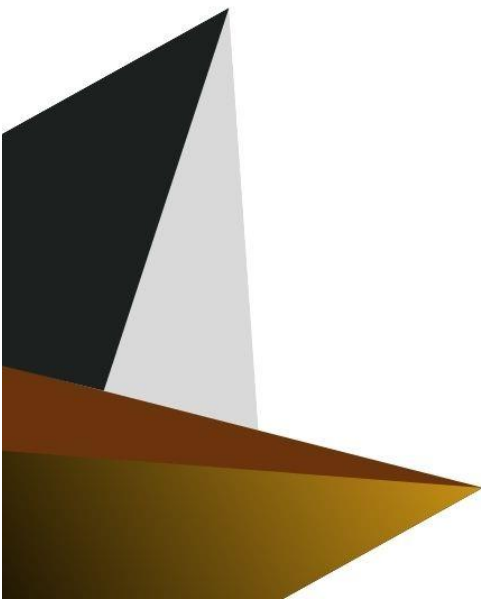


# ANNUAL REPORT

APRIL 2021 - MARCH 2022



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## Foreword

I am pleased to present the annual report for the period of 2021-2022. While reviewing the report, I experienced a great sense of satisfaction and pride.

Despite the challenges and tragedies brought on by the pandemic, we responded with compassion and utilized various new technologies such as Zoom, ClubHouse, Survey Monkey, WhatsApp, Facebook, and others to continue the conversations with audiences across the nation.

We addressed the ground situation in our field projects by utilizing our own financial resources when funding ceased abruptly.

I am also proud that we continued to reach out to malnourished children, pregnant and lactating mothers, and adolescent girls. We mobilized the youth, health service providers, and gram panchayats by collaborating with them and providing remote support through Zoom calls and mobile phones.

It was heartening to witness a large number of village boys and girls participate in a Zoom conference and share their experiences of assisting people during the COVID-19 era.

The ease with which even our field staff and community members responded to adopting new technologies was inspiring.

As the saying goes, we grow through what we go through, and today we are much more grounded, confident in confronting challenges, and committed to keeping our spirits high in even the most trying circumstances.

Overall, it has been a memorable year that has taught us many valuable lessons.

# Population First

*Population First was registered in 2002 by Mr.S.V. Sista, a doyen of advertising in India, to address key population issues. Population First has ever since been working on health and population issues from a gender and social development perspective. The focus throughout has been on building capacities of the communities, empowering women and major stakeholders and strengthening and working with the existing system.*

*Population First has been implementing two major initiatives, AMCHI field intervention project and Laadli – the girl child initiative.*

*AMCHI is implemented in the Shahapur block of Thane Districts and in Raigarh district of Maharashtra. The focus is on increasing the participation of women, young people and community in addressing issues related to Maternal and Child Health, Child Malnutrition, Adolescent Reproductive and Sexual Health, hygiene and sanitation, and livelihoods. All the AMCHI initiatives are implemented in partnership with government departments, panchayat institutions and women and youth groups. The participative approach – the four A's of Development – Assessment, Analysis, Action and Alliances helps in bringing the community, service providers and government institutions to work together on development issues.*

*A similar approach is adopted for the Laadli Girl Child initiative as well, as we believe that leveraging media influence would help change the popular culture that undermines the value of women and girls, promotes wide spread misogyny and toxic masculinity and reinforces stereotypes. As many as 1,44,520 publications (Newspapers & Other periodicals) have been registered in India till 31st March, 2021 and the total circulation of publications is pegged at 38,64,82,373 copies per publishing day in 2020-21, according to Press in India report of the Registrar for News Papers in India (RNI). According to India Readership Survey Report of 2017 around 39% of Indians (407 million) read newspapers. In 2020, the total yearly expenditure in advertising amounted to over 541 billion rupees and it is estimated that on an average an individual is exposed to 4000-5000 ads a day in India.*

*Our consistent engagement with media and advertising industry at various levels in capacity building, creating supportive ecosystems and instituting rewards mechanisms has created a large pool of Media and advertising professionals who are taking the lead in creating impactful communication challenging the dominant discriminatory gender norms. Many corporates are also redefining their brand values in terms of gender equality and sensitivity. It has also brought in considerable pro-active engagement from the media in the form of instituting gender sensitivity in the industry awards, eg, The ABBY award, the Screen Writers Association Awards, Scoring of ads in Campaign India Magazine and also the research studies*

*It is interesting to note that Laadli has almost become synonymous with girlchild initiatives with many governments adapting the name for their schemes for girls. conducted and guidelines developed by Advertising Standards Council of India and by the International Advertising Association.*

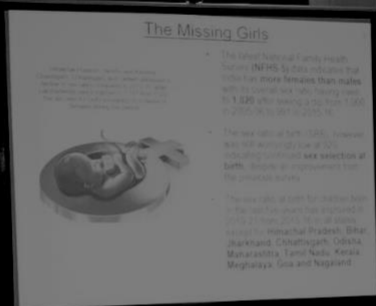


LAADLI

Enhancing the  
value of

GIRLS

# WORKING HAND IN HAND



## CAPACITY BUILDING OF MEDIA PERSONS

## Media Workshops

### Pandemic and its impact on tribal livelihood, with special focus on women (24<sup>th</sup> October, 2021)

A webinar on Pandemic and its impact on tribal livelihood, with special focus on women was held online on 24th October, 2021. It was organized in collaboration with Odisha Dialogues. It has been seen that from a slump in sale of forest produce to stigmatization of services provided by their members, from lack of government support to increased violence and dispossession, tribal communities have been hit hard by the Covid-19 pandemic. The aim of the webinar was to spotlight their continuing hardship, assess the impact and suggest a way forward.

**Webinar**

### Coping with the Pandemic: Covid-19 and Tribal Livelihood

From a slump in sale of forest produce to stigmatization of services provided by their members, from lack of government support to increased violence and dispossession, tribal communities have been hit hard by the Covid-19 pandemic. It's time the spotlight fell on their continuing hardship. Join us as we assemble a panel of grassroots activists, academic and advocacy experts and policy makers to assess the impact and suggest a way forward.

**Panelists:**

 <b>MINAKETAN BEHERA</b> Associate Professor of Economics, JNU, New Delhi	 <b>NUPUR PATTANAİK</b> Asst Professor of Sociology, Central University, Koraput	 <b>VINOD VERMA</b> Advisor to the Chief Minister of Chhattisgarh	 <b>DAYAMANI BARLA</b> Award winning Journalist, Tribal Activist, Jharkhand	 <b>RAJIB SAGARIA</b> Journalist, Civil Society Advocacy, Titlagarh	 <b>ABHIJIT MOHANTY</b> Development Professional, Freelance Journalist
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Supported by

  Norwegian Embassy New Delhi

Oct 24 (Sunday), 11:00 AM-01:00 PM

Join via Zoom  
<https://us02web.zoom.us/join/register/tZ0qc-uspzwuHNYWz.n7N.bodll.y9PEK4wT>

Meeting id: 897 4249 7462 Passcode: 173398

or Watch it Live via  
[www.youtube.com/odishadialogues](http://www.youtube.com/odishadialogues)

The panelists comprised grassroots activists, academic and advocacy experts and policy makers and included:

- Dayamani Barla from Jharkhand, a journalist, activist and a teashop owner who works very closely with the tribals from Jharkhand.
- Rajeev Sagaria- Very strong on-ground connections with the Tribals of Odisha
- Vinod Verma- Journalist, activist and currently an advisor to CM of Chhattisgarh on tribal issues in Chhattisgarh.
- Avijit Mohanty – writes on tribal issues and works with UNDP, Odisha.

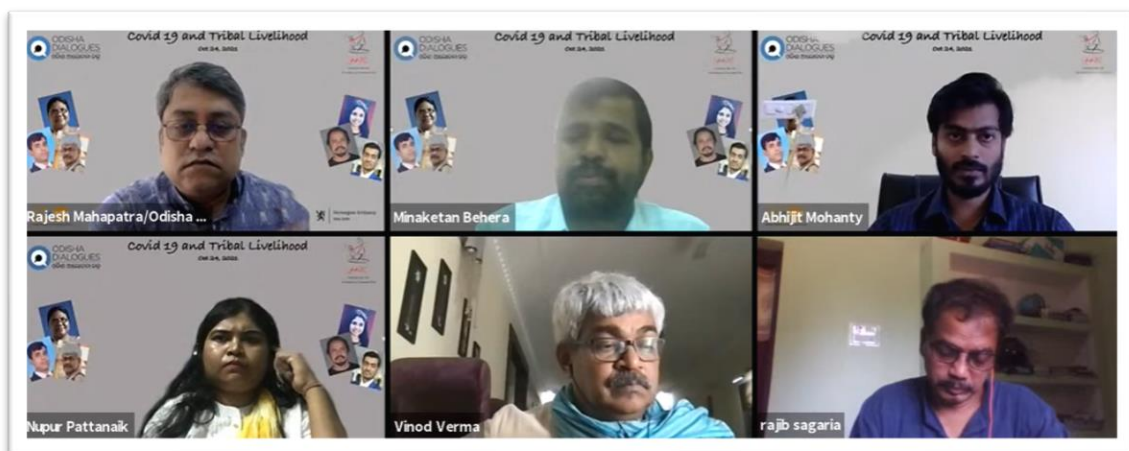


- Nupur Pattanaik- a university scholar and teacher at Central Odisha University, Koraput.
- Minaketan Behera - Associate Professor of Economics, JNU, New Delhi

Dr Manoj Dash, Director at Odisha Dialogues, welcomed the speakers and participants and introduced the topic of the webinar. Dr. A. L. Sharada, Director, Population First, outlined the context for the discussion. Odisha Dialogues Founder Director Rajesh Mahapatra moderated the discussion. Total registrations received were 97 while total views on the livestream reached 159 on the day.

#### **Recommendations that emerged from the discussions:**

- Providing income generation opportunities in tribal areas is the need of the hour. This will reduce distress migration and strengthen resilience amongst the communities to mitigate the impact of Covid-19.
- It is also important to support infrastructure facilities for the value addition of MFPS and train tribal youths and women on entrepreneurship development and marketing.
- Uncultivated wild and traditional foods form a major source of food and nutritional security for the tribal people. Policies on climate change, conservation, food security and agriculture need to be integrated to recognize and preserve the importance of uncultivated and traditional food.
- There is an urgent need to document and develop an inventory of important edible plant species. Tribal farmers have a critical understanding of traditional local varieties and their manifold uses honed through generations of farming.



The event maybe viewed here: <https://bit.ly/3A5nBWH>

## Integrating Gender Perspectives in Media Reporting, a Masterclass with Kalpana Sharma (11<sup>th</sup> December, 2021)

A web-based Masterclass – ‘Integrating Gender Perspectives in Media Reporting’ with the



noted journalist, author, and a columnist, Kalpana Sharma was held online on 11th December, 2021. Kalpana Sharma is an independent journalist, author and a columnist. She had studied all the winning entries and articles submitted under the fellowship programme to develop pointers on how to elevate them further and make their work more gender nuanced. The interactive

webinar saw a robust flow of questions from the participants for Ms. Sharma, who also singled out some writings for their noteworthy content and style. A total of 101 registrations were received for the webinar.

### Key points discussed:

#### **Writing on gender doesn't mean developing a story around some gender-specific statistics.**

Statistics have to have a human angle. It is important to bring out the people's story, represented in these data sets. It was good that articles on increase in domestic violence incidence were presented through a human angle and not just as a statistical report.

**Stay clear of the stereotyping-** The farmers' protest has brought to the fore that the idea of farmer is not just 'male' but also 'female'

**Gender-reporting should not be a separate entity** – like women's columns. For instance, infrastructure can also be seen from a gender angle. If resettling of slums included the issues of the women, broader issues of safety, security, housing, amenities, all of this could be achieved. Sanitation is a women's issue. Women have to wait until dark for them to relieve themselves. It has repercussions for their health, sense of dignity and safety.

There has been a change in how men and women are covered in media, over the last 50 years. That is because there are more women writing in media; women's movement in the 80s also contributed to it; as well as, campaigning by women's group and journalists, who took up issues on sexism in media.

**Do not report the obvious.** For example, what are the different aspects one can focus when it comes to domestic violence? Domestic violence story has to be told from a perspective of one individual – to give human interest angle.

