narratives, and the necessity of objective reporting on pregnancy abortion were among the insights that emerged.

Interactions and Insights:

Participants appreciated the faculty's approachability, in-depth knowledge, and valuable insights shared during the program.

This workshop enriched journalists' understanding of gender-sensitive reporting and fostered a commitment to apply these insights in their work.



Gender Sensitization Workshop for Gujarati Media: Empowering Narratives:



This workshop was conducted on March 27th; the Gender Sensitization Workshop for Gujarati Media had a dual purpose: encouraging Laadli Media Awards entries and deepening understanding of women's representation in Gujarat. The workshop addressed critical issues such as pre-birth sex selection, challenges hindering women's participation in politics, and the role of women in Gujarat's socio-economic development.

Language Inclusivity:

Dr Sharada emphasised the need to conduct such workshops in regional languages to bridge gaps and make gender sensitisation more accessible. The urgency to address this language barrier became apparent to ensure effective participation and engagement in local communities.

Insights from Distinguished Speakers:

The workshop featured esteemed speakers:

- Anuja Gulati, Programme Specialist, UNFPA, India: In her keynote address, she stressed the importance of including gender perspectives in media reporting, addressing India's standing in the global gender gap report and the need for comprehensive societal investment in women.
- Prof. Gaurang Jani: As an Adjunct Professor and expert in sociology and anthropology, he presented the latest child-sex ratio data from Gujarat, emphasising communication nuances and the media's role in covering issues like pre-birth sex selection.
- Malti Mehta, Mahashweta Jani and Ameet Yajnik: They led a panel discussion on women's participation in politics, shedding light on challenges, the pending women's reservation bill, and the role of media in highlighting these issues.
- Dr. Malti Mehta: Conducted a session on the role of women in national development, evaluating existing government policies and proposing measures for greater women's participation.



The workshop successfully engaged 25 participants and aimed to create a more inclusive media landscape in Gujarat.

Regional Media's Role in Gender Sensitivity: Shaping Narratives in the South

The poster features a dark blue background with white and light blue text. At the top left is the UNFPA logo with the tagline 'Empowering the 5B'. The title 'Gender Sensitive Reporting in Regional Media' is in a white box. Below the title, the program is outlined: a key note address by Sriram Haridas, Laadli Media Advocacy Initiatives by Dr. A. L. Sharada, and a 'How to write gender sensitive stories' session by C. Vanaja. A panel discussion on gender issues in South Indian regional media is also listed, with participants Roopa Vani Koneru, C G Manjula, Loganayaki, Shahina K K, and Kondaveeti Satyavati. The event is supported by UNFPA and the Norwegian Embassy in New Delhi. The date and time are Thursday, 26th May, 2022, from 3 PM to 5 PM. A link to join is provided at the bottom right.

Gender Sensitive Reporting in Regional Media

Key note address - Sriram Haridas, Deputy Representative, UNFPA India

Laadli Media Advocacy Initiatives - Dr. A. L. Sharada, Population First

How to write gender sensitive stories: C. Vanaja, TV presenter and Film Maker

Panel Discussion
Reporting on gender issues in South Indian regional media

Roopa Vani Koneru - AIM Tv Telegu
C G Manjula - Independent journalist
Shahina K K - The Federal
Loganayaki - Editor and Social Worker
Kondaveeti Satyavati - Bhumika Women's Collective

Supported by

UNFPA | **Norwegian Embassy New Delhi**

Thursday, 26th May, 2022
3 PM - 5 PM
Link to join:
<https://bit.ly/3lzoK2e>

The "Gender-Sensitive Reporting in Regional Media" workshop was held on May 26th and targeted media professionals from the southern states. This initiative, part of the LMAAGS 2022 call for entries, aimed to build a pool of journalists capable of producing gender-sensitive reports.

Insights from Guest Speaker:



Sriram Haridas, Deputy Representative, UNFPA India, highlighted the importance of representing diverse voices in media content. His keynote address emphasised the need for gender-nuanced storytelling and the media's impact on societal perceptions.

Creating Gender-Sensitive Narratives: Award-winning journalist, producer, and TV host C. Vanaja led participants through the subtleties of creating inclusive, gender-sensitive representations. She looked at instances, examined topics from a gender viewpoint, and talked about the dos and don'ts of engaging storytelling that is gender sensitive.

Panel Discussion on Regional Challenges:

Dr. A.L. Sharada moderated a panel discussion that delved into the challenges and opportunities in reporting from a gender perspective in the southern region. The panellists provided valuable insights, including Loganayaki Ramachandran, Shahina KK, Kondaveeti Satyavati, CG Manjula, and Roopa Vani Koneru.

- Loganayaki Ramachandran: Highlighted the invisibility of women in Tamil media and the need for gender-sensitive reporting.
- Shahina KK: Discussed challenges in Malayalam media, particularly the tendency to shame women who report harassment, showcasing the patriarchal mindset in journalism.
- Kondaveeti Satyavati: Explored the impact of corporatisation on media quality and the shrinking space for highlighting issues of women, children, LGBTQAI, and Dalit communities.
- CG Manjula: Addressed the responsibility of media in reporting on subjects like sexual harassment with sensitivity and the cultural prejudices that journalists may bring.
- Roopa Vani Koneru: Explored the profit-driven nature of the industry, emphasising sensationalism and its impact on the representation of critical issues and women as reporters.
- The workshop, attended by 43 participants, aimed to initiate conversations and actions for a more gender-inclusive regional media landscape.



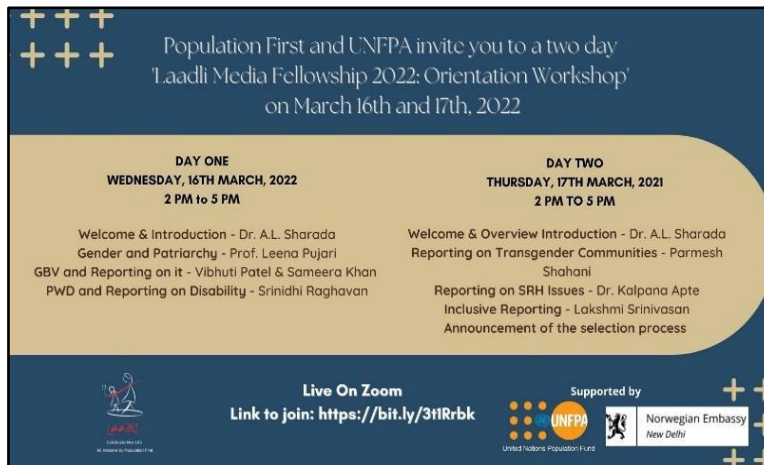
B.Creating an Enabling Environment: Creating an enabling and supportive eco-system through Laadli Media Fellowship.

Call for entries

The Laadli Media Fellowships 2022 call for applications was released on March 2nd, along with a request to participate in a two-day mandatory orientation. Both employed journalists and freelancers were encouraged to submit applications. They must provide tale concepts that address the identified topics. Attendance at the two-day orientation session covering various areas of reporting with a gender lens was required this year in order to be considered for selection.

A jury panel overseen by Dr. A.L. Sharada will sift through the applications to decide the finalists. This year, the themes under which the applications are being sought are Gender Based Violence (GBV), Gender and disability, Reporting on the LGBTQI+ community, and Sexual and reproductive health (SRH) of women and adolescent girls. Fifteen finalists will be selected and awarded a sum of INR 50,000/-.

Two-Day Orientation Programme on Reporting from a Gender Lens

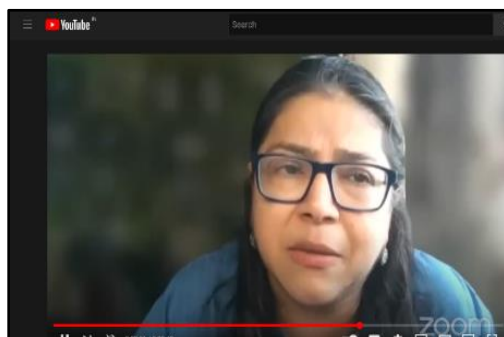


Understanding Gender and Patriarchy:

Dr. Leena Pujari, a feminist sociologist, unveiled the intricacies of gender and patriarchy. The session emphasised the need for critical thinking to foster a gender-just space.

Trends on Gender-Based Violence:

Vibhuti Patel, an economist and feminist researcher, discussed the prevalence of gender-based violence and its socio-cultural underpinnings, highlighting alarming global escalation during the pandemic.



Reporting on Gender-

Based Violence: Sameera Khan, an independent journalist, navigated the challenges of reporting on gender-based violence, urging sensitivity and the inclusion of diverse voices.

PWD and Reporting on Disability: Srinidhi Raghavan, a disabled feminist, shed light on reporting about disabilities, challenging participants to reevaluate language and perceptions surrounding disability.

Day 2 Highlights:

Reporting on LGBTQIA Communities: Sridhar Rangayan, an LGBTQIA+ activist and filmmaker, elucidated the complexities of reporting on LGBTQIA+ communities, emphasising sensitivity and the importance of accurate representation.

Reproductive and Sexual Health Reporting: Dr Kalpana Apte, CEO of FPA India, emphasised responsible reporting on reproductive and sexual health, stressing the importance of informed and inclusive narratives.

Inclusive Reporting: Lakshmi Sreenivasan, an IFC-trained coach and diversity specialist, explored the nuances of inclusive reporting, encouraging diversity in sourcing, eliminating stereotypes, using gender-sensitive language, and covering gender equality issues.

Participant Takeaways:

82 participants praised the workshops for unveiling biases and enhancing perspectives. The orientation stimulated a renewed focus on inclusive reporting, inspiring journalists to delve into LGBTQ+ and disability-related stories.

Closing Remarks: Dr. A.L. Sharda, Director of Population First, highlighted the pivotal role of gender-sensitive reporting. The orientation filled gaps in media curricula and provided a platform for smaller and regional journalists often overlooked in training programs.

Through its robust orientation, the Laadli Media Fellowships 2022 empowers journalists to contribute meaningfully to inclusive and gender-sensitive storytelling.

View the sessions:

Day 1: <https://bit.ly/3zFR36V>

Day 2: <https://bit.ly/3vpfALa>



Fellowship Overview:

The Fellowship Program, designed to empower fellows to write stories from a gender perspective, has successfully trained and mentored 15 fellows. These individuals contributed 53 articles across five languages, demonstrating a substantial reach and impact.

Articles Overview:

Languages: Articles are published in English, Hindi, Malayalam, Oriya, and Tamil.

Circulation/Reach: The total reach is estimated at 5.9 crores, constituting 10% of the total circulation/traffic. This significant jump is attributed to the fellows' strategic selection of high-readership online/digital media platforms.

Impact on Governance:

The published articles have garnered a wide readership and influenced local governments and policymakers. Two noteworthy instances are highlighted below:

1. Raids on Orchestras Trafficking Girls in Bihar:

Author: Sabita Kumar

Published in: Dainik Bhaskar

Impact: The state machinery took prompt action, conducting raids to rescue trafficked girls.

2. Inclusion of Sex Reassignment Surgeries under Ayushman Bharat:

Author: Parikshit Nirbhay

Published in: Amar Ujala

Impact: The government acknowledged the article, leading to the inclusion of sex reassignment surgeries under Ayushman Bharat, making them more accessible to the transgender community.

Conclusion:

The Fellowship Program has empowered individuals to contribute diverse and impactful articles and demonstrated its efficacy in influencing societal perspectives and governmental actions. The program's success is evidenced by the substantial readership, diverse language coverage, and tangible outcomes in policy changes.

A detailed list of the articles published can be found [here](#).

Masterclass on Integrating Gender Perspectives in Media Reporting:

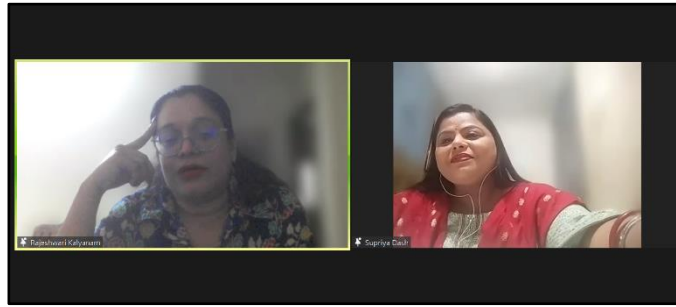
Facilitator:

Rajeshwari Kalyanam, a seasoned Telugu media senior journalist, conducted a masterclass on gender-sensitive reporting attended by 25 participants.



Key Takeaways:

- ***In-Depth Analysis:*** Rajeshwari meticulously analysed fellows' submissions, appreciating topic selection and reporting sensitivity.
- ***Identified Issues:*** She emphasised significant concerns, including article length, data presentation, and enhanced readability and visual appeal to engage readers effectively.
- ***Beyond the Obvious:*** She also spoke about the importance of exploring less-covered aspects, steering away from reporting the obvious, and delving into the nuanced dimensions of a story.
- ***Narrative Impact:*** Rajeshwari advised against the tendency to cram extensive research findings into long-format articles, recommending shorter, engaging narratives with impactful storytelling.
- ***Human-Centric Approach:*** She advocated centring stories around individual characters and experiences, making them more relatable and resonant with readers.
- ***Inclusivity in Reporting:*** She also stressed the significance of incorporating diverse voices, especially from women and LGBTQAI+ individuals, to foster gender-sensitive and inclusive stories.
- ***Visualising Data:*** Rajeshwari provided insights on effectively conveying statistics, recommending using engaging imagery like graphs and infographics and presenting data in relatable terms.