Checklist for a more gender nuanced portrayals:

- Situations are different for each journalist; therefore, strategize accordingly
- Because spaces for specific stories have shrunk, we have to look for innovative angles and methods to write these stories
- Don't write the obvious
- Take an issue you want to write about and base it on a person. The story should be about what they are going through and why
- No shortcut to writing and reading to be a journalist

The event maybe viewed here: <https://bit.ly/3rluAqs>



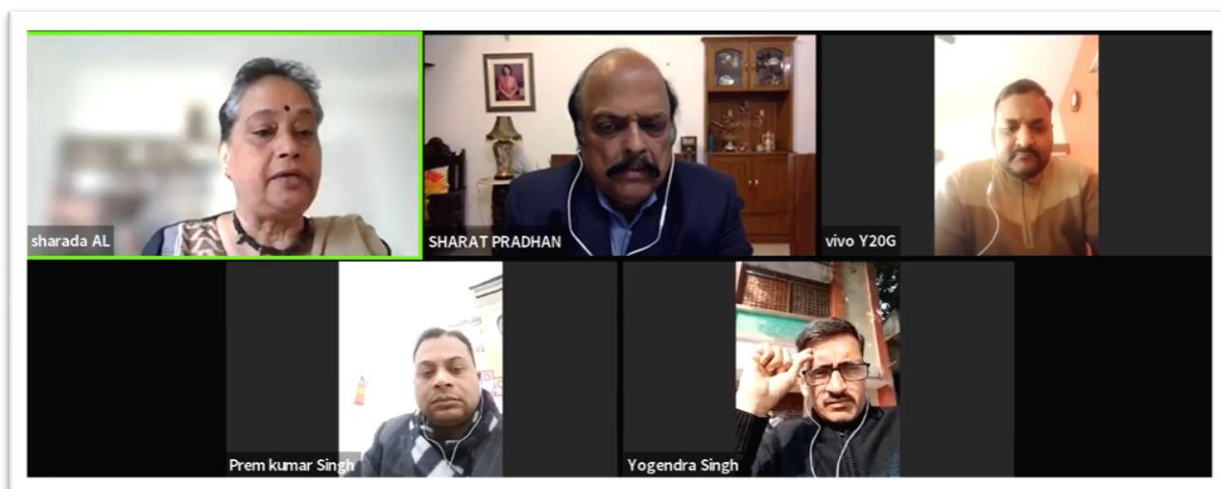
## Understanding Gender and Patriarchy (22 December, 2021)

An online three-hour long webinar with **Khabhar Now – Understanding Gender and Patriarchy** was organized to acquaint journalists from Uttar Pradesh and Bihar on nuances of gender, patriarchy as well as the unconscious biases. It was held online on Wednesday, 22nd December 2021, from 10 A.M.- 1P.M.

Three sessions, introduction to Gender and Patriarchy, identifying our own internalized biases, and how to create gender sensitive content/ reportage were taken. The three faculty were:

- Lead resource- Sharat Pradhan, Founder, Khabhar Now and The Free Press
- Sayed Raza Hussain Zaidi - A gender trainer, queer feminist, co-founder of Aazaadi International.
- Shubhangi Singh- A dynamic human rights activist with over 10 years of experience. She is currently on the board of Aazaadi Foundation International (AFI)

A total of 26 attendees from remote areas of Uttar Pradesh as well as Ranchi were in attendance. The webinar was livestreamed on the Facebook page of Khabhar Now and had garnered 65 views.



The event maybe viewed here: <https://bit.ly/3fpTFek>

## Do women matter? Gender Sensitization Workshop for Gujarati Media

An online workshop for Gujarati Media was organised on 27th March with a twin purpose to attract greater number of entries for the Laadli Media Awards as well as strengthen the understanding of various aspects of women's representation in various spheres. Well-known and respected panellists spoke about the importance of including gender perspectives and presenting them in the reporting. Individual sessions were dedicated to elaborating on the problem of pre-birth sex selection in Gujarat, challenges that stop women from taking an active part in politics, and the role women could play in Gujarat's socio-economic environment, especially in the backdrop of the vision outlined under India@100.

**Dr. A. L. Sharada** welcomed the panellists and the participants while **Anuja Gulati**, gave the keynote address and highlighted the importance of including gender perspectives in media reporting. She also highlighted the need to sensitize men and boys about gender sensitivity and ensure that they participate in the process equally.

The first session was conducted by **Prof. Gaurang Jani**. He highlighted the latest child sex ratio data from Gujarat and provided a comparison with other states. He also spoke about important communications issues in reporting with regard to terminology and graphics used, and the issues with regard to pre-birth selection that could be covered by media. The second session, a panel discussion moderated by **Dr. Malti Mehta**, featured **Mahashweta Jani** and **Ameesha Yajnik**. They discussed the participation of women in politics in Gujarat at various levels and across the nation. The third session was conducted by Dr. Malti Mehta and she outlined the role of women in development of a nation and pencilled the key areas that they can contribute in in accordance with the vision as laid down in India@100. She highlighted media's role in creating an enabling environment for a greater participation of women in nation building.

- **The speakers**
- **Anuja Gulati**, Programme Specialist, UNFPA India is a development professional with over three decades of experience of working on gender and rights issues. She has worked with UNFPA for the last 22 years in different capacities. She has been a lead trainer on gender and inclusivity.

- **Dr. Malti Mehta** is a Faculty of Mass Communication, Communication Skills, Development Communication, and Film production at various universities and media institutes.
- **Dr. Gaurang Jani** is an Adjunct Professor, Sociology and Anthropology department, Gujrat Vidyapith, Ahmedabad. Associate Professor (Retired) Sociology Department, Gujrat University.
- **Mahashweta Jani** is associated as a state co-ordinator Gujarat in Lokniti CSDS Delhi for the past 15 years for various research projects. Special interest in Caste, gender and politics in Gujarat. She has contributed in few international publications and is a Consultant for SEWA: Ansooya. Literature and Music are her love and medium of expression.
- **Amees Yajnik** is a senior advocate in the Gujarat High Court, Member of Parliament.

Population First and UNFPA  
Invite You To A  
**'Gender Sensitizing Workshop for Gujarati Media'**  
On Sunday, 27th March 2022 From 2-5:30 PM

**DO WOMEN MATTER?**  
Welcome & Introduction - Dr. A. L. Sharada  
Key Note Address: Why Gender Perspective is important - Anuja Gulati  
The problem of Pre-Birth sex selection in Gujarat - Dr. Gaurang Jani  
Women in Politics: A panel discussion with Mahashweta Jani and Amees Yajnik. Moderator, Malti Mehta  
Women of Gujarat @India 100 - Malti Mehta

Supported by  
UNFPA  
Norwegian Embassy  
New Delhi

Live On Zoom  
Link to join: <https://bit.ly/36BKwhy>  
Time: 2-5:30 PM

**Total attendees: 25**

**The event maybe viewed here: <https://bit.ly/3JcvSwG>**

## Fellowships

### Two Day Orientation Programme on Reporting from a Gender Lens

The call for applying for the Laadli Media Fellowships 2022 was put out on 2nd March with an invitation to attend a two-day orientation programme. Six sessions acquainted the prospective applicants with various aspects of gender and patriarchy and inclusivity from a gender lens, and on how to report on gender-based violence, people with disabilities, LGBTQAI communities, and sexual and reproductive health. The two-day workshop was mandatory and a pre-requisite to apply for the fellowships. The programme is supported by UNFPA and the Royal Norwegian Embassy.



Eminent faculty with deep understanding of their subjects took the various sessions. **Dr Leena Pujari**, an academician and a feminist sociologist and researcher provided a nuanced understanding of gender and patriarchy and their intersectionality with various social and cultural factors. While **Vibhuti Patel** a well-known economist and feminist researcher

underlined the prevalence of gender-based violence and its socio-cultural underpinnings, **Sameera Khan**, a Mumbai-based independent journalist, and researcher, shared some important Dos and Don'ts while reporting on rape. **Srinidhi Raghavan**, a disabled feminist, writer, researcher, and trainer focused on reporting on disability and while **Sridhar Rangayan** an LGBTQI activist spoke about the media portrayals of LGBTQI issues and the need to bring in greater sensitivity. The important issue of reporting on reproductive health issues was spotlighted by **Dr Kalpana Apte**, CEO of the Family Planning Association of India (FPA India), and **Lakshmi Sreenivasan**, D&I consultant and practicing psychologist wrapped up the session with some pointers for making media reporting inclusive by amplifying diverse voices in stories, as experts and also as the narrators.

**Dr. A.L. Sharda**, Director, Population First highlighted the importance of gender-sensitive reporting in her opening remarks. She also elaborated on the purpose of such programs as

an attempt to bridge the gap that exists in current curricula of various academic media and journalism institutes in addressing gender issues

The sessions were followed by a robust question and answer sessions.

#### **About the Faculty:**

**Dr Leena Pujari** is a Feminist Sociologist and Researcher who believes in teaching for social transformation and in nurturing critical and analytical minds. Currently she is Associate Professor and Head, Department of Sociology, K C College.

**Sameera Khan** is a Mumbai-based independent journalist, researcher and co-author of the critically acclaimed book, *Why Loiter: Women & Risk on Mumbai Streets* which examines women's access to public space.

**Vibhuti Patel** was Professor, Advanced Centre for Women's Studies, School of Development Studies, Tata Institute of Social Sciences as well as SNDT Women's University, Mumbai. She is currently on several expert committees and working groups and has authored numerous books on various aspects of gender.

**Srinidhi Raghavan** is a disabled feminist, writer, researcher, and trainer. She works at the intersections of sexuality, gender, disability and technology. She is Co-Lead, Programmes at Rising Flame

**Sridhar Rangayan** is a filmmaker, writer, activist, film festival jury, and festival director. His award-winning films, *The Pink Mirror*, *Yours Emotionally*, *Purple Skies*, *Breaking Free* and *Evening Shadows* are at the forefront of India's emergent queer cinema. He is the Founder Festival Director of KASHISH Mumbai International Queer Film Festival. He is a founder trustee of The Humsafar Trust, and a founding facilitator for Sweekar – The Rainbow Parents, a support group for parents of LGBTQ+ children

**Dr. Kalpana Apte** is CEO of the Family Planning Association of India (FPA India). A passionate advocate of family planning in a rights-based perspective, her work enables her to learn from communities and taking their voices and needs to donors and the governments, helping the programs and policies to become relevant to people's needs.

**Lakshmi Sreenivasan** is an ICF trained Coach, Learning & Organisational Development specialist, and a practicing psychologist. She is a Design Thinking specialist from MIT SLOAN.