Participant Feedback:

The participants appreciated Rajeshwari's insightful feedback as a valuable resource for honing gender-sensitive reporting skills.

- They acknowledged the importance of diverse voices and inclusivity in crafting comprehensive and relatable stories.

Session Access: <https://youtu.be/Apma49kBDH8>

Rajeshwari Kalyanam's masterclass contributed valuable insights, fostering a nuanced understanding of gender-sensitive reporting among participants.

Media and Gender- a quarterly gender analysis of Indian Media:

In 2022, Population First took a significant step towards gender sensitivity in Indian media with the launch of its quarterly gender analysis initiative. The mission is clear: identify and reward gender-sensitive stories from diverse regions. Let's traverse the quarterly journey and explore the insights provided by the esteemed reviewers.

1. English Media (Jan-Mar 2022)

A renowned journalist known for her gender sensitivity, Sameera Khan has not only shone light on the underbelly of gender inequality in the mainstream media, but also pushed it to the fore. A seasoned independent journalist based in Mumbai, Sameera was previously The Times of India's Assistant Editor. She is also co-author of 'Why Loiter: Women & Risk on Mumbai Streets,' and her observations reflect the difficulties in encouraging gender-sensitive journalists.



Media Landscape Challenges:

Scarcity of Gender Stories: Sameera notes the scarcity of gender-related stories in leading dailies, especially concerning women, trans people, and marginalised genders. Crimes against them dominate, perpetuating stereotypes.

Front-Page and City Pages Bias: Gender-related stories, when present, tend to be confined to the front page or city pages, limiting their visibility and impact.

Media Analysis Highlights:

Genre Imbalance: Mainstream media's portrayal often confines women to crime-related narratives, overshadowing their presence in other sectors like business, politics, and sports.

Underrepresentation in Key Sections: Economic/business and political sections do not have gender-related stories, even during significant events like assembly elections.

Individual Woman Focus: Stories featuring women in business, politics, or sports often highlight exceptional individuals, neglecting systemic gender-related issues.

Attributes of a Gender-Sensitive Story:

Sameera outlines vital elements that make a story gender-sensitive:

- 1. Diverse Voices:** Inclusion of multiple sources, several women's voices, and quotes from gender specialists.
- 2. Reliable Gender-Related Data:** Stories supported by excellent and reliable gender-related data.
- 3. Gender-Justice Perspective:** Providing a perspective that sheds light on gender in areas where it is often overlooked.

4. **Subject-Area Illumination:** Throwing light on gender issues in subject areas where gender is not typically highlighted.

Five Best Gender-Related Stories:

1. [Metros show the gender gap in vaccination, more men get jabbed](#) - *Indian Express, Jan 20, 2022:* This article delves into the gender gap in COVID-19 vaccination in India's major cities. By presenting data and personal narratives, it explores why more men receive the vaccine than women. The story reports on the disparity and provides insights from health officials and gender experts.
2. [At M-East, maternal health takes a beating](#) - *Indian Express, Jan 24, 2022:* Focusing on Mumbai's M-East ward, the poorest in the city, this article investigates the alarming state of maternal health. Using government data obtained through a Right to Information (RTI) application, it incorporates community voices and expert opinions to contextualise the issue within the broader challenges of poverty and inadequate infrastructure.
3. [Spectre of child marriages, trafficking looms large in Sunderbans](#) - *Hindustan Times, Jan 18, 2022:* Part of a series on education during the pandemic, this piece spotlights the Sunderbans, addressing the negative impact on girls' education. The article vividly illustrates the challenges faced by girls, including child marriages and trafficking, emphasising the urgent need for interventions. Various sources contribute to a comprehensive understanding of the situation.
4. [Steady Uptick in Muslim girls going to schools, colleges](#) - *Indian Express, Feb 13, 2022:* Against the backdrop of controversies over Muslim girls' attire affecting education in Karnataka, this front-page story provides timely data. It highlights a substantial rise in Muslim women participating in higher education in India and Karnataka. The article features expert opinions and voices from the Muslim community, contextualising the impact of potential bans.
5. [No pension for a year for several women officers](#)- *Hindustan Times, Mumbai, Feb 16, 2022:* Breaking the norm of gender-neutral defence reporting, this front-page story sheds light on the struggle of short-service commission women army officers denied pensions for almost a year post-retirement. The article, which prompted immediate action from the army, amplifies the voices of affected officers, providing a positive gender justice perspective.

These stories exemplify the criteria for gender-sensitive reporting, bringing to light crucial issues impacting women and marginalised genders. Sameera Khan's discerning analysis and commitment to gender justice continue to inspire a more inclusive and representative media landscape.

2. Telugu Media (Apr-Jun 2022)

The analysis was done for Telugu language Print dailies—Eenadu, Andhra Jyothi, and Sakshi. The analysis aimed to identify and highlight five exemplary gender-nuanced news stories from April through June 2022.



Key Findings:

Award-winning journalist and filmmaker C. Vanaja led the comprehensive study, examining each newspaper in detail. Her observations revealed a mixed sentiment toward disappointment regarding the coverage of gender-related issues in Telugu media.

Noteworthy Observations:

- Sakshi's Approach: Sakshi lacks a dedicated women's page but compensates with a daily "Family" page featuring gender-centric stories.
- Main editions of all three newspapers showed poor coverage of gender-related topics, with a notable focus on sensational crime stories.

Selected Gender-Sensitive Stories:

1. **"Everyone judges her job"** (Sakshi):
Explores societal judgments surrounding a woman's job, emphasising the perception that her professional role is deemed less critical and often sacrificed during family crises.
2. **"Even the pain is looked down upon?"** (Sakshi):
Based on a research study, the story delves into the perception of women's diseases and pains compared to men's, revealing biases among medical professionals and family members.
3. **"Is taking period leave a weakness?"** (Sakshi):
A bold exploration of menstrual issues, challenging stereotypes, and providing insights through interviews and quotes.
4. **"We don't need sympathy; we need respect"** (Andhra Jyothi):
Features an interview with a sex worker named Devi, challenging stereotypes and advocating for respect rather than sympathy for individuals in the profession.
5. **"Continued violence on women"** (Eenadu):
An edit-page article analysing the consequences of physical and sexual violence on women, addressing sociological and economic impacts while exploring the reasons behind the rise in violence.

Conclusion:

The gender analysis of Telugu media uncovered both strengths and weaknesses. While acknowledging the presence of gender-centric stories, the study underscores the need for enhanced coverage and sensitivity in mainstream publications, urging a more nuanced and inclusive portrayal of gender-related issues.

3.Hindi Media (Oct-Dec 2022)

Hindi publications, namely Dainik Jagran, Dainik Bhaskar, and Amar Ujala, were studied by Satyathi Maurya. Reproduced are excerpts of her notes and the selected stories.

Author Satyathi Maurya is a former Sub Editor for Meri Saheli Magazine and Executive Editor of Arogya Sanjivani and Roop Nihar. She has received multiple awards, such as Sahitya Tulsi Samaan and Katha Shilpi Samaan. In November 2022 Satyavathi received the Bharati Anubhanda Sahitya Gaurav Samaan award. Her interests have been writing Hindi poetry, proofreading, and writing short stories and lyrics for Hindi Gazals.



जुलाई,अगस्त और सितम्बर माह के कई लेखों को पढ़ कर हम यह जा पाते हैं कि रिपोर्टर्स ने समाज के उन क्षेत्रों को और श्रद्धापूर्वकता को समाज के समक्ष लाने का सुन्दर प्रयास किया है ,जो कभी पुरुषों से कम आंकी जाती रही हैं।इन लेखों को पढ़ कर समाज में लड़कियों और स्त्रियों के सम्बन्ध में उनकी स्वयम की और समाज के दूसरे लोगों की उनके बारे में क्या सोच है,इस बात का खुलासा किया है।

यह भी सच है कि अपनी जिद और इच्छा शक्ति के बल पर लड़कियों और स्त्रियों ने घर और बाहर की अपनी ज़िम्मेदारी पूरी करते हुए,वह सब कुछ पाने की भरसक कोशिश की है जिसकी कि वे अधिकारी हैं।

1. [बंदूक थाम नक्सलियों पर मां दुर्गा बनकर नकेल कस रहीं महिला सिपाही](#) - दैनिक जागरण, 28 सितम्बर 2022 by Animesh Pal
कभी नक्सली संगठन में काम कर चुकी अबूझमाड़ के बटवेड़ा की सुन्दरी इस्काम अब दंतेश्वरी फाइटर्स का हिस्सा हैं।2005 में उनको नक्सली गाँव से उठा ले गए थे।वे कई नक्सली गतिविधियों में साथ भी दे चुकी हैं,पर आम जीवन जीने और बच्चों के सुखद भविष्य की सोच कर नक्सलियों का साथ छोड़ कर,अब वे उनके ही विरोध में आत्मसमर्पण करके फाइटर्स बन गई हैं।
60 महिलाओं ने 70 से अधिक मुठभेड़ों में 10 से अधिक नक्सलियों को मार गिराया है। बस्तर का जंगल स्त्री पुरुष का भेद नहीं करता,हर समय सतर्क रहना पड़ता है।गांव में बीमारी में ये फाइटर्स ही इलाज भी उपलब्ध कराती हैं।यह जीवन नक्सल बनने से अधिक उन्हें रास आ रहा है।
2. [स्तनपान के हक में : अब बाजार के हवाले मां का दूध, नैतिकता और मुनाफे से ज्यादा जरूरत की है बात](#) - अमर उजाला,8 जुलाई 2022 by Subhash Chandra Kushwaha
बाजार के हवाले माँ का दूध,इस आलेख से यह बात सामने आती है कि हम इंसानों पर बाज़ारवाद कितना हावी हो गया है।जहाँ गरीब मां के दूध का सौदा कुछ पैसों के लिए किया जाता है।उस दूध को पाश्चराइज करके डिब्बाबंद कर के बेचा जा रहा है।माँ के स्तनपान का मौलिक अधिकार हर बच्चे का होता है,पर उनकी गरीबी का फायदा ये कम्पनियां उठा रही हैं। चंद रुपयों की खातिर अपने बच्चे का दूध ये मांएं कंपनी को दे रही हैं।और इसी दूध को 4300 रुपए हर 300मिलीग्राम की कीमत से बेचा जा रहा है।मानवीय संवेदना का हास होते हुए ,यह बात आहत करती है।जब फूड सेफ्टी एण्ड स्टैण्डर्ड अथॉरिटी ऑफ इंडिया ने कंपनी का लाइसेंस रद्द किया तो दूसरे ब्रांड नाम "नारी क्षीर" के नाम पर नवंबर 2021 में आयुष लाइसेंस प्राप्त कर लिया।
3. [लोग कहते थे चूल्हा-चौका संभालो, कश्मीर की बेटी ने नाप दिए ग्लेशियर, अब पिता को हो रहा गर्व](#) - Jagran Online, 27 August, 2022 by Aditi Choudhary

लड़की होने के कारण आसपास के लोग चूल्हा चौका करने को कहते और कहते तुम्हारी क्षमता ही क्या है? लोगों की बातों को 28 साल की उत्कृष्ट मजीद सोफी ने धता बता कर पर्यावरण विज्ञानी बनने की राह चुनी। पहाड़ों की तरह जीवन के तमाम मुश्किलों के बाद भी अपने निर्णय पर उन्हें फख्र है।

उनके डेटा ने जलवायु परिवर्तन से पहाड़ों पर पिघलते ग्लेशियर से इकठ्ठा होते जल की झीलों से भविष्य में होने वाली तबाही से आगाह करने का काम किया है। पहाड़ पर होने वाले इस बदलाव का डेटा अब भू सूचना विज्ञान के लिए बहुत सहयोगी साबित हो रहा है। और वे इससे उत्पन्न होने वाली भयानकता से निपटने की पूर्व तैयारी कर रहे हैं।

4. [अमिताभ-प्रियंका-दीपिका को सुरक्षा देने वाली बाउंसर हू:पाबंदियों में पली-बढ़ी थी, ताना मारने वाले अब जोड़ते हैं नाता](#),

Dainik Bhaskar, 31st August 2022 by Deepti Mishra

महिला और वह भी बाउंसर, थोड़ा चौंक जाते हैं हम! पर सहारनपुर के मुस्लिम परिवार में जन्मी बेटी ने, हर तरह की पिता की लगाई गई बंदियों के बाद भी, अपनी पढ़ाई पूरी की और देश की पहली महिला बाउंसर बन कर पाबंदियों और रूढ़ियों को तोड़ दिया।

पुरुष बाउंसर को सम्मान मिलता था और महिला बाउंसर को लोग सिक्योरिटी गार्ड कहते थे। हमसे दोयम दर्जे का व्यवहार होता था। इसके खिलाफ़ आवाज उठा कर महिला बाउंसर कहलाने का सम्मान पाया है। आज गर्व है कि वे कई बड़ी फिल्मी हस्तियों की बाउंसर रह चुकी हैं।

लॉक डाउन के दौरान मर्दानी बाउंसर और डॉल्फिन सिक्योरिटी सर्विस प्राइवेट लिमिटेड के नाम से कंपनी बना कर 2500 लड़के लड़कियों को ट्रेनिंग देकर नौकरी दिलाने का प्रयास कर रही हैं।

5. [तूफ़ानों से लड़ना सीखा](#) - Dainik Jagran, Page No.24, 20th August, 2022 by Seema Jha

जीवन के संघर्ष को चुनौती के रूप में लेकर अब देश की लड़कियों ने खेल के मैदान पर अपनी विजय पताका फहराई है। सामान्य और मध्यम वर्गीय परिवार का साथ और जीवन की अन्य अनेक बाधाओं के बाद भी वे खेल के मैदान में डटी रहीं। बर्मिंघम राष्ट्रमंडल खेलों में पदक हासिल करने वाली इन लड़कियों ने इतिहास बदलने की कोशिश की है। देश का, समाज का और अपना मान बढ़ा कर, वे अब बहुत सी अन्य लड़कियों की प्रेरणास्रोत बन गई हैं।

4. Odia Media (Oct-Dec 2022)

Rakhi Ghosh conducted a comprehensive study of four major dailies—The Sambad, The Prameya, The Sakala, and The Dharitri—examining the period from October to December 2022.

Key Insights:

Rakhi Ghosh, a seasoned journalist with two decades of experience in diverse media streams, led the analysis. She highlighted the challenges faced in a traditionally male-dominated media landscape in Odisha, where gender-sensitive reporting often takes a back seat.



Observations:

Media Landscape in Odisha:

- The media landscape in Odisha, particularly in print, has historically been male-dominated, offering limited visibility to gender-related issues beyond sensational crime reports.
- Intersectionality with tribal, Dalit, and nomadic tribes' issues is often neglected, despite 40% of the population belonging to SC & ST communities.

Shift in Reporting Trends:

- Historically, women-centric stories were confined to topics like beauty, fashion, and domestic roles. Gender perspectives in political, economic, environmental, and governance issues were notably absent.
- Crime-related reports or violence against women gained prominence, often sensationalised at the cost of sensitivity.

Positive Trends:

- Despite challenges, some journalists are steering the narrative towards gender-sensitive reporting, questioning governance policies impacting women.

Selected Gender Sensitive Stories:

1. ***"Jhia boli mari deuchanti!" (The Sambad):*** Gargy Satpathy's report highlights a declining child sex ratio in Odisha, questioning government sensitisation and actions against the culprits. The story references NFHS-4 and NFHS-5 data to illustrate the issue.

2. ***“Khusi re Aniyamitata” (The Dharitri)***: Sharmistha Panigrahi's report sheds light on irregularities in providing sanitary pads, impacting girls' attendance in schools post-Covid lockdown. The story unveils challenges in the government's program implementation.
3. ***“Sukhua Khalare hantasanta Mahila Matshyajibi” (The Sakala)***: Pratyasa Mohanty's piece explores the plight of fisherwomen in dry fish factories, emphasising underpayment, long hours, and the absence of recognition as workers. The story also addresses the challenges faced by migrant women.
4. ***“Pothichitra Silpi Gaon Abahelita” (The Prameya)***: Rajashree Sahoo highlights the struggles of women artists in Pattachitra villages, facing challenges due to male migration for livelihood. The story underscores the need for government support to preserve traditional art.
5. ***“Abhaba anatana bhitaro mahila safei karmachari” (The Sakala)***: Pratyasa Mohanty's report exposes the challenges of women sanitation workers, addressing caste and gender-based disparities in pay. It emphasises the health hazards faced due to the lack of safety gear.

Conclusion:

The analysis underscores challenges and positive shifts in gender-sensitive reporting in Odia publications. While acknowledging the persisting insensitivities, the highlighted stories showcase the evolving narrative, offering hope for a more inclusive and nuanced portrayal of gender-related issues in Odisha's media landscape.

Two-day LAADLI Media Fellowships Orientation Workshop (Jan-Mar 23)

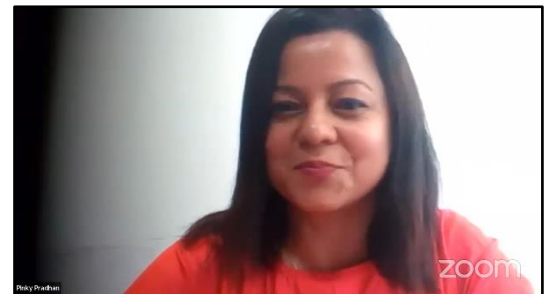
Objective:

Our two-day Laadli Fellowship orientation program, held on March 23rd and 24th, 2023, brought together journalists nationwide to delve into crucial themes of gender, patriarchy, climate change, disability, and the digital divide. The United Nations Population Fund (UNFPA) supported the program to equip fellows with a nuanced understanding of these subjects.

Day 1: March 23rd, 2023

1. Opening Session:

- The workshop, conducted via Zoom, commenced with a warm welcome from Dr A.L. Sharada, setting the tone for the orientation's significance.
- Ms Pinky Pradhan from UNFPA praised the longstanding partnership with Population First and Dr Sharada, emphasising the role of media in promoting a gender-just world.



2. Session 1 - Gender and Patriarchy:



- Dr Leena Pujari's session challenged traditional notions of sex and gender. It urged unlearning and adopting an intersectional framework to comprehend the gender scape.
- The importance of academia, civil society actors, and media practitioners as change-makers was emphasised.

3. Session 2 - Gender and Climate Change:

- Mr. Manas Rath from LEAP Cities explored the intricate relationship between gender and climate change.
- The session highlighted the disproportionate impact of climate change on women, urging journalists to consider both direct and indirect effects.



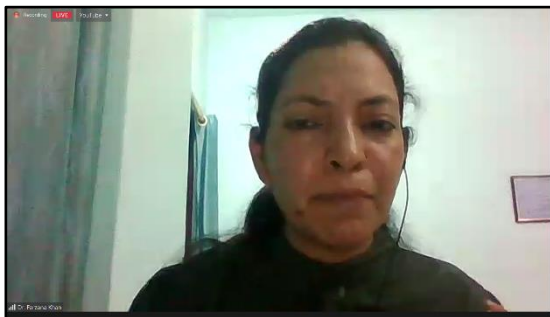
Day 2: March 24th, 2023

1. Session 3 - Gender and Disability:

- Ms. Ritika Sahni, Founder of Trinayani, discussed the media's role in shaping perceptions of people with disabilities.
- Emphasis on accurate portrayal, suspension of assumptions, and use of transformational language were key takeaways.



2. Session 4 - Gender Digital Divide:



- Dr Farzana Khan, Head of Programs at MyChoices Foundation, addressed the unequal access to digital technology, impacting marginalised communities.
- The session shed light on online violence against women, emphasising the need for language change in reporting.

Conclusion:

The Laadli Fellowship orientation program concluded with expressions of gratitude from Dr. A.L. Sharada. The engaging sessions empowered journalists to approach their work with a heightened awareness of gender dynamics, paving the way for more inclusive and impactful storytelling.

C. Strengthening Collaboration: Partnership for strengthening communication campaign and media Monitoring:

Let's Celebrate Our Nurses, The Unsung Heroes of the Pandemic

Event Overview:

A workshop titled "Let's Celebrate Our Nurses, The Unsung Heroes Of The Pandemic" was organised to mark International Nursing Day. The event aimed to shed light on nurses' challenges, addressing biases, stereotypes, and prejudices, with a diverse panel of specialists.

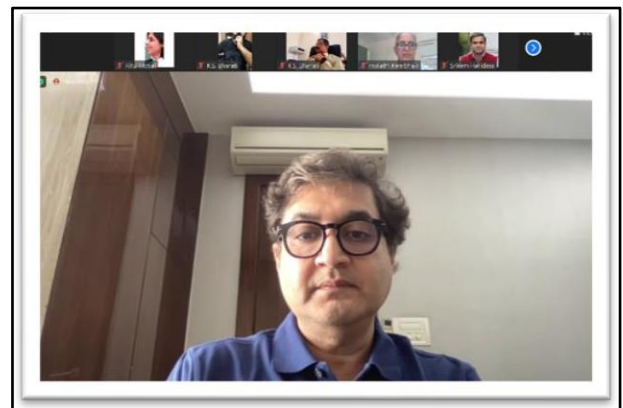


Keynote Address by Sriram Harisass, Deputy Representative, UNFPA India:

- Mr Haridass highlighted the significant contribution of nurses, especially women, to healthcare.
- **Empowerment Call:** He emphasised the need for more women in decision-making roles within the health system.
- **Resilient Health System:** He also advocated empowering nurses to build a resilient national health system.

Cinema Perspective: Speaker: Dhruv Somani, Film Historian.

- **Exploration:** He explored how Indian cinema portrayed nurses over the years.
- **Observation:** He also noted gender stereotypes in the depiction of nurses and called for fair representation of male nurses.



Advertorial Insights:

- **Speaker:** Dr A.L. Sharada, Director, Population First.
- **Insights:** Dr Sharada explored depictions of nurses in advertisements and noted the industry's appreciation during the pandemic.
- **Perception Challenge:** She also highlighted the need to view nursing as a profession, not just as a service.

Panel Discussion:

- **Guest of Honor:** Dr. T Dileep Kumar, President, Indian Nursing Council.
- **Moderator:** Anuja Gulati, Program Specialist, UNFPA India.



Discussion Points:

- **Stereotypical Portrayal:** Addressed how media, especially films, often stereotype nurses.
- **Recognition and Respect:** Emphasised acknowledging and respecting nurses' critical roles.
- **Leadership Representation:** Advocated for showcasing nurses in leadership roles and decision-making processes.
- **Urgent Areas:** Stressed the need for skill upgrades, more nursing jobs, and policies strengthening the nursing workforce.

Conclusion:

With 105 attendees, the programme raised awareness on the difficulties encountered by nurses and pushed for accurate portrayal of them in the media. In order to achieve a more inclusive and respectful representation across a range of sectors, it looked at ways to empower nurses and acknowledge their invaluable contribution. The event was praised for being unusual in the way it addressed important nursing topics.

Research to Study Gender Transformative Advertising Commissioned

Objective:

A study has been initiated to determine the factors that lead to gender transformational advertising and to evaluate possible changes in agency and business policies about gender inclusion and sensitivity. In order to help corporate entities, international donors, and industry stakeholders make wise policy decisions, the goal is to offer insightful information.

Researcher:

Gokul Krishnamoorthy is a seasoned analyst on marketing and advertising who specialises in the relationship between content, social effect, and businesses. In addition to being the founder and curator of cluttercutters.com, this marketing writer and former editor of Campaign India and Campaign Middle East also serves as a consultant editor for marketing communications trade websites, such as medianews4u.com. In addition, he serves on the LMAAGS and Abby Awards juries. He has served in independent editorial capacities at a variety of periodicals for 16 years.

Methodology:

The study will employ a comprehensive approach to collecting and analysing data for a holistic understanding. The methodology includes:

- 1. Personal Interviews:** Engaging key industry stakeholders, corporate leaders, and advertising professionals to gather qualitative insights.
- 2. Focus Group Discussions:** Facilitating group discussions to explore diverse perspectives and opinions on gender transformative advertising.
- 3. Audience Response Analysis:** Evaluating audience reactions and responses to advertisements, considering social media engagement, surveys, and feedback mechanisms.
- 4. Product Sales Analysis:** Assessing any correlation between the implementation of gender-transformative advertising strategies and changes in product sales.

Significance:

The research aims to contribute valuable insights to:

- Understand the factors driving gender transformative advertising.
- Evaluate corporate and agency practices regarding gender sensitivity and inclusion.
- Facilitate evidence-based policy decisions for industry players and international funders.

Expected Outcomes:

The research aims to provide insight into new directions, obstacles, and achievements in gender-transformative advertising. The resulting insights will serve as a basis for well-informed decision-making, promoting an advertising environment that is more considerate and inclusive.

D. Consultations with Media Leaders and Regulatory Bodies:

Partnering with Brand Equity as Cause Partner for the fourth Indian Communication Summit 2022 (Apr-Jun 22)

Event Overview:

Date: June 2nd, 2022

Venue: Hyatt Regency, New Delhi

Organizer: Laadli, in collaboration with Brand Equity as Cause Partner

Key Highlights:

1. **Cause Partnership with Brand Equity:** Laadli partnered with Brand Equity as the Cause Partner for the fourth Indian Communication Summit 2022.
2. **Special Address by Mr Sriram Haridass:**



Theme: Diversity and Inclusion

Mr Sriram Haridass, Deputy Representative, UNFPA India, emphasised the relevance of inclusive policies and diversity appreciation in organisations.

Highlighted the business benefits of social inclusivity and diversity, advocating for implementing regulatory policies to support diverse groups.

Panel Discussion: Diversity and Inclusion Reign Supreme for PR:

Moderator: Baishakhi Dutta, Principal Digital Content Producer, The Economic Times.

Panellists:

- Apeksha Mishra, Head of Corporate Communications, PolicyBazaar.
- Nivedeeta Moirangthem, Country Communication Manager, IKEA India.

- Divya Kumar, Director, Public Relations, Cleartrip.
- Saumya Bhushan, Lead-Corporate Communications, Reckitt India.
- Dr. AL Sharada, Director, Population First.
- Vidisha Chatterjee, Communications Director - India, WhatsApp.



Key Points of Discussion:

- Discussed the importance of sensitive communication, breaking industry stereotypes for inclusivity, and the role of brands in supporting sustainable development goals.
- Emphasised the need for diverse and inclusive PR practices.
- Addressed challenges of racial and gender representation in the industry.

Insights on Diversity and Inclusion in Communications:

- Dr. AL Sharada highlighted women's evolving role as influencers in consumption decision-making.
- Apeksha Mishra shared insights into creating a gender-diverse communications team.
- Divya Kumar emphasised visual communications for depicting diversity and inclusion.
- Vidisha Chatterjee discussed the severe consideration of diversity in the present.