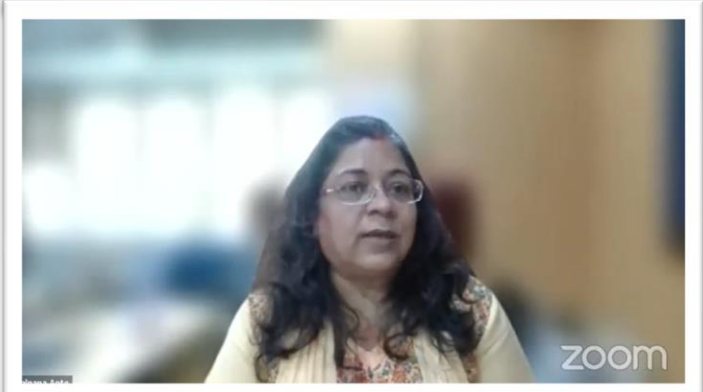
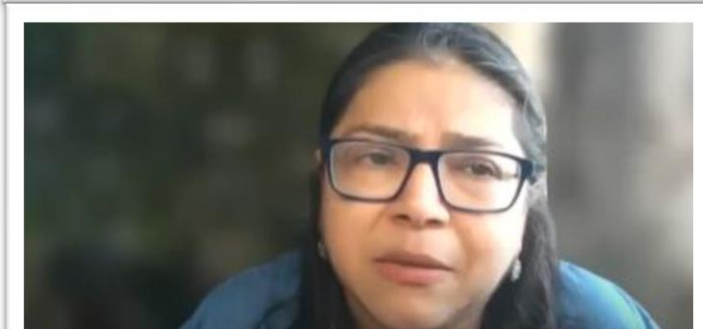
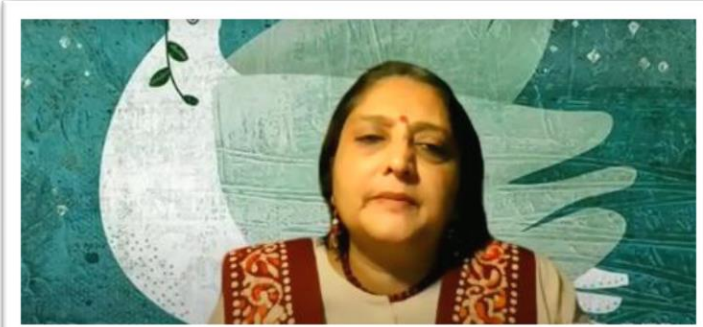
**Total attendees of each day: 82**

**The event may be viewed here:**

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

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





## Audience feedback

*“This workshop showed how patriarchy is the root cause of most of the issues in society. Perspective can change the way of thinking and we have the power and voice and we must always raise the voice against injustice.”*

*“The workshops were very insightful. It was a great reminder of the things that we should focus on while writing our stories.”*

*“I liked the last session where the speaker brought out our own biases in reporting with her questions - this is a good practice. We all are aware of our biases, we need to put in more conscious effort to work on them, the last session did exactly that.”*

*“It has inspired me to work more on stories related to LGBTQ+ community and disabled persons in India.”*



# **INFLUENCING THE INFLUENCERS**

**WORKING WITH  
REGULATORS AND  
MEDIA LEADERS**

## **All day media conclave on clubhouse (29<sup>th</sup> August, 2021)**

The first ever Media Conclave on Clubhouse was hosted by Population First, and its flagship program *Laadli*. UNFPA and the Royal Norwegian Embassy in India supported the event. The Daily Eye was a partner and it was held on 29th August 2021 from 10 AM to 8 PM.

The theme of the conclave was '*Women in New Media*' and five sessions of two hours each were held in the three clubrooms, Candid Conversations, #NoRapeIndia and The Daily Eye, with about thirty powerful speakers participating as panelists.

The conclave began with a session on '*Visual Representation of Women in Films*'. Rashmi Lamba, Film Festival Consultant, moderated it. The panelists were Anjum Rajabali, eminent screenwriter, Tara Kaushal, Author '*Why Men Rape*', Anuja Gulati, Program Management Specialist, UNFPA, Jaydeep Biswas, Chief - Policy and Partnerships, UNFPA, Amit Behl, actor and General Secretary of Cine and Television Artists Association, Smriti Nevatia, Curator, Researcher and Writer, and Dr. AL Sharada, Director, Population First.

The second session was in collaboration with #NoRapeIndia. The conversation was around '*Sexual Violence and Abuse in Web-Series and Films*'. It had Tathagata Chowdhury, Theatreician, Kanak Gupta, Educator, Ashima Avasthi, Zee Studios, Head, Original Series and Films, Shreya Narayan, Actor, Model and Purna Wanvari, Actor/Model as the panelists.

The third session was titled, '*OTT Platforms: Changing Gender Narratives*'. Piyush Jha, Filmmaker, Author and OTT Series Creator moderated the session, and the panelists included Dolly Thakore, Theatre Veteran, Priyanka Sinha, Entertainment Lawyer, Bina Paul, Editor and Documentary Filmmaker and also co-founder of Women in Cinema Collective (WCC), Sriram Haridas, Deputy Representative of UNFPA India, Manisha Korde, eminent Screenwriter and Dr AL Sharada.

The topic for the fourth session was '*Women with agency and choice in entertainment*'. Vinta Nanda, Filmmaker, Writer and Editor of The Daily Eye moderated the session and the participants were Gajra Kottary, Author and Screenwriter, Nilakshi Sengupta, Documentary and Ad Filmmaker, Mona Ambegaonkar, Actor and Theatre Veteran, Manisha Korde, and Dr A.L Sharada.



## GenderNext Conclave Webinar (26<sup>th</sup> November, 2021)

**GenderNext Conclave Webinar** was presented in association with The Advertising Standards Council of India (ASCI) & Future Brands on 26<sup>th</sup> November 2021 from 3:30 P.M. onwards. Two panels discussed the recently released GenderNext Report and the learnings for the advertising industry. 160 industry members registered for the webinar and it was also telecast live on Facebook and reached 259 viewers.

### Panel One - Gender Landscape, Reel v/s Real Women

- Lipika Kumaran - Sr. Vice President - Strategy at Futurebrands
- Manisha Kapoor - Secretary General, ASCI
- Dr. A L Sharda – Director, Population First
- Rajat Ray - Social Innovations Adviser

### Panel Two - SEA - A Roadmap for Change

- Puneet Kapoor - Regional Creative Officer, Lowe Lintas (South)
- Suntro Lahiri - Vice President, Creative Services, The Glitch
- Sumit Mathur - Chief Marketing Officer, Kellogg's
- Nisha Singhania - Co-Founder & Director, Infectious Advertising
- Sonam Pradhan - Head – Integrated Media & Advertising

### Highlights of the report:

- GenderNext, the study reveals that while there are some positive moves, mainstream advertising still heavily borrows from an inventory of overused, and sometimes harmful stereotypical tropes. A detailed study of over six hundred advertisements revealed several problematic tropes- such as sensualizing the act of eating by women, showing women as spenders in financial advertising, women running around the house while others lounge around, male gaze acceptance in beauty ads, showing women as lower down in tech-hierarchy in gadget ads, male celebrities challenging and instructing women, among others.
- Women interviewed across different life stages, towns and classes pointed out that it is not them but others in their sphere who lag behind them, and they are the ones in need of empowerment. They feel that advertising can be their ally in this journey. The

study found that for young unmarried women, common stereotypes used in advertising such as women joyfully undertaking the drudgery of work was not aspirational at all. Typical women’s day ads that show women emerge victorious after significant struggle were not considered particularly empowering. Women are tired of ads showing young women being bestowed with freedoms only after putting up a fight.

- The study proposes a category agnostic framework “The SEA (Self-esteemed - Empowered – Allied) Framework” that aims to guide stakeholders in imagining as well as evaluating portrayals of women in their advertising by building empathy and aiding evaluation

The study also proposes a 3S screener for scripts/storyboards, casting, styling to identify stereotype red flags. The screener looks at aspects of a) Subordination b) Service and c) Standardization.



The event maybe viewed here: <https://rb.gy/eacrvo>

## An online workshop for media students on Textual and visual representation of women in media

POPULATION FIRST AND UNFPA INVITE YOU TO  
A PANEL DISCUSSION ON

### TEXTUAL AND VISUAL REPRESENTATION OF WOMEN IN MEDIA

**Meenakshi Shedde**  
Film Curator, Critic,  
Communications Consultant

**Putul Sathe**  
Faculty, Research Centre for  
Women's Studies,  
SNDT Women's University

**Vinaya Deshpande**  
Mumbai Bureau Chief,  
CNN News18

**Gokul Krishnamurthy**  
Founder and Curator,  
ClutterCutters.in

**Moderator**  
**Daivata Chavan Patil**  
Assistant Professor,  
University of Mumbai

**Thursday, July 8th, 2021**  
**Time- 11 AM to 1 PM**

Live on **YouTube**  
[www.youtube.com/user/LaadliWest](http://www.youtube.com/user/LaadliWest)

**Supported by**

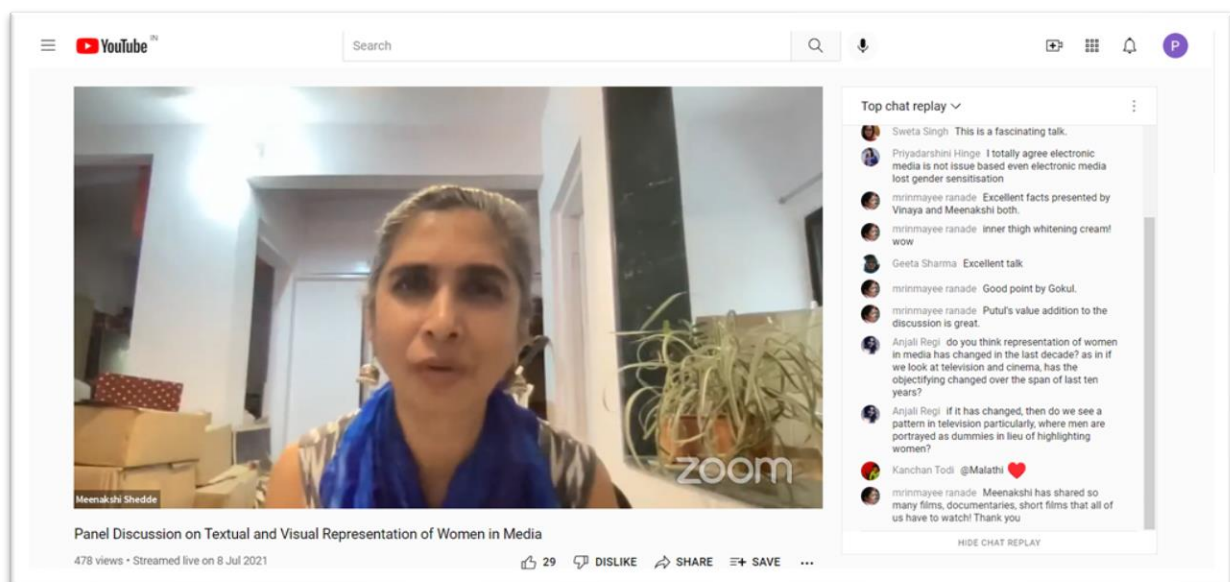
Norwegian Embassy  
New Delhi

An online workshop was held on 8th July 2021 for media students on Zoom and streamed live on the YouTube channel of Population First. The speakers were: Putul Sathe - researcher with SNDT University, Vinaya Deshpande - senior TV newsperson, Meenakshi Shedde - Film curator, writer, and Gokul Krishnamurthy - former editor of Campaign India Magazine. The discussion was moderated by Daivata Chavan Patil, assistant professor in the University of Mumbai, department of Mass Communication and Journalism. Dr AL Sharada gave the opening remarks. Anuja Gulati - Gender consultant with UNFPA also made her observations.

Some of the important points raised during the discussion are:

- There is no consistent watch out on the way advertising portrays gender and it is more sporadic as a reaction to consumers' outrage
- A skewed representation of women in movies is also affecting men and their relationships with women
- Writers of movies are architects of our narratives who can be mentored to be more sensitive

- However, there have been movies where women have had strong characters leading the way or support the vulnerable male characters
- In news media, women are proving to be stellar professionals but ratio of men to women in leadership roles continues to be quite skewed
- While taking a break in the middle of the career affects both men and women, and in this aspect the media is gender agnostic, but the impact on women is higher.
- However, Digital section is breaking the norm where we can see senior women journalists taking the lead
- There is a greater degree of sensitivity in advertisements in past years. We are moving from imbalance to a more balanced portrayal
- There is a need for more research into this aspect, where we move beyond anecdotal evidence, and get into more analytical aspects.
- Academia should be able to conduct research, critique and stand firm on countering dominant narratives
- Media students should engage with feminist political theories not only to look for solutions and answers but to understand lived realities of people
- The discussion has been viewed by nearly 450 persons on YouTube.