Audience Engagement:

Total Attendees: 489

Social Media Outreach: 3 million

Conclusion:

Insightful conversations about diversity and inclusion in PR found a forum at the Indian Communication Summit 2022. The event demonstrated the increasing significance of introducing inclusive practices in the communication sector, with a stellar roster of speakers and engaged audience involvement. The organization's dedication to advancing diversity understanding and sensitivity in the workplace was further reinforced by its engagement with Brand Equity. The event's wide social media reach, which attracted a large audience and stimulated discussion on the summit's main subjects, demonstrated its success.

Special Address Video: <https://bit.ly/3uMh9lR>

Panel Discussion Video: <https://bit.ly/30f1a6l>

Decoding Women in Films in collaboration with Screen Writers Association - A Character Work workshop with Usha Praveen Gandhi College

Key Highlights:

Contest Theme:

Analysis and reimagining of female characters from existing films through a gender-sensitive lens.

Participants: Students from BMM, BA (Film and TV), and MA (Media Management) participated in the initiative. Contestants analysed female characters, identified problematic aspects, and proposed gender-sensitive reimaginings.

Jury Panel:

- Moderator Cum Mentor: Ms. Suhani Kanwar.
- Panelist Cum Mentors:**
- Ms Nidhi Bisht
- Ms Yashna Malhotra
- Ms Shazia Iqbal
- Ms Arati Raval

The panel reviewed 25 submissions and selected the top ten for presentation at the event.

Selected Entries and Characters:

- Participants analysed characters such as Isabella Swan from Twilight, Zoya from Ranjhana, and Nandini Raichand from Kabhi Khushi Kabhie Gham.
- Identified issues included voicelessness, passive suffering, reinforcement of stereotypes, and lack of agency.

Panel Observations:

- Panelists stressed the importance of portraying women nuancedly, acknowledging their capacity for negative traits.
- Discussion on the portrayal of toxic masculinity, redemption arcs, and the perspective from which stories are told.
- Emphasis on understanding how women negotiate power dynamics in various contexts.



Insights and Recommendations:

- Importance of acknowledging negative traits in women characters.
- Critique of narratives glorifying toxic masculinity without redemption.
- The significance of presenting stories from the perspective of the impacted, not the perpetrator.
- Recognition of women negotiating power dynamics in their unique ways.
- Critique of technically perfect films perpetuating stereotypes and violence against women.

Guests and Appreciation:

- Special guests included Mr. Anjum Rajabali (Senior Script Writer) and Ms. Anuja Gulati from UNFPA.
- Appreciation for the initiative by SWA members, including Mr. Robin Bhatt, President.
- College faculty and management thanked for their enthusiastic participation.

Conclusion:

Young content makers have a forum to critically evaluate and recreate female characters in films thanks to the workshop. The jury's observations, conversations on subtle narrative, and focus on gender sensitivity help to cultivate a more considerate and inclusive approach in the entertainment sector. The working relationship between Population First, the Screenwriters Association, and the involved college is indicative of a common goal of encouraging gender awareness in the production of media material.



The event can be viewed [here](#)

Screening of the movie “Be Fierce and Be Fabulous - #SHOUT,” in collaboration with CINTAA and One Life Studios (Jan-Mar 23)

Event Overview:

On March 9th, 2023, in celebration of International Women's Day, Population First and UNFPA, in collaboration with CINTAA and One Life Studios, organized a special preview of the documentary film #SHOUT at Sunny Super Sound, Juhu.

Film Highlights:

Director and Producers: Directed by Vinta Nanda and produced by Gayatri Gill, Rahul Kumar Tewary, and Siddharth Kumar Tewary.

Content: #SHOUT explores the #MeToo movement and the history of feminism in India, delving into the complexities of patriarchy through past and present narratives.

Features: The film encompasses stories like Roop Kanwar's self-immolation, the gang rape of Bhanwari Devi, and the tragic murder of 8-year-old Asifa. It incorporates feminist art, literature, music, and performances to contextualise these issues.

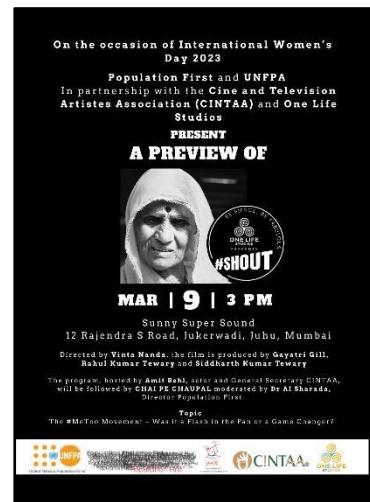
Event Highlights:

Attendance: Dignitaries, panellists, and guests attended the special preview.

Messages: Vinta Nanda and Dr Sharada conveyed messages appreciating the film's role in promoting gender equality and addressing sensitive topics like violence against women.

Panel Discussion:

- **Moderator:** Dr. AL Sharada moderated the discussion.
- **Panellists:** Javed Jaffrey, Heeba Shah, Rukmini Sen, Sapna Bhavnani, Kitu Gidwani, and Anuja Gulati from UNFPA.
- **Key Points:**
 - Emphasis on women speaking up annually for #MeToo.
 - Urgency for educating men and challenging regressive mentalities.
 - Recognition of the global impact of the #MeToo movement.
 - Call for unity and collaborative efforts to combat gender inequality.
 - Appreciation for #SHOUT's role in reviving public discourse on patriarchy.
- Audience Interaction:



- Participants stressed the significance of legislative measures against objectification.
- Praise for the film's diverse voices and Usha Uthup's anthem.

Conclusion:

The #SHOUT documentary preview was a triumph, leaving attendees inspired and optimistic. The film's exploration of diverse voices and societal divides positions it as a valuable contribution to ongoing discussions on women's rights in India and beyond. The event successfully highlighted the power of cinema in shaping narratives around gender equality and patriarchy.



E. Gender Sensitivity in Media/Ad: Instituting Reward Mechanisms for gender sensitivity in Media and Advertising:

Call for Entries

In advancing gender-sensitive journalism, the 12th edition of the Laadli Media and Advertising Awards for Gender Sensitivity (LMAAGS) represented a critical turning point. A wide range of media experts, including advertising professionals and multilingual content creators, participated in the April 8th call for entries, which was advertised across print, digital, and electronic media.

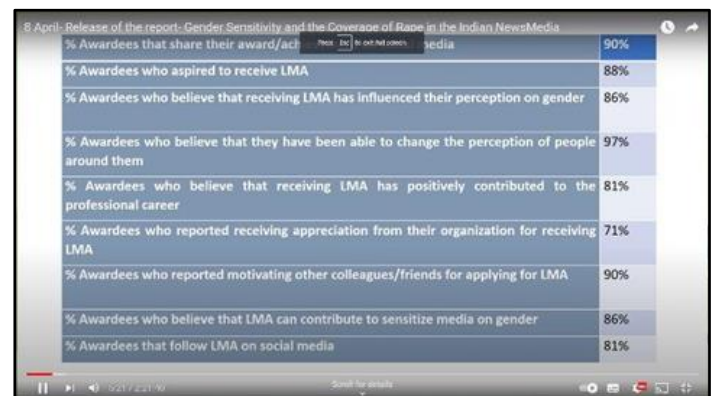


Expanding Horizons:

Mr Bobby Sista, the Executive Trustee of Population First, highlighted the awards' evolving scope, adapting to trends in the dynamic media landscape. Adding new categories demonstrates a commitment to staying relevant and progressive in acknowledging gender-sensitive contributions across diverse platforms.

Positive Impact on Careers:

Dr A.L. Sharada, the Director of Population First, shared insights from an impact study during the launch event. An impressive 81% of respondents considered these awards crucial for their careers. This underscores the awards' tangible influence on individual journalists and the media industry.



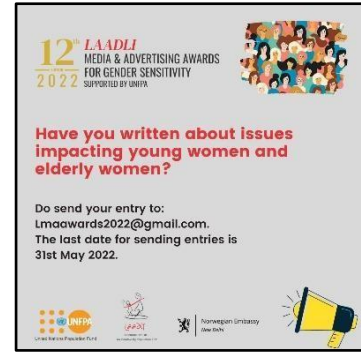
Expanding Laadli Media Awards' Reach: Social Media and Email Campaign:

To extend the reach of the Laadli Media Awards and attract a diverse pool of entries, a strategic budget of INR 35,000 was allocated. This budget supported a six-week targeted social media campaign across LinkedIn, Facebook, Twitter, and Instagram, accompanied by two rounds of email outreach.

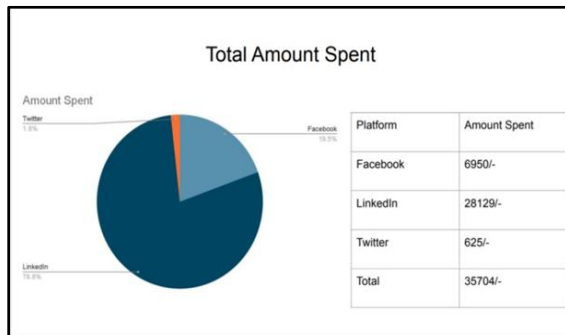
Targeted Platforms and Strategies:

The campaign leveraged the power of LinkedIn, Facebook, Twitter, and Instagram with a multifaceted approach:

- **Daily Posts and Paid Promotions:** Ensured a consistent presence with daily posts and boosted select content to reach wider audiences.
- **Targeted Messaging for Journalism Groups:** Tailored messages specifically for journalism groups, creating a sense of community and relevance.
- **Engaging the Target Audience:** The primary focus was engaging two key segments:
- **Journalists Working with Organizations:** Engaged this segment through targeted posts, boosting content, and sharing winning stories.
- **Independent Journalists:** Leveraged popular hashtags, shared endorsements of previous winners, and utilised engaging content to capture the attention of independent journalists.
- **Strategic Use of Hashtags and Keywords:** Strategic keywords and hashtags were employed to enhance discoverability and align with the ethos of Laadli Media Awards. This included terms like misogyny, patriarchy, gender equality, and specific hashtags related to journalism and gender issues.
- **Email Outreach- Targeting Journalists and Jury Members:** Nearly 900 emails were sent to curated email lists of journalists and jury members in two rounds. The first round included detailed information and forms for award entries, while the second served as a reminder to ensure maximum participation.
- **Partnership with Medianews4U.com:** To enhance visibility in the southern region, Laadli strategically partnered with Medianews4U.com. This collaboration included:
- **Press Release Publication:** The awards' details were published on their platform, creating a more comprehensive online presence.
- **Emailer Distribution:** Utilized their databases to send targeted emailers, ensuring a more personalised outreach.
- **Posts on Social Media:** Engaging posts on Facebook, Twitter, and Instagram were crafted to showcase the significance of the awards, share success stories, and encourage participation. The posts included tagging media houses, using popular hashtags, and amplifying the voices of previous winners.



- Outcome:** The campaign aimed to increase the quantity of entries and foster a sense of community and awareness around gender-sensitive journalism. The tangible outcome of increased participation, engagement metrics, and visibility on partner platforms will contribute to the continued success of the Laadli Media Awards.



Total Results Across Platforms

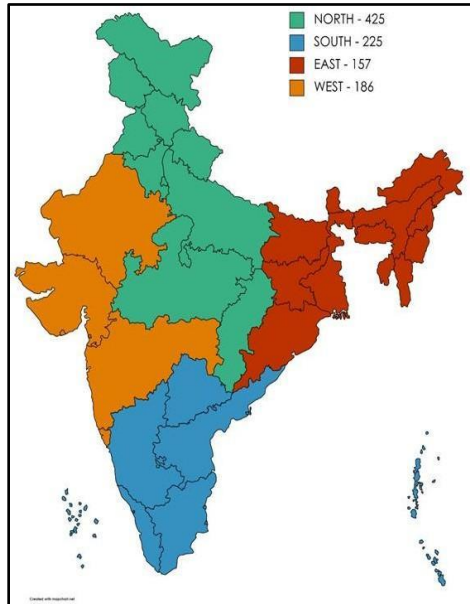
Total Reach	Total Messages	Total Impressions	Total Clicks
2,52,562	4002	3,09,416	5471

Final Entry Count

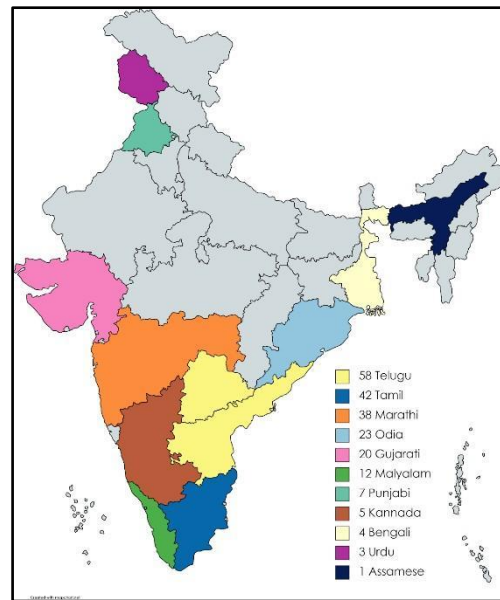
Total entries received: 993 from Print/ Digital/ Electronic/ Web/Podcast/ Radio/ Jingles

This marks approximately a 14% increase over last year's numbers

Regional breakup



Language breakup



Total languages: 13

Regional language: 11

Shortlisting Entries

From an impressive pool of 993 entries in the 12th Laadli Media and Advertising Awards for Gender Sensitivity (LMAAGS), 901 entries advanced after a rigorous shortlisting process, ensuring a display of gender sensitivity.

Diverse Regional Presence: Entries were strategically distributed across regions, reflecting geographical diversity.

Dynamic Jury Panels: A panel of 56 eminent personalities spanning academics, media, activism, and more meticulously evaluated the entries, contributing diverse perspectives.

Thorough Evaluation: 25 jury meetings, each with two members, thoroughly reviewed and discussed entries, aiming for a consensus on potential winners within three weeks.

Comprehensive Representation: Diverse jury panels ensured a nuanced evaluation, acknowledging the multifaceted nature of gender issues explored by journalists and content creators.

Formalising Decisions: Formal jury meetings followed individual evaluations, refining selections to embody excellence in gender-sensitive journalism.

12th Laadli Media and Advertising Awards for Gender Sensitivity Regional Awards Ceremony

On the 2nd of November, the DDE Auditorium at the esteemed Maulana Azad National Urdu University (MANUU) hosted journalists, both national and regional, along with their families. The occasion brought together stalwarts nationwide to celebrate 76 exceptional gender-sensitive works out of 993 entries in 13 languages, spanning electronic, print, and web categories.

Diverse Representation: Entries showcased a 14% increase from the previous year, demonstrating a growing commitment to gender-sensitive storytelling. The initiative received vital support from UNFPA, The Royal Norwegian Embassy in New Delhi, HSBC as an associate sponsor, Cottage Wellness as a gift sponsor, and Indian Overseas Bank as the event sponsor.

Meet and Greet: Before the award ceremony, winners participated in a meet and greet, sharing insights into their winning works and the motivations behind them. The exchange of ideas was followed by a delightful dinner featuring an array of Hyderabadi delicacies, including Haleem, Baigan Ka Salan, Khubani ka Meetha, and the iconic Biryani.

Enriching Perspectives: Dr A.L. Sharada, Director of Population First, expressed her delight at the expanding range of subjects and entries, emphasising the positive shift in presenting stories through a gender lens. Award-winning articles delved into critical topics such as marital rape, child marriages, LGBTQIA+ issues, trafficking, and gender-based violence.

Esteemed Guests: The event welcomed notable personalities, including Sriram Haridass (Deputy Representative, UNFPA India), Gareth Wynn Owen (British Deputy High Commissioner), K. Srinivasan (Journalist), Suneetha Krishnan (Social Activist), Ranjay Kumar Mishra (Independent Journalist), Coreena Soares (Journalist), Shakeel Ahmed, Rizwan Ahmad (Director IMC), and Professor Shahida Murtaza (MANUU).



Lifetime Achievement Honor: Smt. N. Sarada Srinivasan, a revered Telugu radio personality, received The Laadli Lifetime Achievement Award. Known for her enchanting voice and contributions to Telugu radio, she captivates audiences worldwide.



UNFPA's Perspective: Sriram Haridass highlighted UNFPA's recognition

of the media's crucial role in shaping public opinion, challenging stereotypes, and fostering an environment where women and girls are valued and respected.

Heartfelt Congratulations: Dolly Thakore, the national coordinator for Laadli Media Awards for Gender Sensitivity, expressed excitement about the transformative journey over a decade, acknowledging the positive impact on news coverage and the portrayal of diverse identities.

Jury Recognition: A total of 30 jury meetings, comprising 56 eminent personalities, culminated in the recognition of 76 journalists with the Laadli Media Advertising Award for Gender Sensitivity, while 35 received Jury Appreciation Citations.

Artistic Highlights: The internationally acclaimed Warsi Brothers presented energetic Sufi qawwalis, setting a mesmerising tone for the evening. A vibrant inaugural dance by the Aman Vedika Rainbow Homes added a peppy touch to the celebration.

12th National Laadli Media and Advertising Awards for Gender Sensitivity 2022

Jury Deliberations: Five critical jury meetings unfolded in October to determine the regional winners for the Laadli Media Awards. These sessions played a pivotal role in selecting outstanding contributors to gender-sensitive journalism.

Intense scrutiny was applied to the national stage, as evidenced by the 18 books, 34 ads, 12 films (including Hindi and regional industries for theatrical and OTT releases) and three documentaries selected for the 12th National Laadli Media and Advertising Awards shortlist (NLMAAGS).

12th Laadli Media and Advertising Awards for Gender Sensitivity National Awards Ceremony



On November 29, 2022, the grand stage of Tata Theatre, NCPA, hosted the national edition of the 12th Laadli Media & Advertising Awards for Gender Sensitivity (NLMAAGS). After a two-year hiatus from on-ground events, the ceremony spotlighted remarkable contributions to journalism, advertising, films, television, theatre, and books.

Distinguished Guests: The event was graced by the Honorable Consul General of Norway in Mumbai, Mr Arne Jan Flølo, and Ms Andrea Wojnar, Country Representative, UNFPA India, as esteemed guests of honour. Renowned film personality Nandita Das adorned the occasion as the chief guest. The glittering ensemble of attendees witnessed the culmination of exceptional gender-sensitive works.

Special Awardees: The Laadli of The Century award posthumously honoured the "gentle revolutionary," Ela Ramesh Bhatt, recognising her monumental impact on women's empowerment and the cooperative

movement in India. The Laadli Lifetime Achievement Award was presented to Indira Jaisingh for her staunch advocacy for social justice and women's rights. Advocate Varsha Deshpande, a courageous protector of girl children through the judicious implementation of the PCPNDT Act, received the Laadli Gender Champion Award. Kausar Munir was honoured with the Laadli Woman Behind the Screen Award, and Rohini Hattangadi received the award for Theatre for her significant contributions.

Noteworthy Recognition: The national accolades showcased excellence in various categories. Sanjay Leela Bhansali's "Gangubai Kathiawadi," "Sherni" directed by Amit Masurkar in the OTT category, and "Porgai (Pride): A Film On The Revival Of Lambadi Art" as a documentary were among the celebrated cinematic works. Delhi Crime Season 2 earned the web series award for portraying resilience in the face of crime and patriarchal systems.

Impactful Advertisements and Literary Works: A range of advertisements, including BBDO INDIA's "When We #Seeequal, We #Sharetheload" for Ariel and Ogilvy's "The Tale Of 2 Lajjos" for Project Nanhi Kali, were recognised for their gender-sensitive portrayals. Notable books like Shormistha Mukherjee's "Cancer You Picked The Wrong Girl" and Manjima Bhattacharjya's "Intimate City" received accolades for their gender-nuanced content.

Journalistic Excellence: Thirteen journalists from the regional winners earned national acclaim for their outstanding work, covering diverse topics from LGBTQIA+ issues to gender-affirmative healthcare for trans persons.

Artistic Extravaganza: The awards function was adorned with mesmerising performances by acclaimed Kathak artist Arpana Rao, rapper Saniya MQ, and Sufi music exponent Pooja Gaitonde.

The NLMAAGS 2022 underscored the significance of gender sensitivity in media and honoured those instrumental in driving positive change. The ceremony was a testament to the power of storytelling in fostering a more inclusive and equitable society.





B. Key focus areas and priorities for the coming year

Population First has been working on media advocacy for promoting greater gender sensitivity in the media for the last 15 years and would continue to work with media to enhance the value of women and girls in the coming years as well.

The Goal of the project is to leverage the reach and influence of media and advertising to mainstream gender sensitivity in communication, thus redefining the gender perceptions, equations and behaviours in society to build a more gender equal and equitable society.

The specific objectives are:

- Build the capacities of the media (including films and new media) and advertising professionals to promote gender sensitive reporting and portrayal through media workshops and fellowships.
- Create a supportive ecosystem by getting the buy-in for developing and promoting gender sensitive content from the owners, leaders, regulators of media organizations, OTT platforms and advertising agencies through active engagement with them.
- Institute reward mechanisms to reinforce positive deviance in reporting on gender issues.
- Enable partnerships for strengthening communication campaigns and media monitoring.

The campaign would cover leaders and influencers from media and advertising and content creators from across the country.

Strategies and activities:

1. Build the capacities of the media (including films and new media) and advertising professionals to promote gender sensitive reporting and Portrayals.

Strategic intervention 1: Workshops for media professionals – print, electronic, and digital media

Activities: Media Workshops

It's been noted that media professionals, especially stringers and recent graduates from non metropolitan journalism schools, don't have enough opportunity to learn about gender issues and gender-sensitive reporting. Media professionals from Tier 2 cities require gender awareness training in order to close the gender gap.

Three one-day workshops would be organized in tier 2 cities preferably from UNFPA focus states sensitizing around 75 journalists in the year. The participatory workshops would primarily focus on:

1. Nuanced understanding of gender and patriarchy and unconscious gender biases.
2. Gender Guidelines for reporting on GBSS and GBV.
3. Techniques of investigative reporting on gender issues.

However, we may conduct very need-based training programmes if there is a demand for the same. The participants would be organized into WhatsApp groups and important gender content would be shared with them regularly and they would also be encouraged to share their writings with others on the group.

A two-day Training of Trainers (TOT) workshop would be organized in facilitation skills for 15 participants who are interested in facilitating gender media workshops. These trainers would be drawn from academic institutions, media, and NGOs from UNFPA Focus States.

Three half-day online media workshops would be organized on specific topics, reaching out to around 225 participants.

Strategic Intervention 2: Fellowships for media persons

Activities:

Because those taking editorial calls do not think gender issues are stories that will “sell”, working journalists frequently suffer limits on their time, resources, and media space when pursuing articles on these topics. Fellowships not only support journalists covering gender issues, but they also persuade editors to publish the stories, giving them the much-needed space.

10 Fellowships would be granted to journalists from regional language and English media from across the nation. PF and UNFPA team would identify 3-4 themes and the fellows write 4 stories in 4 months. A total of 40 articles will be published reaching out to 30,000,000 (3 crore) readers (calculated as 10% of total circulation).

Once the fellows are selected, an online workshop would be organized to familiarize them with gender lens in reporting and also on the themes identified.

The published articles would be reviewed and compiled into a book and shared extensively with all stake holders.

2. Create a supportive ecosystem by getting the buy-in from owners, leaders, regulators of media organizations and advertising agencies through active engagement with them.

Strategic Intervention 3: Engagement with media leaders, networks and regulatory bodies

Activities:

Two high level round tables would be organized where media leaders, film makers, content creators, members of regulatory bodies and media networks would join to discuss the challenges and opportunities in addressing gender issues and promoting positive images in media.

One of these roundtables would specifically focus on content creators for OTT Platforms. One or two actionable points would be identified and where possible action would be initiated. Around 30 senior leaders and influencers would be reached out to identify action points to promote gender sensitivity in the media.

3. Institute reward mechanisms to reinforce positive deviance in reporting on gender issues.

Strategic intervention 4: Laadli Media and Advertising Awards

Activities:

Entries would be invited from across the nation in 14 languages from print, electronic and web media. It is expected that close to 5000 journalists would be reached through direct mailers, social media promotion and digital marketing.

One regional award event and one National event would be organized each year. Around 80 winners would be selected after a jury process involving close to 100 jury members. A One day- long regional awards event per edition would be organized. The regional awards event would culminate in the National Awards events which would be organized in Mumbai and would present around 30 awards for books, theatre, advertisements, films, media etc along with special awards would be given over one year.

Strategic Intervention 5: Scoring of Ads in the Campaign India Magazine.

Activities:

The scoring of ads in the Campaign India Magazine would continue providing content creators feedback on how their ads fare on gender sensitivity score. It is estimated that the scores are read by close to a lakh people every week.

4. Enable partnerships for launching communication campaigns and evidence-based media advocacy.

Strategic Intervention 6: A mapping exercise would be undertaken to identify intermediary agencies working with social media content creators and YouTubers and identify influencers from small cities.

Activities:

An appropriate research agency /researcher would be commissioned for the study. Once the influencers are identified, a strategy will be worked out to reach out to the influencers with appropriate sensitization programmes.

Strategic Intervention 7: Partnerships would be established with academic institutions/NGOs to mark important days to bring public attention to gender issues.

Activities:

Population First would enter into partnership with NGOs and Academic Institutions and would come up with two innovative activities to mark the special days which would be amplified on the social media.

Strategic Intervention 8: A Social Media Campaign, would be launched on addressing GBV with a clear action point for addressing the same. Collaboration with likeminded development initiatives with experience in implementing social media campaigns would be explored.

Activities:

1. Identifying a collaborative agency.
2. Developing the campaign strategy.
3. Implementation of the campaign.
4. Measurement of the impact.



✦
AMCHH:
Care



1.AMCHI: Care.

We were unable to proceed with the majority of the initiatives in our AMCHI programme due to insufficient funds. Using our reserve funds, we completed some minimal initiatives including the Gram Panchayat Empowerment Project, the Vermicompost Support Project, and the Supplementary Education Project in order to avoid losing momentum.

A.Education Project

We conducted supplementary classes for students in 3 villages. Gegaon, Masavne and Tembhurli in 2022. The objective was to select students who could have performed better in school and provide them with additional support in English, Marathi and Maths. Forty students were selected from each of the Zilla Parishad Schools in the three villages and provided with supplementary classes.

a. Follow-up and Review Meetings:

Gegaon: Successful meeting with solid participation from teachers, SMC members, and parents. Focus on sustaining the project by actively involving stakeholders. SMC members and teachers are committed to contributing to the teachers' salaries and monitoring the class.

Masavne: Positive review meeting with commitments from teachers, SMC members, and PRI members to support the class financially. Detailed discussions on the contribution of the teacher's salary and ongoing monitoring.

Tembhurli: Productive meeting with commitments from teachers, SMC members, and parents to sustain the project. Agreed on financial contributions for the class teacher's salary and ongoing monitoring.



b. End Line Evaluation:

Masavne: The evaluation showed significant improvement in English reading, Marathi comprehension, and math problem-solving. Positive feedback from the headmaster.