Link to view: <https://bit.ly/3nMxSCr>



## Clubhouse discussion on the Cadbury Advertisement

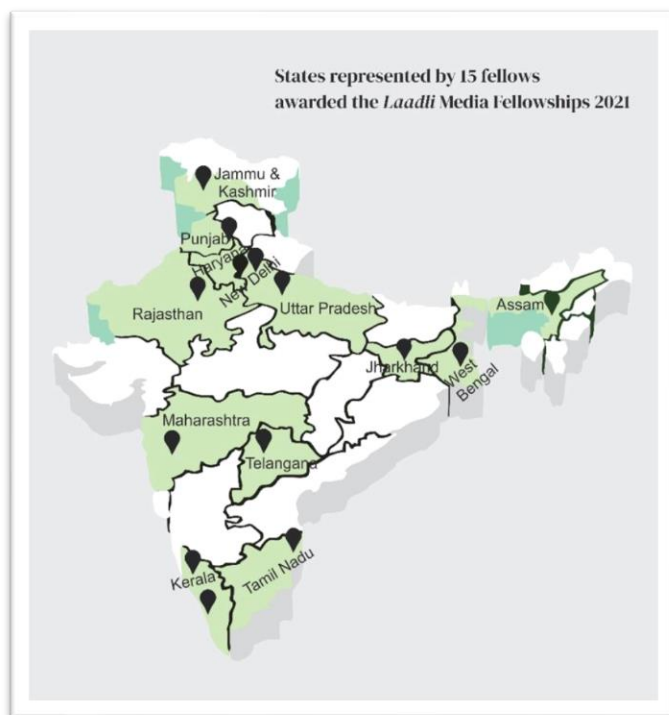
The new Cadbury ad which reimagined the iconic ad of a carefree girl running in to the cricket field created a huge public positive response and was applauded as a path breaking ad. Population First organized a conversation on the importance and relevance of the ad on September 18th on the Clubhouse platform. The ad was a fresh take on an old iconic advertisement which showed a young woman dancing straight into the center of the cricket pitch while her partner hit the winning shot. The new version saw a young man doing the victory dance as his partner hit the winning shot for her all-female cricket team. The discussion was aimed at looking the new film and placing it within the changing social construct of gendered roles. The panelists were drawn from the advertising world and included K. V. Sridhar, Bobby Sista, Manish Kapoor, Ramesh Narayan, Santosh Desai, Kainaz Karmakar, Pradyuman Maheshwari in addition to filmmakers like Vinta Nanda. Dr. A.L. Sharada moderated the discussion. While some panelists and audience appreciated courage required to go for the role reversal and the challenging of gender stereotypes, with a man openly celebrating the success of a woman, some of the panelists felt that the ad makers had it easy as the ad was already iconic and they just reversed the roles to appeal to the younger generation.

Click here to view the ad: <https://www.youtube.com/watch?v=clG60PnnMVU>



## Creating an enabling and supportive ecosystem through *Laadli* Media Fellowships

Entries were invited for the media fellowships in January. Nearly 70 applications were received. Fifteen fellows were selected and included 8 female and 7 male journalists. Each fellow was given 3 months, from 15th March to 15th June to craft four stories each. Two online orientation workshops were held for the selected fellows. First was held on 27th February, while the second on March 22nd, 2021.



[Click here](#) to read the fellowship articles

# **SHOWING THE MIRROR**

**EVIDENCE BASED  
ADVOCACY**

ADVOCACY

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

Another initiative to provide the media houses an opportunity to evaluate how gender sensitive they are in reporting through a gender lens a quarterly review of the media from a particular region was undertaken. For the inaugural edition of the exercise, three leading English-language print dailies (Mumbai editions) were studied in detail over three months (Jan, Feb, March 2022) to select the five best gender-related news stories. Sameera Khan, the well-known journalist, went through nearly 270 newspapers from three publishing houses – The Times of India, Indian Express, and Hindustan Times. She examined in detail cover page to the last page (excluding the opinion pages) to identify the winning stories.

Noted Sameera Khan, “the task to choose the best gender-related stories turned out to be not that easy – not because there were too many gender-related news stories to choose from but because there were too few gender-related stories in these leading dailies.”

“It was no surprise to find that the bulk of gender-related stories involving women, trans people, and those of other marginalized genders was on crimes against them, usually sexual assault, murder, and quite a few on cyber-crimes as well including the Bulli bai deals issue. There were also reported stories where women were identified as the perpetrators of crimes. That it is the women who are mostly covered by mainstream media in the crime genre has been the trend for quite some time now,” she elaborated.

### **The Parameters that made these stories stand out from the rest are:**

- Use of multiple sources and inclusion of several women’s voices and quoting the right gender specialists
- Good and reliable gender-related data
- A gender-justice perspective
- Throw light on gender in a subject area where gender is often not highlighted enough

The winning stories and their writers are:

1. **Rupsa Chakraborty** for 2 of her stories - 'Metros show gender gap in vaccination...', IE Mumbai, Jan 20, 2022- <https://indianexpress.com/article/india/india-covid-vaccination-gender-gap-metros-7732512/> and 'At M-East, maternal health takes a beating', IE Mumbai, Jan 24, 2022- <https://indianexpress.com/article/cities/mumbai/death-during-child-birth-at-m-east-maternal-health-takes-a-beating-7738560/>
2. **Sourav Roy Burman** - 'Steady Uptick in Muslim girls going to schools, colleges', IE Mumbai, Feb 13, 2022- <https://indianexpress.com/article/india/steady-uptick-in-muslim-girls-going-to-schools-colleges-7769897/>
3. **Ketaki Desai** - 'Meet the Women helping other women claim space in politics', TOI Mumbai, March 13, 2022
4. **Rahul Singh** - 'No pension for a year for several women officers', HT Mumbai, Feb 16, 2022- <https://www.hindustantimes.com/india-news/no-pension-for-a-year-for-several-women-officers-101644947683649.html> This news report led to the army finally being pushed to pay the women officers after a delay of a year despite the Supreme Court order 2 yrs ago.  
This story on Feb 18, 2022 reports on the impact of the story, 'Women army officers to get pension'- <https://www.hindustantimes.com/india-news/ht-impact-women-army-officers-set-to-get-pension-say-officials-101645121487289.html>
5. **Joydeep Thakur** - 'Spectre of child marriages, trafficking looms large in Sunderbans', HT Mumbai, Jan 18, 2022 (part of a 5 part series on how marginalized populations have been further marginalized in school education due to pandemic and lockdowns)- <https://www.hindustantimes.com/india-news/spectre-of-child-marriage-trafficking-looms-large-in-sunderbans-101642443100580.html>

## Reporting on Rape

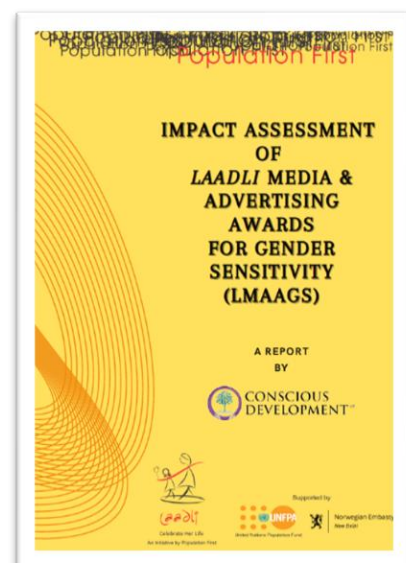
In collaboration with the members of the Network of Women in Media In India, a research study was commissioned titled Gender Sensitivity and the Coverage of Rape in the Indian News Media: Ten Years After the Nirbhaya Case: focusing on the changes that have come about in reporting on rape cases since the Nirbhaya incident.



Link to read: [shorturl.at/IsAHN](https://shorturl.at/IsAHN)

## Third party Assessment of *Laadli* Media Awards

An evaluation study titled Impact Assessment of *Laadli* Media Awards was undertaken through Conscious Development to understand the impact of *Laadli* Media Initiatives in enhancing sensitivity in media reporting.



Link to read: [shorturl.at/achQ3](https://shorturl.at/achQ3)

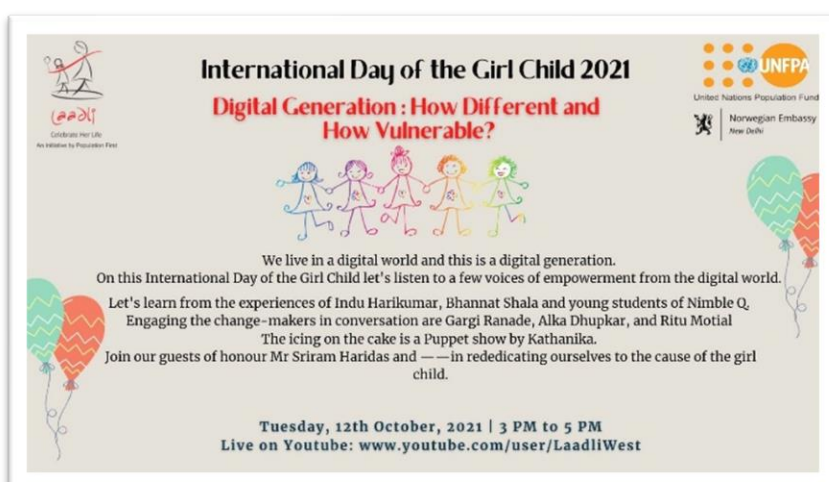
# CELEBRATIONS AND SPECIAL OCCASIONS



## Events

### Digital generation. our generation event theme: Digital Generation: How Different and How Vulnerable – IDGC (11<sup>th</sup> October 2021)

To mark the International Day of the Girl Child (IDGC), an event themed ‘**Digital Generation: How Different, How Vulnerable**’ was held on 12th October 2021. The day is observed globally on 11th of October and the theme for the year was ‘Digital Generation. Our Generation’. **Mr Sriram Haridass**, Country Representative, UNFPA India, and Ms. Marit M Strand, Counsellor and Head of Cooperation, at the Norwegian Embassy in New Delhi were the guests of honor. The highlights were:



Three sets of conversations were held. The founders of Bhannat Shala, 'A Wonderful School' which broadcasts in Marathi and Hindi every week were in conversation with Alka Dupkar, while Gargi

Ranade engaged Indu Harikumar an artist, a writer and an Instagram influencer in a chat, Ritu Motial had the young students of NimbleQ, an organization that nurtures young minds aged 5 years through 14 years by imparting Technological, Business and Entrepreneurship skills as well as Financial Literacy sharing their views and projects.

#### **Peehu aur Internet Ke Daanav**

A puppet show was commissioned by Population First on addressing the problems of online child abuse. The puppet show Peehu aur internet ke daanav was developed by Kathanika, a story telling platform. The puppet show is available on the Youtube channel of Population First.

The event garnered 281 views in addition to the online Zoom attendees.

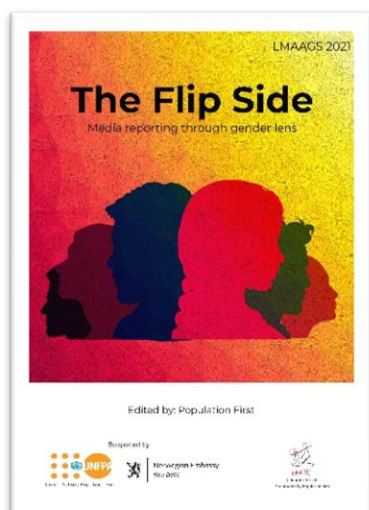
**The event maybe viewed here:** <https://bit.ly/3fqOSt4>



## Publications

### A compilation of LMAAGS 2021 award winning articles: Flip Side

All the award-winning articles/entries from the print and digital categories at the LMAAGS 2021 were compiled in a book. Since these articles are in English, Hindi and eight regional languages, translations were used. The book has over 64 articles from over 90 winners.



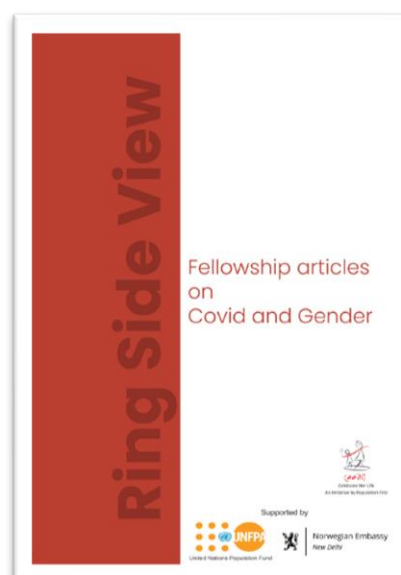
A nearly 350-page book, Flip Side encapsulates the winning entries of the 11th edition of the *Laadli* Media and Advertising Awards for Gender Sensitivity. It was launched at the national event. The purpose of the book is to craft a compendium of gender sensitive work which can function as a ready reckoner for students, teachers and practitioners of media and journalism, and developers of gender sensitive content. The book is available on [www.populationfirst.org](http://www.populationfirst.org) for download.

Link to read: <http://populationfirst.org/wp-content/uploads/2022/01/LMAAGS-2021.pdf>

### Ringside View

A book encapsulating works of fellowship awardees compiled. The purpose of the book is to craft a compendium of gender sensitive work which can function as a ready reckoner for students, teachers and practitioners of media and journalism. The book is available online.