Tembhurli: There was remarkable progress in English reading, Marathi understanding, and math skills. Praise from the principal for the achievements.

Gegaon: Evaluation with 40 students and two teachers. Substantial improvement in English reading, Marathi comprehension, and math problem-solving. Encouraging statements from the principal.

Evaluation Results:

- **English Reading:** Significant improvement, with 65% of students able to read passages fluently.
- **Marathi Comprehension:** Notable progress, with almost 98% of students able to understand Marathi paragraphs.
- **Math Problem-Solving:** Improvement seen, with 65% of students now able to solve math equations.
- Overall, a positive impact on students' basic education skills.



c. Other Achievements:

- Supportive System Creation:
 - Organized parents' meetings, SMC and PRI members training, and monthly review meetings.
 - Successful outcomes with support systems created, ensuring the project's sustainability.
- Objective Achievement:
 - Achieved the goal of 65% of students reading and understanding English and Marathi and solving basic math equations.
- WASH Training:
 - Conducted four WASH training sessions, resulting in a 60% reduction in student illnesses.
 - Improved personal hygiene habits and increased school attendance by 40%.



- Employment for Youth:
 - Three girls were appointed as teachers, contributing to their income.

The Education Project has achieved its objectives and demonstrated a replicable and successful model for enhancing primary education in rural areas. The positive feedback from stakeholders further emphasises the project's impact.

B.Vermicompost Support Project

Follow-up on Vermi Compost Units:

- We conducted follow-up visits to various Vermicompost villages, addressing issues, rebuilding shades, and ensuring proper unit management.
- Phone call meetings with 16 VC groups provided support and guidance.
- Inspection visits to several units, confirming their good working condition.



C. Gram Panchayat Empowerment Project

Amberje Grampanchyat

Women Gramsabha:

Workshops: Two workshops were conducted for women with 150 participants.

Objectives: Explained women's rules and regulations in Gramsabhas, emphasised the importance of women's Gramsabhas, and demonstrated how unity among women can address community issues.

Outcome: Successfully organised three Women Gramsabhas in Amberje village. Women gained insights into organising and actively participating in Gramsabhas, ensuring ongoing initiatives.

GP Members Training:

Training Session: Organized a training session for 11 GP members.

Focus Areas: Provided training on the Panchayat Raj system and guided members on formulating a five-year village development plan.

Results: The GP members collaboratively prepared and submitted a comprehensive five-year development plan to the Government, showcasing community-driven initiatives.



Youth Workshops

Workshops Conducted: Two workshops were conducted with 85 youth participants.

Objective: Educated youth on the PRI system, motivating them to actively engage in village committees to monitor and contribute to the village's development.

Impact: Achieved a significant participation rate, with 10% of the village youth actively joining village-level committees. This involvement allows them to monitor work quality and officially contribute to Grampanchayat budget oversight.

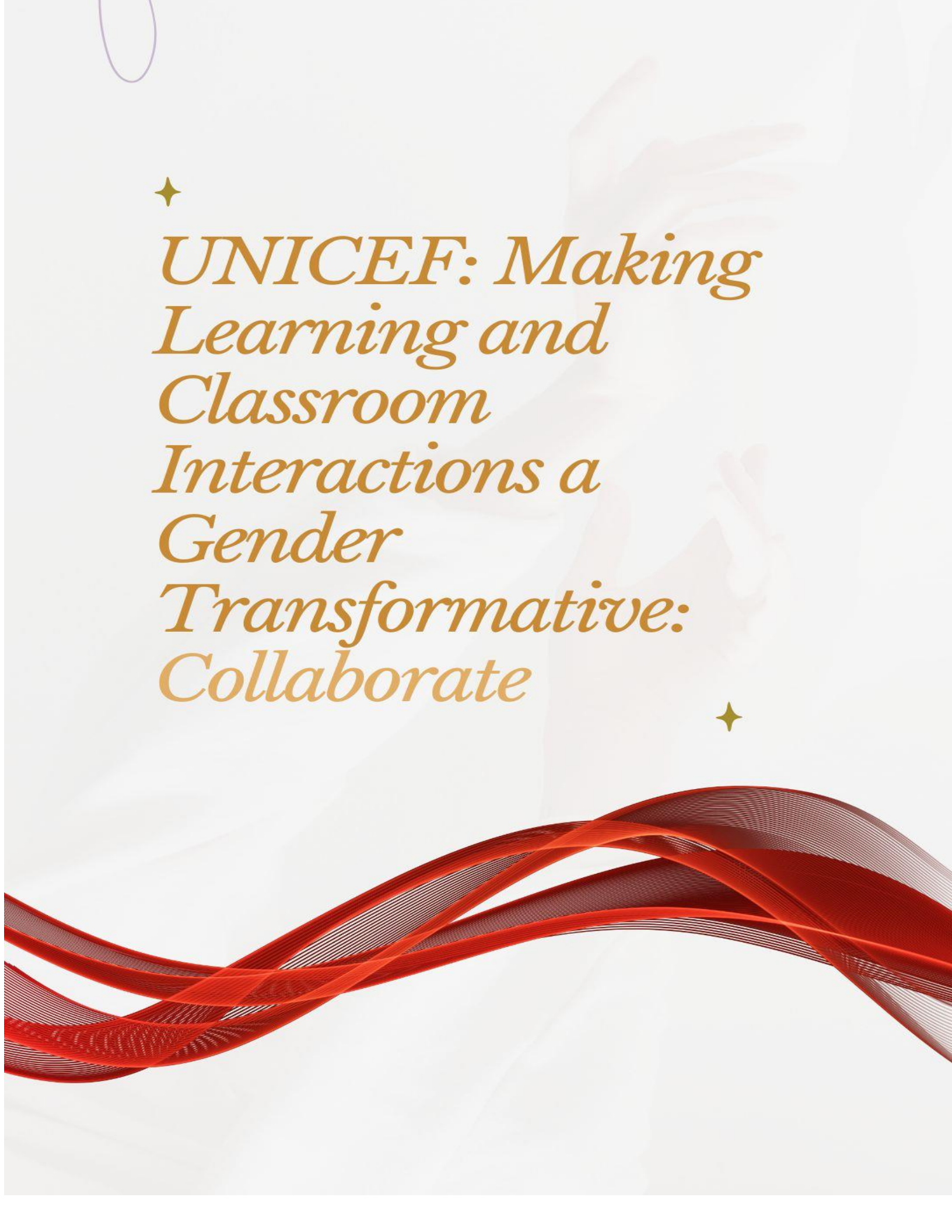
Overall Impact and Way Forward:

Empowered Women: Women in Amberje gained understanding and confidence in organizing Women Gramsabhas, fostering ongoing community engagement.

Strategic Planning: GP members demonstrated their commitment to community development by preparing and submitting a comprehensive five-year development plan.

Youth Engagement: Successful mobilization of 10% of the village youth into village committees enhances community-driven oversight and active involvement in decision-making.

The project has made substantial progress in empowering the community, fostering participatory governance, and encouraging youth involvement. Ongoing efforts will continue to strengthen these initiatives for sustained community development in Amberje Gram panchayat.

The background features a soft-focus image of several hands of different skin tones gently holding a globe. The overall color palette is light and airy, with a prominent red wavy graphic at the bottom.

✦
*UNICEF: Making
Learning and
Classroom
Interactions a
Gender
Transformative:
Collaborate*



3. UNICEF: Making Learning and Classroom Interactions a Gender Transformative: Collaborate.

Introduction:

In collaboration with UNICEF and Andhra Pradesh State Education (SCERT) Board, Population First implemented the project titled ***Making Learning and Classroom Transactions Gender Transformative*** from July to Dec 2022.

The broad aim of this project was to create a conducive environment in schools of Andhra Pradesh that promotes gender sensitivity, allows students and teachers to feel safe while building capacities on the concept of gender and helps them become aware of how integral understanding gender understanding is to promote diversity and inclusion in schools.

The objectives were:

1. To develop guidelines and a framework for analysing the existing textbooks from a gender sensitivity perspective.
2. To train textbook writers, reviewers, editors, etc., in using the framework to review the textbooks and suggest changes where required.
3. To create youth-friendly communication tools that teachers could use in the classrooms to initiate conversations on gender in a more informal and open learning context.

Thus, the project had three major components:

- Developing Gender Guidelines for reviewing textbooks
- Training of the content creators to review textbooks for gender sensitivity
- Developing Age-Specific, Child-Friendly Content for classroom transactions

A.Developing Gender Guidelines for Reviewing of Textbooks

Activity 1: Initial Review of Textbooks:

To initiate this project, the first step was to understand the current syllabus and the content provided in the state education board textbooks of Andhra Pradesh. Therefore, a meeting was conducted with the help of the UNICEF team where gender experts with a background in education were invited to review the textbooks to identify gender stereotypes and biases in content, language, and representation of men and women, boys and girls in the book. The panel of reviewers reviewed textbooks of classes 6th to 10th.

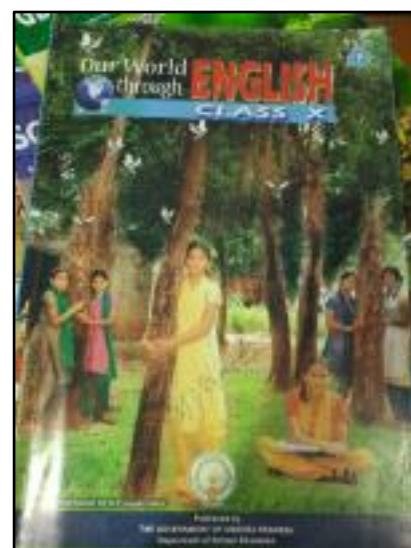
A three-day workshop was conducted as part of UNICEF profiles. The panellists who participated were Kamal G., Dr Prashanti, Sarayu Kalyani, Satyavati Kondaveeti, and Sucharita Gandhe. Population First's team consisted of Dr A. L. Sharada, Director of Population First and Swathi Chaganty, Programme Manager.



The panellists reviewed the textbooks of all subjects for classes 6th to 10th for stereotyping, misrepresentation, the overall content selection, design, and representation of women in content planning and development at the editorial level. Following the three-day workshop and completion of the review, the expert panel's observations were shared with the UNICEF team.

A brief overview of the observations was as follows:

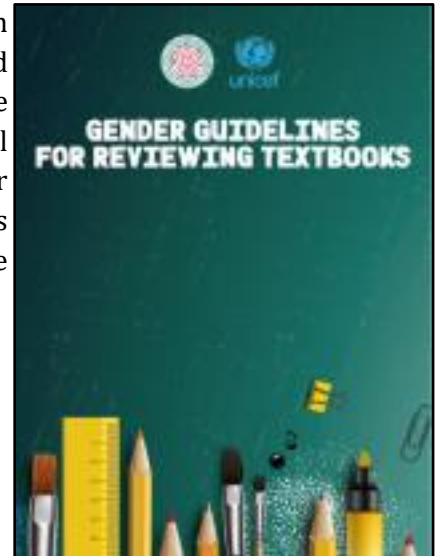
- The content was replete with stereotypical representations of women/girls and men/boys in text, pictures, and other forms of content like assignments and exercises.
- Language is male-centric primarily and is not gender sensitive or inclusive.
- There was inadequate representation/inclusion of women characters and stories.
- Women and girls were conspicuous by their absence in pictures/illustrations.
- An average of only 16% of the members at the editorial board level were women as opposed to 84% of men, including all functions from editing, content development, writers/authors, subject experts, coordinators, graphics and



- designing team and digital team (QR codes).
- Guidelines were developed based on the above observations for reviewing the textbooks for gender sensitivity.

Gender Guidelines:

The three-day initial review workshop provided the PF team with insights from experts who have a good understanding of gender and also education. These inputs were then utilised in developing the Gender Guidelines for Reviewing of the Textbooks. After the initial review workshop, the PF team developed a rough draft of the Gender Guidelines and shared it with the UNICEF team. After multiple rounds of consultation, the framework and the associated content for the Gender Guidelines document were finalised.



The Gender Guidelines document had the following components:

a) Gender Sensitivity Framework:

- a. The Gender Sensitivity Framework is an extensive framework that looks at various content formats and how they could be made more gender-sensitive and inclusive.
- b. The internalised biases and deep-seated social norms and how to avoid them to create sensitive and inclusive content characteristics, Gender roles, Gender Power equations, and Gender Entitlements.
- c. Each of these sections explains how gender stereotypes and biases creep into content.
- d. The framework is easy to understand as the examples are drawn from the textbooks, and the concepts are explained in an easy-to-understand manner.

b) Case Studies:

- a. Case studies were developed based on the pictures, content, assignments, and exercises already in the Andhra Pradesh state board textbooks.

b. The case studies aimed to draw the attention of reviewers to specific examples of gender bias, stereotypical representation, and lack of depth in the exercises.

c. Seven thematic sections were considered for the case studies: front and back page design, language, content, pictorial representation/illustrations, case studies/supplementary reading, and exercises/assignments.

c) Gender Sensitivity Checklist:

- a. A Gender Sensitivity Checklist was developed based on the Gender Sensitivity Framework.
- b. The checklists allow the reviewers to ask the right questions regarding gender representation in the textbook content and help identify existing biases and problematic presentations.
- c. These checklists have been made for front and back page cover designs, inner front and back pages, poems, language, pictures, and lesson content.