Link to read: <http://populationfirst.org/wp-content/uploads/2022/02/Ringside-Fellowship-2021.pdf>



# APPLAUDING THE CHANGE MAKERS



## LAADLI MEDIA AWARDS

## **Announcement for the *Laadli* Media & Advertising Awards for Gender Sensitivity 2021 (26<sup>th</sup> March 2021)**

The call for entries for *Laadli* Media and Advertising Awards for Gender Sensitivity 2021 was launched on March 26th, 2021, which was also celebrated as the Foundation Day of Population First. The entry form and details were uploaded on the website and it was shared on social media handles of Population First and widely circulated amongst the database of editors, journalists and media persons.

The deadline to submit entries was extended twice considering the COVID-19 situation. Final date to submit entries was 30th June, 2021. Nine hundred and forty-five entries were received by the last date. They were screened in-house and categorized before being assigned to various jury panels.

Calls were made to more than 25 publishers to send entries for the books category. A total of 55 books including Fiction, Non-Fiction, Translations and Memoirs were received. Gender sensitive films, advertisements, documentaries and web series were shortlisted by the *Laadli* team. Advertising campaigns were screened and 100 ads were shortlisted for various categories- Product, Service, Brand, Public Service Announcements and CSR. 10 films were shortlisted from the releases during the year.

Thirty-nine jury meetings were held to evaluate these entries. The 76 jury members were prominent personalities from the fields of journalism, media, films, television, policy and activism culled the award winners. Each Jury panel of two was assigned a set of entries to go through. An online meeting was then conducted for them to discuss and come to a consensus about the awardees.

## Comments from the some of the Jury members:

*Reading the entries made me realize how much of a yeoman's service the Laadli Awards do. They put the focus firmly on writings that highlight women's issues, issues of gender, of violence, various issues we read about and hear about but put them on a back burner.*

- Kiran Manral

*All these steps that Laadli is taking in acknowledging, and in rewarding will go a long way in getting more and more creative minds to be more conscious of creating advertising that addresses some of the gender stereotypical issues that we deal with in everyday life. More power to Laadli Media Awards and more power to our creative industry, so that it may sit up and see of how it can make a difference and make a society at large a more balanced society.*

- Megha Tata

*It is an award with a difference, they not only run for a cause but they even espouse the cause. The winners are not only excellent in the work that they do, but they are making a difference in the world and making it a better place. Such awards need to be hailed and need to be encouraged.*

- Ramesh Narayan

## 11th Edition of *Laadli* Media & Advertising Awards for Gender Sensitivity- Regional Event (19<sup>th</sup> November, 2021)

The regional edition of *Laadli* Media & Advertising Awards for Gender Sensitivity 2021 recognized 98 stellar contributions in the media space across the four regions of the nation.



A total of 71 winners and 27 Jury Appreciation Citations to promising journalists were awarded. Following the continued COVID-19 situation, the awards event was held as an online event on 19th November, 2021. Noted journalist and media entrepreneur Faye D’Souza was the chief guest for the occasion while Sriram Haridass, Country Representative, UNFPA India, was the guest of honor.

“It has been a long and indeed very rewarding journey of over a decade. Congratulations to everyone who took that one important step – to think, examine and communicate differently’ noted Bobby Sista, Founder and Executive trustee, Population First.

“Mainstreaming gender in media is not just about devoting space for issues concerning women and girls but about making sure that all gender identities are equally represented. It is also about viewing every story from the standpoint of its impact on men, women and persons with alternate gender identities, whether these are routine stories around health, education, safety, the world of business, representation in politics or stories specific to issues like climate change, disasters and pandemics,” remarked Sriram Haridass, Country Representative, UNFPA, India, in his address.

“The range of subjects is expanding with each edition. From simple and inspiring human-interest stories to introspective blogs that force us to look at our own biases, the award-winning articles touch upon a number of issues; marital rape, child marriages, trafficking, gender-based violence, issues faced by working women during the pandemic, the impact of lockdowns on education of the girls and health of women. We hope more and more

journalists come forward and write sensitive stories that reflect the ground realities and highlight the social biases,” said Dr.A.L.Sharada, Director, Population First.

The event had a tapestry of musical renditions by Vanshika Jaral, interwoven with the comments of jury members as well as winners. It was telecast on the YouTube channel of Population first. Over 2700 views were registered on the day of streaming. The event was publicized across national and regional media and garnered visibility in leading print and online publications.

The event maybe viewed here: <https://bit.ly/3tpP6J8>



## 11th National Laadli Media and Advertising Awards for Gender Sensitivity 2021 (5<sup>th</sup> December, 2021)

The national awards function of the Laadli Media & Advertising Awards for Gender Sensitivity (NLMAAGS) was held online on Sunday the 5th of December and awarded 39 noteworthy works in the fields of journalism, advertising, films, television, theatre and books. The Honorable Norwegian Ambassador, Hans Jacob Frydenlund and Mr Sriram Haridass, Country



Representative, UNFPA India, were the guests of honor. Noted journalist, writer and television personality, Mrinal Pande was the chief guest. A new category The Laadli Gender Champion Award was introduced in this edition in memory of the triumvirate of

India's feminist movement, Gail Omvedt, Kamla Bhasin and Sonal Shukla.

“These awards are a result of year-long enthusiasm to cull the very best from amongst a vast repertoire of work as diverse as films, books, advertisements, theatre, television, and journalism. Congratulations to everyone who chose to be inclusive in their representation of genders and questioned the stereotypical social norms,” said **Bobby Sista**, Founder and Executive Trustee, Population First.

“Making media more inclusive has been raised vociferously by this organization, which is very much the need of the hour. We all know that gradually parts of media, have been becoming a little impervious to women and their images, and this reinforces the poor self-image that a lot of women in India have of themselves because they have not been raised to consider themselves as a whole human being. I want to congratulate all the winners and the Laadli Media Awards for crafting a niche where honest conversations about women can be engaged in and women are imparted dignity,” said **Mrinal Pande**.

“Research shows that media even in countries that are perceived to be more gender balanced, continues to be male dominated both in terms of participation and content. In some cases, it contributes to stereotyping. Women are less often used as sources for political

and scientific content. Instead, women are mainly interviewed for soft content. Women are often addressed by their first names and connected with roles as care-giver. For example, mother of three has become the new finance minister is the news headline. Would this description be used for a man? This father of three thinks most likely not,” noted **Ambassador Hans Jacob Frydenlund**.

“Print, digital and social media, all play an important role in how people form their identities, social norms and values in relation to gender. In other words, if we want real equality in societies, the media must actively seek to show more gender-sensitive and gender-neutral perspectives, in India, in Norway and across the world,” he added

The **Laadli of the Century** was given to the multifaceted Shama Zaidi, screenplay writer, costume designer, art director, theatre person, art critic, and documentary filmmaker while the **Laadli Lifetime Achievement Award** was conferred upon Padma Shri Neelam Mansingh Chowdhry for their path breaking work in their respective fields which inspired many to follow in their footsteps. Tanuja Chandra was recognized as the **Laadli Woman Behind the Screen** for her contribution to Bollywood as a director.

A new category **The Laadli Gender Champion Award** was introduced this year in memory of the triumvirate of India’s feminist movement, Gail Omvedt, Kamla Bhasin and Sonal Shukla. It was given to Flavia Agnes, the noted gender activist and women’s rights lawyer whose organization, Majlis has assisted many women seeking legal recourse.

Ms Nadira Babbar’s play, ‘Ji Jaisi Aap ki Marzi’ was awarded in the **theatre** Category

“With consistent engagement over the years, it is encouraging to note the increased discourse to promote greater gender equality within the media and advertising community. In recent years I understand that the productive efforts to mainstream gender sensitivity have not been limited to media content but media leaders and regulatory bodies have taken this discussion into their work culture as well. What started as awards is now a way the industry thinks and works. I would like to congratulate all winners not just for your gender sensitive stories, but because I believe each one of you would be change makers and help lead a movement for socially responsive and gender inclusive media,” noted **Sriram Haridass**, Country Representative, UNFPA India while commending the work done by Laadli Media Awards and all the winners.



“We are looking at a new generation of content creators who are redefining gender roles in their real lives, defying the old regressive practices and standing up for an inclusive society. Their voices need to be heard and amplified to build a new world. Lend your voice, lend your support and share your resources with us to keep us going,” said **Dr. A. L.Sharada**, Director Population First.



Anubha Sinha’s Thappad was felicitated in the **theatrical release** category, while The Great Indian Kitchen released on Amazon Prime was recognized in the **OTT** category. W.O.M.B-The women of my million was awarded under documentary category. Garima and Susheela, the feisty twins from Kaatey ‘Lal & Sons were awarded the “Laadli’s **Most Inspiring Woman Protagonist In a TV Serial**”. A motley of advertisements was recognized for gender sensitive portrayals and these include Animal’s Pure As Love For Bhima Jewellery, Leo Burnett’s Keep Girls In School For Whisper India, FCB India’s Tum Kab Itne Bade Ho Gaye for Horlicks, Ogilvy India’s #Nohandunwashed for Savlon, Ogilvy India’s #StopTheBeautyTest For Dove, LoweLintas’s #IAMMYTYPE for SkinKraft, Taproot Dentsu’s Nip In The Bud for IDiva, Benshi

Films' #ANTI-DOWRY for Kerala State Film Development Corporation, and Dentsu Impact's social experiment The Divide for Paytm.

While Parmesh Shahani's Autobiography Queeristan, Rituparna Chatterjee's memoir The Water Phoenix, Kavita Krishnan's Non-Fiction Fearless Freedom, Vandana Rag's Fiction Bisat Par were the five books recognized in the books category, fifteen journalists from amongst the regional winners were selected to receive the national accolade for their work and included TV9 Telugu, Anna Keerthy George, Boondh.Co, C Vanaja, Juhi Smita, Dr. Shantanu Abhyankar, Aishwarya Amritvijayraj, Sharanya Manivannan, Navamy Sudhish, Md. Asghar Khan, Siddharth Dube, Parikshit Nirbhay, Vandana, Sadaf Modak, and Nitasha Natu.

Young students of Hyderabad-based Aarabhi- the Center for Performing Arts, and their Guru Kalaratna Ashok Gurjale, presented an ensemble of violin renditions of Vatapi Ganapati, Godavari and Tamsoma Jyotirgamay. A snippet of Ji, Jaisi Aapki Marzi! By Nadira Babbar and Ekjute Theatre Group was also showcased.

The event was live streamed on the Youtube channel of Population First and had garnered nearly 800 views on the day. The event was extensively publicized and obtained, 35 clips across print and online media platforms with a total PR value of over INR 15,000,000/-.

**The event maybe viewed here: <https://youtu.be/APqatddWBHA>**





AMCHI  
FIELD  
INITIATIVES

Empowering  
communities

## WHO WE ARE WE & WHAT DO WE DO?

Action for Mobilization of Community Health Initiatives (AMCHI) of Population First (PF) addresses gender inequities through *field-based health*, nutrition, livelihood and rural development interventions with focus on the following areas:

- Maternal and Child Care (MCH)
- School-in-Development (SID)
- Adolescent Reproductive and Sexual Health (ARSH)
- Livelihood Interventions for Rural Women.

Till date we have worked:

- Across 310 villages in Shahapur and Raigad
- Addressed the gaps in maternal and childcare by working with approximately 3,200 pregnant and lactating mothers and 5,600 children between the ages of 0-6 years
- Trained close to 5,600 school children on Water Sanitation and Hygiene (WaSH) social behavioural changes
- Taught 4,200 adolescent girls on adolescent reproductive and sexual health issues
- Worked with approximately 800 women through livelihood opportunities – vermicomposting and poultry farming

# EMPOWERMENT OF WOMEN



## The Vermicompost Livelihood Intervention

A snap shot

- 160 women across 20 villages are enrolled and have established successful and sustainable units in their respective villages
- The vermicompost group women conducted 30 marketing visits and reached out to additional 96 farmers/farmhouse owners from outside the intervention villages
- 36% of the village's farming community utilized organic/vermicompost during the project period, not just the direct beneficiaries
- The VC groups have earned an average of Rs. 42,000 to Rs. 48,000/- in seven to eight months since the project initiation.
- 92% of the direct beneficiaries using the vermi-compost in their fields spent less than Rs. 5000/- on inputs i.e. fertilizers and among indirect beneficiaries 78% of them spent less than Rs. 5000/- on the same.

Vermicompost livelihood intervention began with a simple ask from our rural women – *need to engage for income generation activities* to supplement their families' income. This indicated the need for financial independence among women which enables them to become decision-makers at home and in their community empowering them not just economically but in many ways.

Pandemic and Cyclone Nisarg dealt a devastating blow to this project. However, with the help of UWM's crowd funding 15 older vermicompost groups were helped to rebuild and restart their vermicompost livelihood initiatives. This was crucial for the women who gave up hope of ever starting again considering the destruction and hardships they had faced in the last two years.

Apart from these groups, there were several other such groups that needed assistance. With the donation of Rs.50,000/- from Rotary Club of Mumbai the damaged vermin-compost pits were rebuilt and repaired, helping the women to get back on track and start earning their living once again.

Before the pandemic struck 53.66% of these women had earned Rs. 1,001 to Rs. 1,500/- per month and 46.34% of them earned Rs. 1,501 to Rs. 2000/- per month. Household and other expenses (97%), accounted for major expenses incurred out of this income. The initial impetus

provided by PF team propelled the women crowd-sourcing funds from their communities to invest further in the activity. An amount of Rs. 10,000/- was contributed by them for VC units. The vermicompost group women conducted 30 marketing visits and reached out to additional 96 farmers/farmhouse owners from outside the intervention villages. They also participated in several farmer melavas or exhibitions in an effort to promote organic farming and enhance their access to the market. It also opened doors for a direct dialogue with their potential customers to further boost sales.

The participants also had the opportunity to interact with organic farming experts such as Mr. Mahesh Salve, Mr. Datta Urmude and Mr. Santosh Dinkar and have their questions answered regarding organic farming, use of vermicompost on various crops and also any other query they may have that discourages them from turning to organic farming.



Figure 1 Vehele Farmer Melava (left) & Dolepada Farmer Exhibition (right)

*"I know that vermicompost is best manure for farming and it benefits the farmers in lot of ways. I, therefore, thank PF team for starting their work in Murbad block and for organizing such a wonderful exhibition here in Mhasa. This is a big marketing place and near about 300 farmers come here from 40 villages to set up their shops of vegetables. I am also impressed to know that the product is made and sold by women. My department is with PF and will support the VC women in every possible way"*

- *Mr. Kute, Agricultural Department Extension Officer, Murbad Panchayat Samiti, Mhasa Exhibition*

*"The lockdown impacted our vermicompost business. Vermicompost (manure) was not sold and the cyclone Nisarg destroyed our shed totally. We repaired it once but again another storm (heavy rains of 2021) destroyed it again. We had no money to rebuild the shed again; our business collapsed and we faced lot of issues. We requested Population First to help us rebuild our shed. The donation we received helped us tremendously and PF team once again trained us on how to rebuild the shed. With their help we were able to rebuild and restart our vermicompost business. I feel like my lifeline has started again through this vermicompost business."*

- *Mukta Madhukar Dongre, Gegaon village*

*"Our shed and three of our vermicompost pits were destroyed. We had also received orders from clients for vermicompost but for us to fulfil the order we had to first repair the pits and for that we did not have enough money. Due to the lockdown, my son had lost his job, and the income that we earned from selling of vermicompost had also stopped. This badly affected the financial condition of my family. Courtesy Population First and our donor, Rotary Club of Mumbai, we were able to once again rebuild and repair our vermicompost unit. We hope that that the income we earn will help us not to go to bed hungry."*

- *Sadhna vithal More, Alyani village*

Watch Vishakha talk about her empowering journey and her dreams:

[https://www.youtube.com/watch?v=J7c\\_3xY3f8](https://www.youtube.com/watch?v=J7c_3xY3f8)



## Poultry Farming

### A Snap Shot

**Number of villages:** 4

**Number of women involved:** 80 women , average of 20 women per village

**Name of the villages:** Lenad, Khanduchiwadi, Payarwadi, Dewalwadi

Poultry farming began in early 2020 with an aim of developing a sustainable low-cost livelihood alternative for the tribal communities as well as contribute towards the nutritional status of the children and women within the communities. The idea was to:

a) educate and empower the families in developing traditional poultry farms, that will provide secondary source of income by selling it in the markets nearby

b) link the families to Anganwadi Centres and become a local source for eggs which is a crucial component of the Amrut Aahar Yojana for young children and women.

Khanduchiwadi was the first village which underwent the training for poultry farming in early 2020. Post the success of this village in establishing and selling eggs, the intervention was further expanded in other villages. These four villages continued with the poultry initiative in the FY 2021-22. The egg production continued in these villages and were immediately consumed by the families. Some of these eggs were also used for hatching and production of new birds.



However, it was not until the months of August and September that the eggs produced were sold. A total of 910 eggs were sold and an income of Rs. 13,495/- was earned across the four villages in the beginning of the year in the months August and September. This sale of eggs increased to 9030 eggs in the months of January to March 2022 with an income earned of Rs. 45,380/- across the four tribal villages. Therefore, there was a 10% increase in sale of the eggs by the end of the financial year.

Similarly, for the same time frame of August 2021 to Jan-March 2022, a total of 210 eggs were used at home across four villages which reduced to 190 eggs by the end of the financial year.

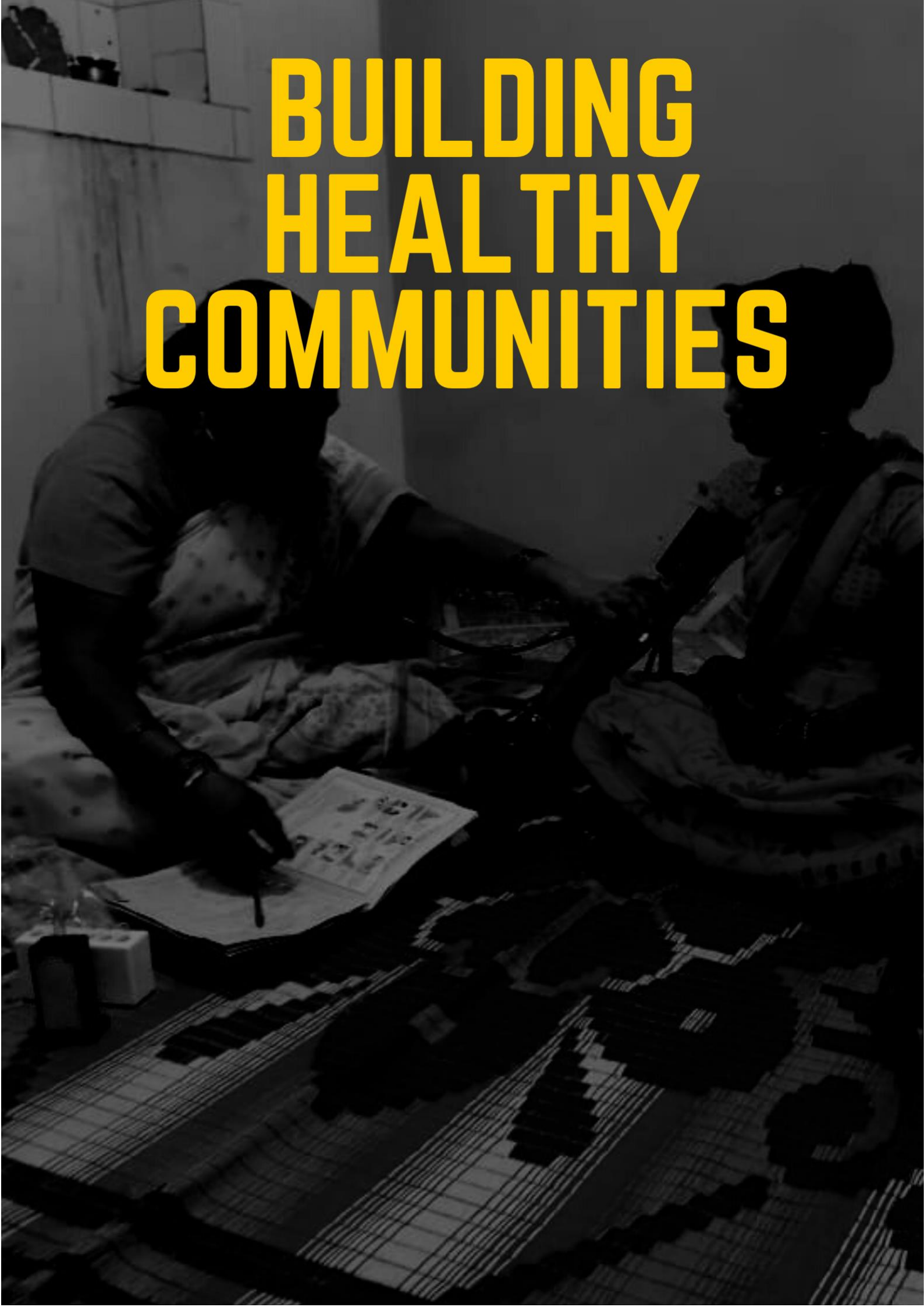
This is an understandable trend where the use of eggs at home reduces considerably when the sale of eggs increases.

The poultry initiative in these four tribal villages is still in the nascent stages. Higher rate of mortality among the chicks is still one of the major causes for declining number of birds available with the women in the tribal communities. Despite the assistance from the government veterinary doctors, timely vaccinations, and advocating for additional nutrition and feed provision for birds, there has been a very slow increase in the number of birds. However, there has been an overall improvement in the production and sale of eggs on an average. Therefore, to ensure that this trend continues, regular follow up, and more intensive one-on-one interactions are needed between the PF team and the women; additional funds are also critical to ensure provision of supplementary nutrition or replacing of new chicks or establishing a permanent coop to help protect the birds from predators. These additional facilities will ensure a more robust poultry farming system for the tribal women.

Additionally, a new tribal village of Mauli was adopted for poultry farming with the help of donation from Ms. Farah Baruah. Her donation ensured that total of 20 tribal women received the training on poultry farming and also ensured the purchase of the chicks for these women. A total of 120 chicks i.e. 10 chicks per women were distributed by March of the year 2022 which began its production in the June 2022.



# BUILDING HEALTHY COMMUNITIES



## Health Trainings

The project work commenced in July 2021 and a series of training were conducted to address the gaps in healthcare behaviors displayed by family members including grandparents.

Village level service providers like ANM, ASHA, PW, Aaganwadi workers were an intrinsic part of the programme that saw a series of knowledge sharing meets, weigh-ins and group discussions. All grampanchayats supported wholeheartedly and provided their infrastructure. All norms of wearing mask and social distancing were maintained.

The attendees were trained on correct massage techniques, growth monitoring mandates, proper administering of medicines, follow-up with medical team, and more. The four key areas covered are:

- How to monitor growth of children by using growth chart and height weight table provided by ICDS departments
- Nutrition diet for children and girls, its importance, use of locally grown vegetables, new recipes
- Importance of HB and diet requirement for increased HB
- Role and responsibilities of Aaganwadi worker and Asha Worker



## Family Members Training

Family member training was conducted in all selected 12 villages, both at the Aaganwadi center as well at their homes where their current practices were assessed. Demonstration of good hygienic practices, new recipes, water purification, etc. were conducted as well.

## Grandparents training

Recognizing the importance of grandparents in care provided to the children of the family while the parents went out for work. They were sensitized to what constituted and the importance of nutritious food, appropriate hygiene practices, monitoring the growth of the children, and more.



Sakhubai Jadhav, Grandmother of Dyaneshwari said, “Today I understand my grandchild was in yellow color as per the growth chart but she must be have in green color which indicates a good growth of children as per her age, she required 700 gram more weight for move in green color, So I will take care of her and provide her good

nutrition of gain her weight.”

Weight of the children improved as well hygienic practices also improved. Result of this improvements we seen illness of children has been reduced and weights of the children were improved in compared to last month. After the home visit we conduct area wise short training with parents and following subjects were discussed with them in details.

## Health Day

Over 50 Health Days where over 500 children and ANC mothers were immunized were conducted across 12 villages. Health workers conducted checks and immunizations at these monthly occurrences. Supported by the grampanchayats, these days were organized with a lot of gusto like a festival and saw a tremendous footfall and enthusiastic response. Parents, ANC and PNC mothers, their family members, and stake holders were present for the sessions on the importance of adhering to a timely immunization schedule followed by health check-ups, and immunizations.