B. Training of the Content Creators to Review Textbooks for Gender Sensitivity

The Gender Guidelines Workshop was undertaken with the twin aims of

1. Building the capacities of the content creators to be more critical and sensitive about the content being developed and disseminated in the classrooms; and
2. Build their ability to review content using the guidelines.



Accordingly, the four-day workshop focused on:



- Creating an in-depth understanding of gender and patriarchy, the gendering process and gendered social norms through a participative interactive session.
- Providing an opportunity for the participants to introspect on their internalised biases.
- Understanding their role in promoting values of gender sensitivity, equality and justice among the students.
- Learning and using the gender guidelines to review and suggest textbook changes.

The four-day workshop was divided into two-day sections, where the first two days focused on the teachers' capacity building on

gender, sex, patriarchy, the gendering process, and redesigning gender socialisation.

Population First team presented seminars and activity-based sessions that encouraged the participants to think critically regarding the issues around gender and patriarchy.

The UNICEF team made a significant effort to raise awareness of the issues affecting the lives of young girls and women, significantly affecting their access to education and contributing to school dropouts, by providing detailed data and analysis regarding the status of girls and women, particularly dealing with child marriages and sex trafficking in Andhra Pradesh and at the national level.

The following two days of the four-day workshop focused on introducing the Gender Sensitivity Framework PF developed in consultation with the UNICEF team. The participants were presented with how the Gender Sensitivity Framework can help identify gendered content and how to address it and build gender-sensitive content in its place. The Gender Sensitivity Checklist was also shared with

the participants, explaining how the checklist prompts and questions could be used to review the textbooks. Using the Gender Sensitivity Checklist, the participants reviewed the books and made presentations listing their observations and suggestions for change. After the workshop, the teachers continued the process and submitted their recommendations to the SCERT committee.

The UNICEF and APSCERT teams, as well as the participants, provided input on the checklists and instructions to the PF team. The criteria were revised in the final draft in response to recommendations from these two panels. For instance, at the conclusion of the checklist section, a table was provided for reviewers. Reviewers can make notes about the different content areas that require revision using the table. They can also make observations about the gendered representation and its nature, explain why the content needs to be changed, and offer suggestions for improvement.

These guidelines were also made available in Telugu for the teachers and officials at APSCERT.

“It is an excellent initiative to change gender inequalities in society and to develop gender equality and equity concepts in the minds of future generations through textbooks. Thank you for giving us this wonderful opportunity to participate in that workshop. As a woman, I feel proud,” Ms Jyoti, 6th to 10th-grade math teacher at Alluri Seetha Rama Raju District, Araku Valley Mandalam.

“The workshop was innovative and thought-provoking. Every participant at the workshop has gone through the syllabus and understood that the textbook is one of the tools of gender socialisation and can inculcate gender bias in students’ minds. So, if we can change sensitive aspects, we could sow a seed of gender equality in students’ minds. This perception will change the child’s attitude towards the opposite gender,” Ms. Vara Lakshmi, Bapatla (Prakasam district), Epurupalem Chirala Mandal.

“I learnt a lot in the workshop. We should mobilise people and create awareness that there is no difference between a girl and a boy and that it should not be practised. Equal education and opportunity should be given to both; equal work-sharing should exist. Even in advertisements and textbook content, there should not be any difference between a boy and a girl or a man and a woman.”

C.Content Creation of Age-Appropriate Messages on Gender

The next step in ensuring that classroom transactions and learning are gender transformative is to help the students understand the concept of gender and gender-based issues and concepts through age-appropriate communication material. School children, especially adolescents, get exposed to gendered social norms and biases through societal conditioning. Therefore, the project aimed to introduce students to sensitive issues and topics through age-appropriate communication messages and content.

a) Interaction with School Children to Assess the Theory Media Consumption Patterns:



To learn more about the kinds of communication materials that students in two Zilla Parishad schools in Vijayawada use, representatives from Population First, Unicef, and APSCERT paid them a visit. The conversation revealed that among the students, BTS, movie soundtracks, comic books, entertaining stuff, and games are well-known. "A hero should not always be class; he should also be Mass," a student stated. As a result, efforts were made to provide material that is in line with the prevailing media consumption patterns.



The content developed is engaging and focused on encouraging the students to question the gendering process they have experienced at home, school and society.

The following messages and types of creative mediums have been finalised for age-appropriate content development:

Sr. No	Theme	Message	Creative Medium	Description
1	Gender & Sex	Becoming Boys & Girls	Animated Videos	<p>The film will explore how boys and girls are assigned gendered roles and adopt behaviours from a very young age.</p> <p>This video will show the evolution of a newborn to an older woman /man and how the gendered norms have shaped them.</p>
2	Gender & Sex	Who Instructs You?		<p>This message aims to help the students identify the source of gendered behaviour in their lives and communities.</p>
3	Gender Roles	Gender Roles are not Static.		<p>Three different generations of men and women of the ages of 16-18 years, 30-40 years, and 60+ years old are presented in the animation, sharing a few gendered behaviours and norms that changed over the generations – regarding dressing, driving vehicles, pursuing education, careers, choosing partners etc.</p> <p>This would help the students to understand the dynamics of gender and how there is a need to break away from such constructs altogether to achieve any form of equality.</p>
4	Breaking Gender Stereotypes	I can learn, I can do, I can change-gender benders		<p>This communication aims to allow students to understand that activities/ responsibilities are genderless and can be undertaken by anyone with interest or skill.</p>

5	Gender Representation	What is Masculinity?		The animation film focuses on what is presented as masculinity, how it impacts boys and girls and how the extreme version of toxic masculinity has a far detrimental impact on girls and boys, men and women.
6	Gender Representation	What is femininity?		This video focuses on women redefining gendered social expectations and excelling in fields that are considered male bastions.
7	Gender–Value for Work:	We Can Work Together		<p>This video shows that men and women can work together equally in any field.</p> <p>This is done by developing proper case studies of real-life men and women who have worked together on high profile projects to show that expertise, skill, and ambition are the criteria for any successful project/work/occupation, not their gender.</p> <p>Two cases studies selected are:</p> <p>Mangalyaan Orbiter Mission COVID-Relief</p>
8	Personal Space and body autonomy	Importance of consent	Songs	A qawwali song, “Adavari, Matalaku Ardhale Verule”, debunks the myth that a woman means “Yes” when she says “No” and that girls enjoy ‘TEASING’ on the streets. The lyrics present the message in an argument and counter argument format.
9	Gender Roles	Freedom from gendered expectations and to explore options		Set as an anthem, the song ‘Swetcha’ features a man and woman expressing their desire for freedom of choice, challenging the gendered role expectations.

10	Gender and power equations	Undervaluing of women and girls	Songs	Rap Song: Aadavarante Alusa It focuses on how women and girls are undervalued in society and assert that, given a chance, they could show their mettle.
11	Gender-Based Violence	Street harassment	Audio Plays	The play tells girls that they should not accept any harassment. While making it amply clear to the boys that such behaviour is not 'Manly.'
12	Gender-Based Discrimination	Gendered Career Choices		Set in a school context, the play highlights how girls and boys are socialised to pursue different fields based on their gender expectations and
13	Gendered Attributes	Body Shaming		The play focuses on body shaming around us. It shows how it leads to low self-esteem, health problems and social awkwardness.
14	Gendered norms and attitudes	Common gender myths and misconceptions	QUIZ	A set of 50 quiz cards are produced, each in the form of an envelope with a question printed on top containing a note that provides the answer. These questions can be used in varied contexts in imaginative ways.
15	Machoism, Masculinity	Masculinity and Gender Sensitivity	Online multi-player Snakes and Ladder Game	The traditional Snakes and Ladder game is adapted, incorporating some quiz questions at every stage where the player reaches a snake or ladder. The game is available on the Google Play Store at
16	Family, and Gendering Process	Importance of family support in overcoming gender barriers	Graphic Book	Based on the story of Mitali and Noori, the graphic novel illustrates how their families' support or lack of it defined the life stories of two equally talented girls.



Each of these messages and tools developed comes with questions built in them that encourage the students to think critically about gender and gender-based issues that they experience themselves and witness around them.

The following experts and partners were chosen for the above content creation:

Sr. No	Creative Medium	Partner Name
1	Animation Videos	Sol Solutions
2	Comic Book	Vivek Shankar
3	Song Development	Blu Dot & Anjali Joshi
4	Audio Play*	Srikanth Pasula
5	Quiz	In-house, with the help of Ms Dipti Panesar
6	Online game	APPNIVI

a) Outcomes Achieved:

The following outcomes have been achieved at the end of the project:

Output 1: The government has a framework available for a detailed review of textbooks with a gender lens.

Indicator 1.1: Gender transformative textbooks review framework available for use by the government: Yes.

- The APSCERT board and teachers were provided with a preview of the Guidelines draft document during the workshop

- The Gender Guidelines for Reviewing of Textbooks – the English version is printed and ready.
- The Gender Guidelines for Reviewing of Textbooks – Telugu version (limited copies as discussed) are printed, and the ready and soft copy can be shared with all the teachers
- Therefore, the gender transformative textbooks review framework is now available for use by the state education board

Output 2: *The core team from the government (group of teachers and SCERT team) can conduct a review of textbooks using the framework.*

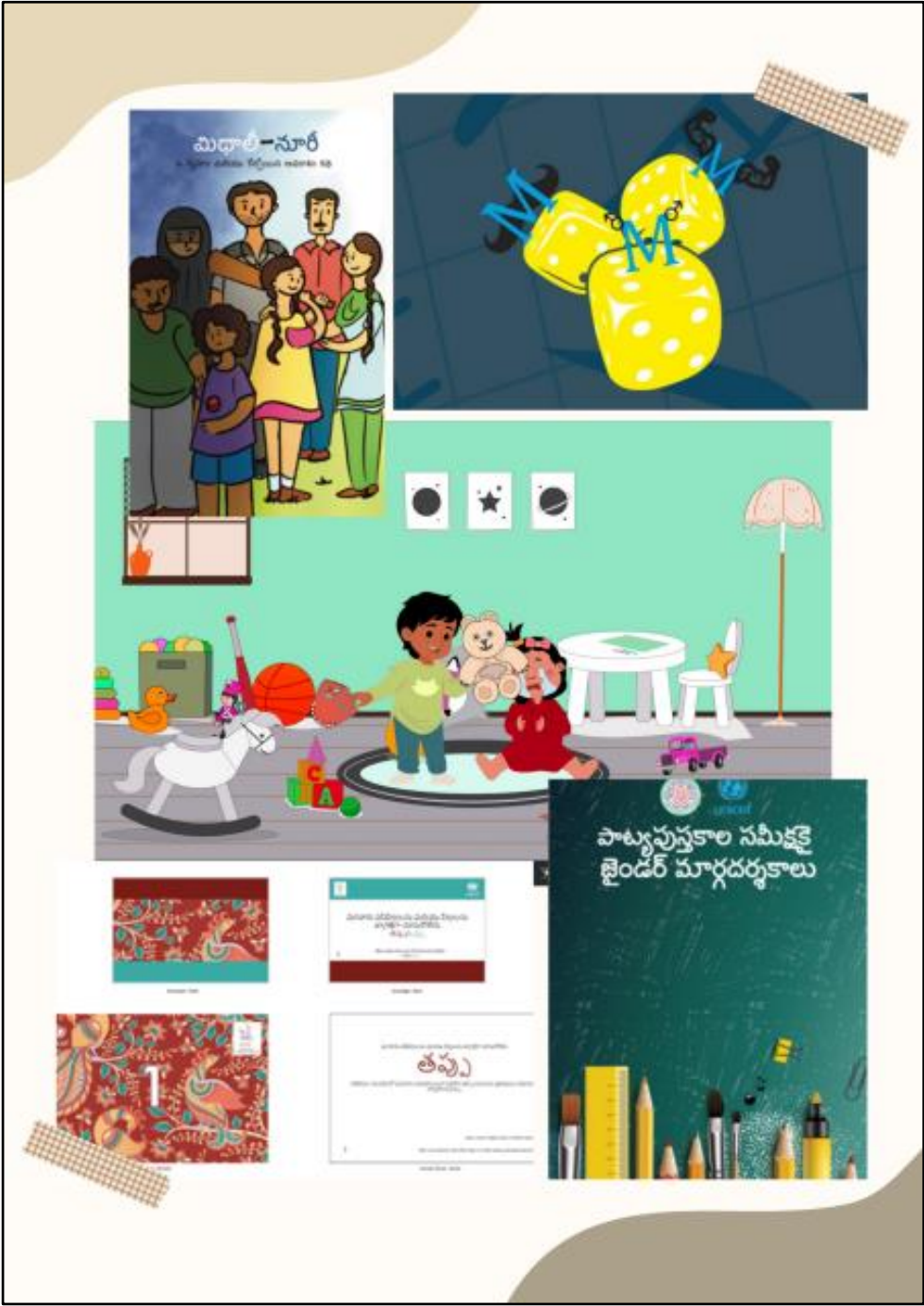
Indicator 2.1: *Number of teachers and SCERT team members who participated in the training workshop on the review of textbooks using the gender transformative framework.*

- A total of 48 teachers attended the Gender Guidelines Workshop covering 13 districts across Andhra Pradesh.
- These teachers have reviewed textbooks and submitted their observations and changes to the board.

Output 3: *Teachers in government schools have child-friendly, gender-transformative tools to engage children on various issues related to protection, life skills, empowerment, participation, etc.*

Indicator 3.1: *Number of teacher tools available for gender transformative transactions in the classroom.*

- 16 child-friendly, gender-transformative communication tools have been developed.
- These messages have been developed using six creative mediums.