ANM Bhere said, “The presence of PF team for health day was very helpful for me because they invited all beneficiaries for immunisation and all ANC PNC mothers and Children for vaccination. Stake holders of the village also attended the health day and we could share our issues with them and come up with solutions for solving issues like transportation, availability of tables and chairs, as well as monitor the social distancing norms at the event.”

Following the initial success, these health days now have presence of a gynaecologist affiliated to the local PHC to monitor the progress of ANC and PNC mothers, thus eliminating the need to travel to far off places for them.



## Health Camps

Total 20 health camps where 600 children were attended to and examined for malnourishment were conducted as an on-going initiative across 15 villages. The initiative has generated great response resulting in better health indicators. As a precursor to the check-ups, a detailed conversation on what is malnourishment, how can one track it, and strategies to address it were conducted. Graphs to document the progress also were shared with the attendees.



A comprehensive plan involving PF team, Health and ICDS departments to follow up on the progress is also put in place. Regular monitoring, preventive measures, and referring to the appropriate providers has ensured healthier children. Each month, weight and height of the children were recorded, we monitored growth of the children. We organised community

weighing session at the centre place of the village and children attended the weighing session with their parents.

Suchitra Nichite mother of Yug said, “Our financial condition was not good but in government hospital we get free services and hence we avoid going to private hospital because it’s quite expensive. This camp we received education on HB and its impact on not just me but even the children. I have decided to follow what the doctors and PF team have suggested for my son and ensure adequate nutrition.”

Data malnutrition					
	Normal	SAM	MAM	SUW	MUW
<b>21-Aug</b>	634	25	61	62	199
<b>22-Mar</b>	680	1	33	31	140

## VHSN Committee Training

Before two year under the same project we formed new VHNS committees and we trained them, but in lockdown many changes was happened in the villages and as well in the committee. Some new norms were declared form Government for the training. Budget criteria was changed and in some villages committee members also changed. VHNS committee is one of the major committee formed under Gram panchayat in Gramsabha. Committee has many rights regarding women and child development. Committee has fund for spend for water, sanitation, nutrition and health issues. If VHNS committee works according to the norms, then many issues regarding the health and sanitation can be solved. It was very important committee who can play vital role in village development. Recognising the importance of VHNS committee we conducted training with them in five villages; Amberje, Madh, Shere, Vehloli and Walshet. Mr. Datta Urmude from Nager was invited as resources person for the training. He is state level trainer and currently coordinate PESSA activities with Nager ZP. Following subjects were covered in the training:

- VHNS committee formation process as per the mandate
- Role and responsibilities of VHNS committee members
- Fund utilization of VHNS committee
- Rights of VHNS committee
- PESSA act fund and how the way VHNS committee utilize PESSA fund for women empowerment and health in tribal wadi/padas

- Found available for health, sanitation and nutrition in other schemes of Grampanchayat and how can VHNS committee utilize that fund
- Role of VHNS committee in 5 year village development planning, committee members wants to take leadership and making 5 year development plan of village
- How committee members monitoring on Aaganwadi nutrition, Amrut aahar and other services of ICDS and Health department
- Record of VHNS committee, monthly meetings of VHNS committee and how can take help form villagers for tackle issues in the village.
- The training was very participatory, lot of group works create platform for explore the ideas as well exercises increased the involvement of the trainees in the training.

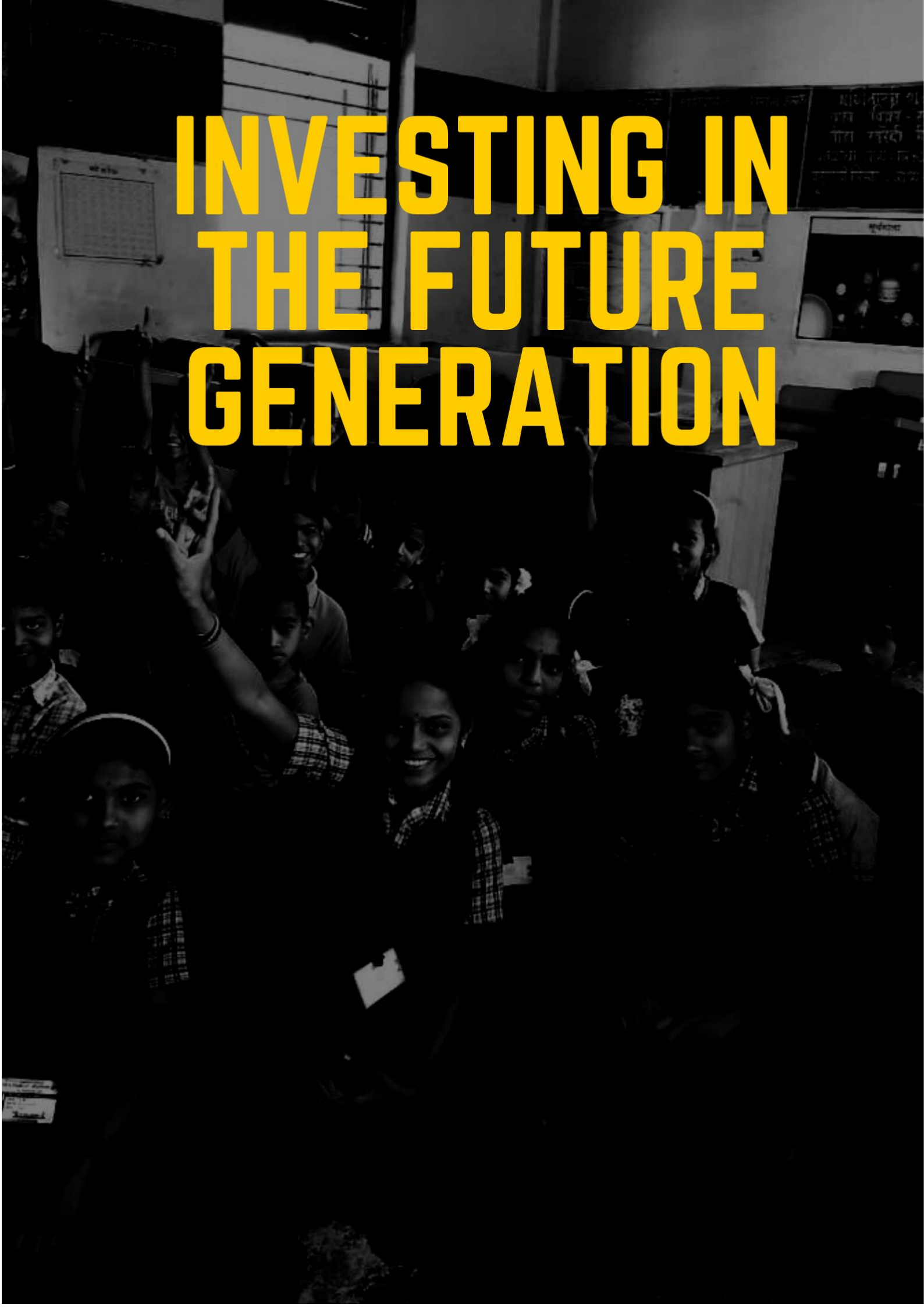
Vasant Tarmale, VHNS committee Member from Shere Said, “Today s training was very important for me, first time I got the training and I understand the role, responsibility and importance of VHNS committee. Before the training I just take casual but today I Understand I am on a very responsible post and the committee itself give me power to take initiative in village development process. Initially as a committee member I tried to tackle water, sanitation and nutrition issues but I could not go ahead because of insufficient budget. Today I understand as a committee from where we can take money for work.”

Kamlakar Gharat, MPW, Amberje Said, “First time I attended such a wonderful training. I know about the VHNS committee and I know it has very short budget for work on health components. But today I Understand committee can use money form PESSA and various budget head under Grampanchayat grant. As well I learnt how to build people participation in development work. I witnessed very motivated and much needed training today.”





# INVESTING IN THE FUTURE GENERATION



## Adolescent Girls Meeting

In the previous year, girls' groups were created to usher in open conversations that affect adolescent changes such as emotional changes, education, hygiene, health and wellbeing. This initiative was taken forward this year as well with expanding the reach of the intervention. The scope of discussions was widened to include in-depth understanding of menstruation, menstrual hygiene, male and female reproductive anatomy, contraceptive, nutrition, body mapping, and personal hygiene. Nearly 600 girls are now a part of the initiative.

In addition, HB testing was conducted for over 500 girls. These tests were conducted with help of Health department. The result revealed that nearly less than 15% girls had an HB level of more than 11.

Based on these finding several initiatives were planned including kitchen gardens, educational modules on nutrition and more.



## Kitchen Garden

The kitchen garden initiative was launched to address the levels of nutrition amongst the teenage girls and infants. Families were identified based on their nutritional status, economic conditions, and availability of plot of land near the house for kitchen garden. Mr. Sanjay Joshi, a state level trainer and associates with Nager Zilla parishad for Kitchen garden training program was invited as a lead trainer. Training covered the following:

- Introduction of the kitchen garden
- Importance of kitchen garden
- Process of set up the place for kitchen garden

- Preparation of soil and land for kitchen garden
- Process of harvesting vegetables and other plants in the kitchen garden
- Watering process
- Use of organic manure and process of control pest attack for kitchen garden
- How to make fence for safety for kitchen garden
- When and how to collect vegetables form kitchen garden
- How to keep seeds for next term through kitchen garden
- Seeds process for use in next terms

Following the trainings 9 types of vegetables and organic manure for kitchen garden were distributed amongst those trained to equip them to start their gardens. One demonstration garden was set for each participating village. This was done with a view to facilitate the trained families to further hone their skills. Close to 100 Kitchen gardens are now in place.

Result: The families who were trained in the kitchen garden and have them set up have registered a significant increase in their HB levels and overall nutritional status.



**Join Poorva as she takes us through her kitchen garden:**

## OUR ORGANIZATION

### OUR BOARD OF TRUSTEES & DIRECTOR

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



**Keshub Mahindra, Chairperson:** Mr. Keshub Mahindra is the Chairman Emeritus of Mahindra & Mahindra Limited, the largest manufacturer of utility vehicles and tractors in India, and the flagship company of the M&M group. He is also the Chairman of Mahindra Foundation.



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



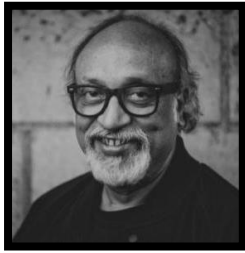
**Jamshyd N. Godrej:** Mr. Jamshyd N. Godrej is the Chairman of the Board of Godrej & Boyce Manufacturing Company Limited. He is also the President of World-Wide Fund for Nature, India, and Chairman of CII Sohrabji Godrej Green Business Centre, a centre for excellence for energy efficiency and conservation,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



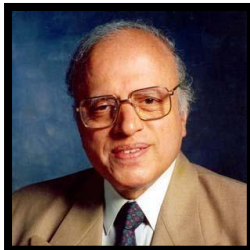
**Urvi Piramal:** Ms. Urvi Piramal is the Chairperson of the Ashok Piramal Group. She is a Trustee of the Piramal Education Trust and Ashok G Piramal Trust, which has been set up for the underprivileged. The Trust runs a children’s school at Bagar in Rajasthan.



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



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



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



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



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



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

## POSH COMMITTEE

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

The committee members of the POSH internal committee are:

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

## **TRUSTEES MEETINGS**

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

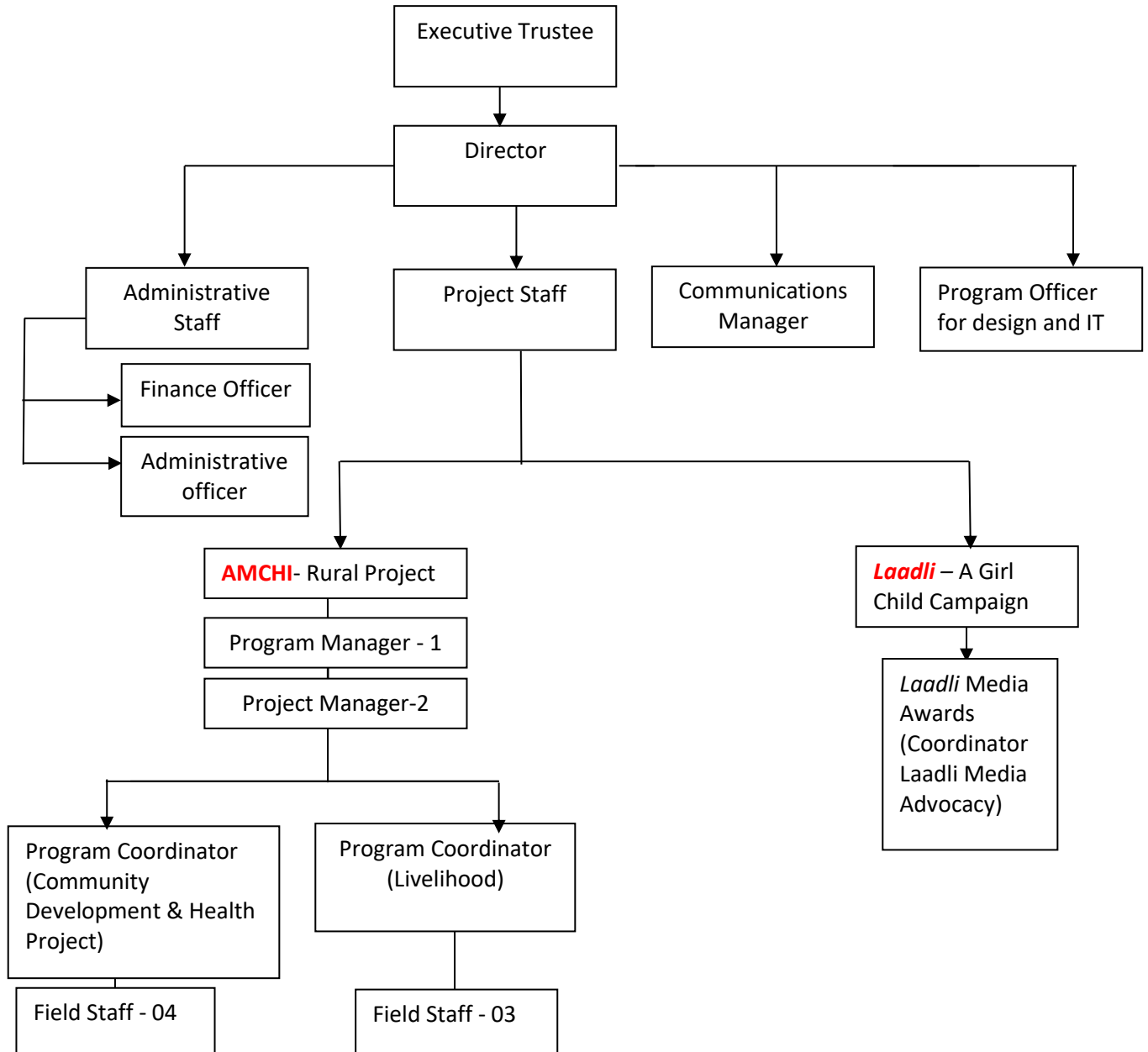
- a) 24<sup>th</sup> November 2021
- b) 4<sup>th</sup> February 2022
- c) 29<sup>th</sup> March 2022

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

Date	Meeting
21.04.2021	Gender Representation in Advertising in India
10.05.2021	Masterclass by India's foremost mythologist Devdutt Pattanaik as he demystifies money using lessons from Indian Culture
11.05.2021	Evaluating the Favorability of National Family Planning Policy Environments Using the Youth Family Planning Policy Scorecard
11.06.2021	Transls? Webinar 21 - Covid Warriors 2
16.06.2021	Live conversation on Instagram on Reporting Gender in a Pandemic with Teresa Rehman
17.06.2021	Webinar on Sex and gender in COVID-19 vaccines: data, policy, and communication
1.07.2021	Webinar on Youth Manifesto on Bodily autonomy and sexual and reproductive health and rights
7.07.2021	Panel discussion - Rural Women's Voices: Stories on Reproductive Health and Rights
12.07.2021	Webinar on COVID-19: Challenges for healthcare delivery and vaccination drives in India
16.07.2021	The State of Gender Equality: #GenderGaps - Who Cares for the Elderly? Gendered Intersectionalities in Geriatric Care
24.07.2021	Caste through the lens of Indian Cinema   Invitation for trw2021 all lovers of cinema and those who are concerned about caste
27.07.2021	Dr Sharada joined as speaker IAA Virtual Panel Discussion on Gender Representation in Indian Ads
17.08.2021	Funding opportunities for NGOs by Sanjay Vanani
18.09.2021	Return of an iconic ad – Candid conversation on club house
03.12.2021	Webinar on women in news media: now you see her, now you don't
2.02.2022	Webinar on Past, Present, and Future: Reflections on Social Norms Measurement from the Passages Project
7.02.2022	Content creation workshop with Sony TV
07.03.2022	Dr Sharada joined as guest at the valedictory function of the Certificate Course in Gender Studies at KC College
29.03.2022	The Memorial Lecture on “ Nakusha: Son preference, unwanted girls and gender gaps in Education”

# ORGANOGRAM

## Organizational Chart





## STAFF POSITIONS (APRIL 2020 – MARCH 2021)

1	Mr. S. V. Sista	Executive Trustee	2002 - Till date
2	Dr. A. L. Sharada	Director	June 2003 - Till date
3	Pooja Nagdev	Programme Officer	July 2015 - Till date
4	Swathi Chaganty	Programme Officer	November 2018- Till date
5	Sangita Waje	Asst. Admin & Account Officer	Jan 2019 – Till date
6	Sangeeta Tribhuwan	AMCHI Project Co-ordinator	Mar 2007 - Till date
7	Pathan Fazal Feroz Khan	AMCHI Project Co-ordinator	Apr 2007 - Till date
8	Dilip More	Field Officer -AMCHI	May 2009 - Till date
9	Madhuri Bhangе	Jr. Village Co-ordinator - AMCHI	Apr 2016 – Till date
10	Vishakha Nipurte	Sr. Village Co-ordinator - AMCHI	Nov 2009 – Till date
11	Sadhana Chaudhary	Village Co-ordinator- AMCHI	Feb-2013 - Till date
12	Vinayak Ware	Village Co-ordinator- AMCHI	Sept 2017- Till date
13	Kailas Shelar	Village Co-ordinator- AMCHI	May 2019 – May 2021
14	Jyoti Rahul Mahajan	Field Co-ordinator - AMCHI	November 2019 - Till date
15	Arjun Pate	Office Assistant	July 2019 - Till date
16	S.Skandan	Consultant – Admin.Account & Finance Management	March 2021 - May 2021
17	Malathi Kembhavi	Consultant Programme Management	June 2020 - Till date
18	Mrinmayee Ranade	Consultant Communication	June 2020 - Sept 2021
19	Ritu Motial	Consultant – Finance Officer	Oct 2021 - Till date
20	Swapnil Shirsekar	Consultant – Finance Officer	May 2021 - Till date
21	Sumit Patil	Field Co-ordinator – AMCHI	July 2021 - Till date
22	Pooja Gaikar	Village Co-ordinator- AMCHI	Oct 2021 – July 2022

## SALARY STRUCTURE

### Salary Structure as of 31<sup>st</sup> March 2022

Salary Structure	Male	Female	Total
Above 50,001	1	6	7
30,001 to 50,000	1	1	2
10,001 to 30,000	3	1	4
Below 10,000	3	5	8
Total Number of Staff			21

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

## OUR DONORS

<b>CORPORATES/FOUNDATION</b>		
Give Foundation	Eternus Solutions P.Ltd.	
Anugyan Consultion Pvt Ltd	Malabar Hill Rotary Foundation	
Pirojsha Godrej Foundation		
<b>INDIVIDUALS</b>		
Gokul Krishnamoorthy	Farah Barua	Ravindra Omprakash Sharma
Norbert Thomas Noronha	Kaku Pradeep Nakhate	Ashok Kumar Vij
Dr.Jajesh Kapadia	Keshub Mahindra	Umka Khanna
<b>PROJECT FUNDING</b>		
United Nations Population Fund	JSW Foundation	United Way Mumbai- Fiserv

## INDEPENDENT AUDITOR'S REPORT

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

## **DONATION DETAILS**

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

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

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

Please send your donation to our FCRA Account. Please mail us on [info@populationfirst.org](mailto:info@populationfirst.org) for account details.

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

Following is the account detail of FCRA ACCOUNT:

ACCOUNT NAME: POPULATION FIRST

ACCOUNT NO.: 6394969277

BANK ADDRESS:

BRANCH: CUFFE PARADE

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

IFSC Code: IDIB000C035

SWIFT: SBININBB104

# 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, 2022

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2022	MARCH 31, 2021		MARCH 31, 2022	MARCH 31, 2021
	Rupees	Rupees		Rupees	Rupees
<b>Trust Funds or Corpus :-</b>			<b>FIXED ASSETS (As per Schedule 'B')</b>		
Balance as per last Balance sheet	7,00,700	7,00,700	Balance as per last Balance Sheet	1,84,828	2,35,223
Addition during the year	-	-	Additions during the year	11,950	-
Adjustment during the year (give details)	-	-	Less :- Sales during the year		
<b>Other Earmarked Funds :-</b>	7,00,700	7,00,700	Less :- Transfer to Other Earmarked Fund		
(Created under the provision of the trust deed			Less :- Depreciation for the year	35,867	50,395
or scheme out of the Income)				1,60,911	1,84,828

Depreciation Fund					
Sinking Fund					
Reserve Fund					
Any other Fund (As per Schedule 'A')	1,87,056	15,95,275			
	1,87,056	15,95,275			
<b>Loans (Secured or Unsecured) :-</b>					
From Trustees					
From Others					
<b>Liabilities :-</b>					
For TDS payable	4,500	46,582			
For Profession Tax payable	1,750	3,525			
For Expenses	15,68,370	17,95,227			
For Advances	14,00,000	14,00,000			
For Salary Payable	-	74,166			
For Rent and Other Deposits	-	-			
For GST Payable	-	-			
			<b>Investments (in Mutual funds) :-</b>		
			1,979.282 units B 43 Birla Sunlife Cash Manager - Growth	4,50,000	4,50,000
			217.125 units SBI Magnum Insta Cash Fund - Growth	4,50,000	4,50,000
			<b>Note : the market value of the above investment is Rs.20,36,537.29</b>	9,00,000	9,00,000
			Furniture & Fixtures :- (Refer Schedule 'B') Balance as per last Balance Sheet Additions during the year Less :- Sales during the year Depreciation for the year		
			<b>Loans (Secured or Unsecured) : Good / Doubtful</b>		
			Loans Scholarship		
			Other Loans		
			<b>Advances :-</b>		

<b>Income and Expenditure Account :-</b> Balance as per last Balance Sheet Less : Appropriation, if any  <i>Add :</i> <i>Surplus / (Deficit) as per Income and Expenditure Account</i>			To GST Claimable Net	19,413	14,365
	29,74,620	33,19,500	To Prepaid Expenses	-	11,156
			To Employees (As per Schedule 'C')	35,287	41,893
	95,22,473	1,25,64,366	To Receivables (As per Schedule 'D')	1,77,000	-
			To Tax Deducted at Source	14,77,453	14,41,464
	(1,55,014)	(30,41,893)	To Others - Deposits (As per Schedule 'E')	2,60,500	2,30,500
				19,69,653	17,39,378
	93,67,459	95,22,473			
<b>BALANCE C/F</b>	<b>1,32,29,835</b>	<b>1,51,37,949</b>	<b>BALANCE C/F</b>	<b>30,30,564</b>	<b>28,24,206</b>

# Population First

# आमची AMCHI



Laadli

Celebrate Her Life

An Initiative by Population First

## Population First

Bungalow No 3, Paramhans CHS,  
Ramkrishna Nagar, Next VITS Sharnam hotel,  
Eastern Express Highway, Thane - 400604



[www.facebook.com/population.first](http://www.facebook.com/population.first)



[Laadli\\_PF](https://twitter.com/Laadli_PF)



[www.youtube.com/user/Laadli\\_PF](http://www.youtube.com/user/Laadli_PF)



[Population First](https://www.instagram.com/Population First)