✦
*Thank You to our
supporters* ✦



4. Thank you to our Supporters



Individual Supporters:

Chintan	Pragya Porwal	Ramachandran
Laherchand Gada	Hemlatha	menon
Jinali Prakash	Harapanahalli	Asha Wellorkar
Vakharia	Panthenge Latha Bai	Vaidehi
Umka Khanna	Skandan	Ranganathan
Venu Gawali	Sivaramakrishnan	Pooja Nagdev
Sharada AL	Mrinmayee Ranade	Govardhan Rao
Meenakshi Shedde	Mukunda Tadepalli	Panchineni
Nellutla Nikitha	Sweta Singh	Surekha Abburi
Vijaya Shyamala	Purnima Sah	Gaurav Singh
Manjula Rao	Krishan Swami	
Lynette Thomas	Rachna Singh	
Vamsi Kasturi	Raghunandan	
Gynedi Srinivas	Maluste	
Manjula Jois	Suman Sanjay	
Gautam Borah	Aggarwal	
Sulekha Bajpai	Sunil Lulla	
Anuradha Reddy	Sangita Waje	

5. Our Organisation

A. Our Board of Trustees and Director:

Population First is overlooked by a Board of Trustees, highly respected leaders from their respective domains who give suggestions on strategic directions and support. It is delinked from the organisation's day-to-day functioning, 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 the Mahindra Foundation.



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.



K. V. Sridhar: Mr K.V. Sridhar, the founder of Hyper Collective, was the creative officer of Sapient Nitro and Leo Burnett India before starting his HyperCollective venture. He has won a record 23 Cannes Lions, over 100 international and 300 Indian awards, and was honoured with the 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.



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 based on mere financial market shares.



Pradeep Mallick: Mr. Pradeep Mallick served as an Advisor at Wartsila India Ltd. and was an 'Advisor' and a 'Mentor' to several companies. He served as the managing director of Wartsila India Ltd and helped establish Wartsila in India as a greenfield project in 1988. He has worked in several Power Distribution & Transmission

companies, primarily 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', has been active in the development sector for the last 30 years as a researcher, trainer and program manager. She consulted with international agencies like UNICEF, UNFPA, and other non-government organizations. She was on the Central University of Hyderabad faculty 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 mandated under the Prevention of Sexual Harassment Act (POSH). An internal committee has been set up, and a policy has been implemented to prevent and address workplace sexual harassment. 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 Meeting:

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

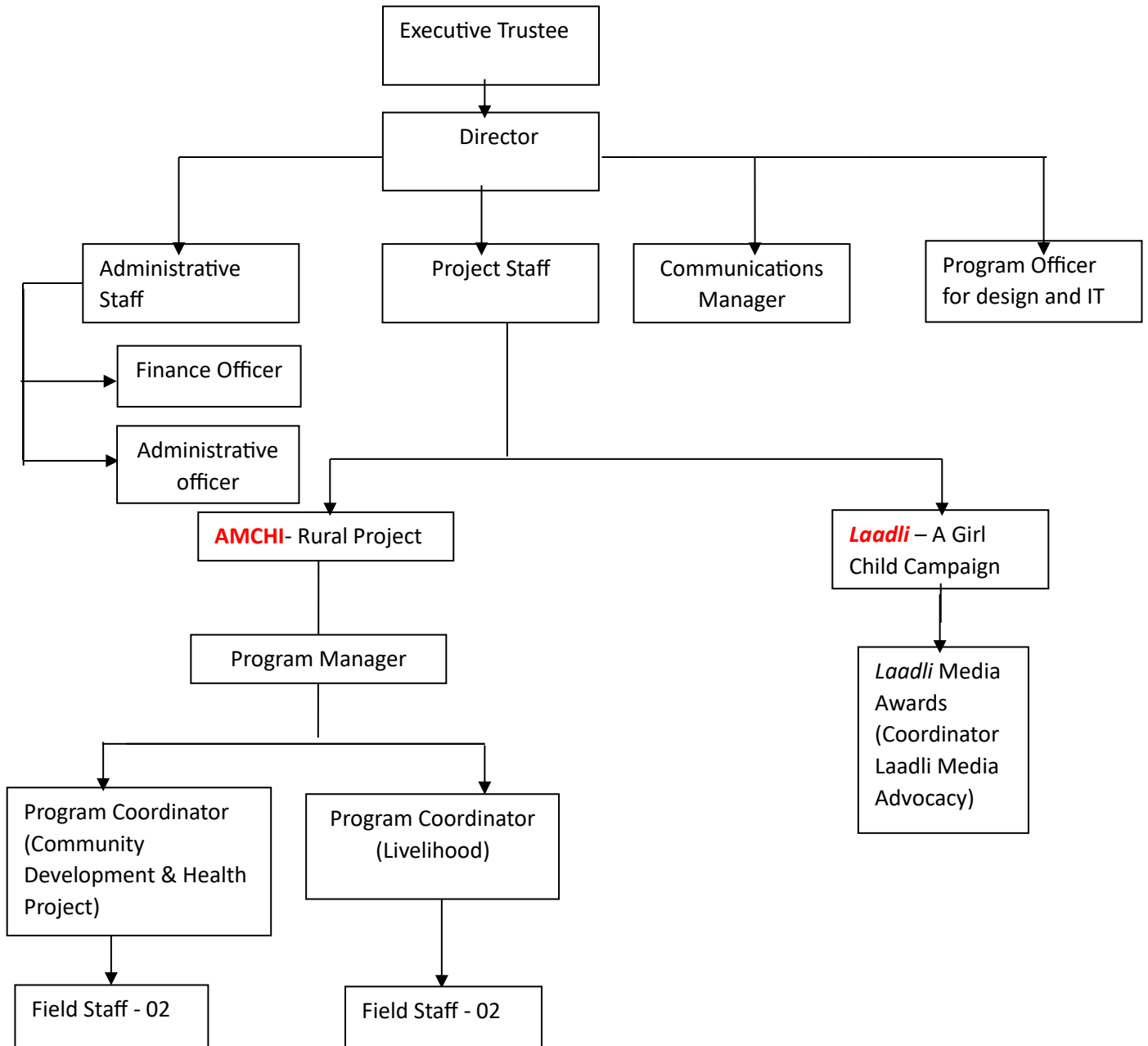
- a) 15th June, 2022.
- b) 30th September, 2022.
- c) 6th March, 2022.

B.Meetings, Sessions and Events Attended by PF Team – Dr. A. L. Sharada, Population First:

Date	Meeting
18.04.22	Dr Sharada took the session as Guest speaker - Constructing Gender through Media and Arts
31.05.22	Follow-up Dialogue on the Inter-ministerial Declaration on Son Preference and Gender-biased Sex Selection
17.11.22	LEAP Mumbai Webinar: Sharpen your Elevator Pitch
25.11.22	LEAP Mumbai Leaders' Workshop #1
17.01.23	Meeting with Media representation on Depiction of women & children in media organised by Bhumika women's collective
18.01.23	Meeting with media representation on depiction of women and children in media
22.02.23	LEAP Mumbai Leaders' Workshop Series

C. Organogram:

Organizational Chart



D. Staff Positions (April 2021 – March 2022):

Sr No	Name	Designation	Date
1	Mr. S. V. Sista	Executive Trustee	2002 - Till date
2	Dr. A. L. Sharada	Director	June 2003 - Till date
3	Pooja Nagdev	Programme Manager	July 2015 - Till date
4	Sangita Waje	Admin & Account Officer	Jan 2019 – Till date
5	Sangeeta Tribhuwan	AMCHI Project Co-ordinator	Mar 2007 - Till date
6	Pathan Fazal Feroz Khan	AMCHI Project Co-ordinator	Apr 2007 - Till date
7	Dilip More	Field Officer -AMCHI	May 2009 - Till date
8	Vishakha Nipurte	Sr.Village Co-ordinator - AMCHI	Nov 2009 – Till date
9	Arjun Pate	Office Assistant	July 2019 - Till date
10	Malathi Kembhavi	Consultant Programme Management	June 2020 - Till date
11	Swapnil Shirsekar	Consultant – Finance Officer	May 2021 - Till date
12	Swathi Chaganty	Program Manager	Nov 2018 – Jan 2023
13	Ritu Motial	Communications Manager	Oct 2021 – Nov 2022
14	Jyoti Mahajan	Field Coordinator AMCHI	Nov 2019 – June 2022
15	Pooja Gaikar	Village Coordinator	Oct 2021 – June 2022

E. Salary Structure:

Salary Structure as of 31st March 2023

Salary Structure	Male	Female	Total
Above 50,001	1	3	4
30,001 to 50,000	0	3	3
10,001 to 30,000	2	0	2
Below 10,000	1	1	2
Total Number of Staff			11

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

F. Our Donors:

CORPORATES/FOUNDATION		
RGA Software Systems P.Ltd.	Golden Karavan	
Spencer Stuart India P.Ltd.	Indian Overseas Bank	
S.K. Global Entertainment	Hitkari Multifilters P.Ltd.	
The Hongkong and Shanghai Banking Corporation Limited		
INDIVIDUALS		
Chintan Laherchand Gada	Jinali Prakash Vakharia	Mahendra Bongarala
PROJECT FUNDING		
United Nations Population Fund	United Nations Children's Fund (UNICEF)	ATOS Syntel Prayas Foundation
JSW Foundation		

G.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 at info@populationfirst.org for account details.

Copy of the Donor's passport (Audit purpose)

Letter from Donor pertaining to donation details

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

F. Audited Accounts

The Bombay Public Trust Act, 1950

SCHEDULE - VIII

[Vide Rule 17 (1)]

Name of the Public Trust: **POPULATION FIRST**

Balance Sheet As At: MARCH 31, 2023

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2023	MARCH 31, 2022		MARCH 31, 2023	MARCH 31, 2022
	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	1,60,911	1,84,828
Adjustment during the year (give details)	-	-	Additions during the year	-	11,950
	7,00,700	7,00,700	Less :- Sales during the year		
Other Earmarked Funds :-			Less :- Transfer to Other Earmarked Fund		
(Created under the provision of the trust deed			Less :- Depreciation for the year	26,847	35,867
or scheme out of the Income)				1,34,065	1,60,911
Depreciation Fund			Investments (in Mutual funds) :-		
Sinking Fund			1,979.282 units B 43		
Reserve Fund			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')	53,36,547	1,87,056	Note : the market value of the above	9,00,000	9,00,000

	53,36,547	1,87,056	investment is Rs.22,18,416.19		
Loans (Secured or Unsecured) :-			Furniture & Fixtures :- (Refer Schedule 'B')		
From Trustees			Balance as per last Balance Sheet		
From Others			Additions during the year		
			Less :- Sales during the year		
			Depreciation for the year		
Liabilities :-					
For TDS payable	4,736	4,500			
For Profession Tax payable	1,175	1,750			
For Expenses	15,86,990	15,68,370	Loans (Secured or Unsecured) : Good / Doubtful		
For Advances			Loans Scholarship		
For Salary Payable	14,00,000	14,00,000	Other Loans		
For Rent and Other Deposits	-	-			
For GST Payable	-	-	Advances :-		
			To GST Claimable Net	54,869	19,413
			To Prepaid Expenses	-	-
			To Employees (As per Schedule 'C')	-	35,287
			To Receivables (As per Schedule 'D')	-	1,77,000
			To Tax Deducted at Source	15,37,062	14,77,453
			To Others - Deposits (As per Schedule 'E')	2,30,000	2,60,500
Income and Expenditure Account :-					
Balance as per last Balance Sheet	93,67,459	95,22,473			
Less : Appropriation, if any					
<u>Add : Surplus / (Deficit) as per Income and Expenditure Account</u>	(3,55,697)	(1,55,014)			
				18,21,931	19,69,653
	90,11,763	93,67,459			

BALANCE C/F	1,80,41,910	1,32,29,835	BALANCE C/F	28,55,996	30,30,564
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Tombay Public Trust Act, 1950

SCHEDULE - VIII

[Vide Rule 17 (1)]

Name of the Public Trust: POPULATION FIRST

Balance Sheet As At: March 31, 2023 (Contd.)

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2023	MARCH 31, 2022		MARCH 31, 2023	MARCH 31, 2022
	Rupees	Rupees		Rupees	Rupees
BALANCE B/F	1,80,41,910	1,32,29,835	BALANCE B/F	28,55,996	30,30,564
			Income Outstanding :-		
			Rent		
			Accrued Interest		
			Other Income	30,147	20,276
				30,147	20,276
			Cash and Bank Balance :-		
			In Saving Account with HDFC Bank	50,76,578	18,78,359
			In Saving Account with HDFC Bank - FCRA A/C	4,03,417	3,91,538
			In Saving Account with IDBI Bank A/c no.004104000125956	2,91,592	7,282
			In Saving Account with IDBI Bank A/c no.004104000099271	9,79,153	12,985
			In Saving Account with Indian Bank	1,07,486	1,04,580
			In Saving Account with SBI Bank	33,840	20,549
			In Fixed Deposit Account with HDFC Bank	82,63,702	77,63,702
			With the Trustee		

			With the Manager	-	-
				-	-
			Income and Expenditure Account	1,51,55,767	1,01,78,994
			:-		
			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.....	1,80,41,910	1,32,29,835	Total	1,80,41,910	1,32,29,835

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

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

Kaynaz Dadinath Kamdin
Proprietor
Membership No. 129476

Dated at Mumbai, 30
October 2023

Dated at Mumbai, 30
October 2023

Trustee

Trustee

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

Population First



Celebrate Her Life

An Initiative by Population First

आमची AMCHI

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