

ANNUAL REPORT



April to March



Celebrate Her Life
An Initiative by Population First

आमची
AMCHI

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Foreword



Warm greetings from Population First!

The year 2024–25 unfolded as another meaningful chapter in our ongoing journey towards gender equality, social justice and community empowerment. With every initiative we undertook, our resolve deepened—to reshape narratives around gender, to stand alongside rural communities, and to widen pathways to fair and equal opportunities for all.

Our flagship Laadli Media Advocacy supported by UNFPA continued to question stereotypes and champion gender-sensitive journalism. The 14th Laadli Media and Advertising Awards drew an inspiring response from journalists, creators and storytellers from across the country, reaffirming the power of responsible, thoughtful storytelling.

Through the AMCHI Programme, our work with women, adolescent girls and rural communities expanded across more than 200 villages. The year brought encouraging gains in maternal health awareness, improved WASH practices, and stronger livelihood opportunities—each step contributing to healthier, more resilient communities.

In partnership with ATOS Prayas Foundation, we extended foundational learning support to 150 villages in Shahapur block. Over 6,000 children—especially girls—benefited from remedial classes in English, Mathematics and Marathi. Alongside this, we worked closely with families and communities to strengthen WASH behaviours, parental involvement and local ownership of education.

At Population First, we remain convinced that gender equality is not a standalone effort—it is the very bedrock of social progress. We are deeply grateful to our partners, supporters, donors and, above all, the communities who place their trust in us and walk this journey together.

Together, we continue to shape a future where every woman is empowered, every child is valued, and every community has the chance to thrive.

Yogesh Pawar
Programme Director,
Population First



About Population First

Founded in 2002 by Bobby Sista, Population First is a social impact organisation dedicated to addressing gender inequality, population issues, and development challenges. We work with media, youth, rural communities, and government systems to promote gender-sensitive communication, reproductive rights, health equity, and community empowerment.



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 is crimination; 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.

Programme Overview 2024–25

Laadli Media Advocacy

Laadli Media Advocacy, an initiative of Population First, continued its work in 2024–25 to promote gender-sensitive and inclusive media representation across journalism, advertising, entertainment, and digital platforms. The programme engaged journalists, content creators, educators, students, and media professionals to challenge stereotypes and strengthen responsible storytelling.

Over the years, Laadli has grown into a leading South Asian platform for gender-focused media advocacy through awards, fellowships, trainings, campaigns, masterclasses, podcasts, and youth engagement initiatives. The Laadli Media & Advertising Awards for Gender Sensitivity continued to recognise impactful work that challenged gender bias and amplified marginalised voices, encouraging more ethical and inclusive media practices.

The Laadli Media Fellowships supported in-depth reporting on intersectional gender and social justice issues, enabling journalists from diverse regions and languages to highlight underreported stories.

A series of workshops, masterclasses, and sensitisation programmes engaged students and professionals on themes such as gender representation, masculinities, climate justice, media ethics, and digital culture, helping build capacity for gender-responsive communication. Digital campaigns, podcasts, and online dialogues further expanded outreach and public engagement on gender equality and inclusion.

Overall, Laadli Media Advocacy strengthened its role as a catalyst for shifting narratives, building awareness, and promoting gender-just communication across South Asia.

AMCHI Programme (Action for Mobilisation of Community Health Initiatives)

A community-focused programme working across 200+ rural villages on:

- School dropout prevention
- WASH
- Adolescent health
- Sexual and reproductive health
- Malnutrition
- Livelihoods

ATOS PRAYAS EDUCATION INITIATIVE

A foundational learning programme across 150 villages focusing on remedial education and community ownership of schooling.

MAJOR HIGHLIGHTS OF 2024-25

- 14th edition of Laadli Media & Advertising Awards 2025, with over 800+ entries.
- 4th edition of South Asia Laadli Media & Advertising Awards (SALMAAGS).
- Successful launch of the 15th edition of Laadli Media & Advertising Awards 2025
- 16 Laadli Media Fellowships completed with 16 published stories.
- Gender-sensitive reporting workshops organized online & offline in Mumbai & Manipal.
- WASH training conducted in 150 schools benefiting 6,500+ students.
- ATOS Prayas Programme expanded from 40 to 150 villages.
- Over 6,000 students attended remedial education classes.
- Attendance of girls improved by 90%.
- SMC and PRI training conducted in 135 villages.
- 8,500 workbooks and 30,000 notebooks distributed.
- 13 health check-up camps conducted across tribal villages in Shahapur Taluka
- 598 children received health check-ups, medicines, and nutritional support.
- Nearly 70% of children showed improvement in weight during the intervention period.



Laadli Media Advocacy Initiative

The Laadli Media Advocacy Campaign continued to serve as a powerful platform influencing the way gender is portrayed in media. The initiative engaged journalists, filmmakers, advertising professionals, students, and youth leaders through national awards, masterclasses, media fellowships, and capacity-building workshops.

Gender and Media Masterclasses:

Capacity Building of Media Persons and students of journalism

More than 400+ media students benefited from Laadli media workshops conducted online & offline in Mumbai & Manipal



1. Building Gender-Sensitive Mindsets



Media & Gender

Creating informed and gender-sensitive communities through dialogue, education, and critical engagement.

1. Training of Trainers Workshop on Gender Stereotypes & Facilitation Skills

Date: 25–26 April 2024 | Venue: Regenta Place, Juhu, Mumbai

Population First conducted a two-day Training of Trainers workshop to strengthen facilitation skills and deepen understanding of gender issues. Facilitated by Dr. A.L. Sharada and Mr. Yogesh Pawar, the sessions explored gender, sexuality, patriarchy, equity, and media stereotypes through interactive activities, role plays, and group discussions. Participants engaged in exercises on intersectionality, inclusion, and media literacy, while also designing creative assignments to address gender bias.

Key Outcomes:

- Enhanced understanding of gender-sensitive facilitation
- Increased awareness of gender stereotypes in media and society
- Encouraged integration of gender-sensitive practices in educational spaces

Strengthened Population First's network of youth-oriented change agents



2. Capacity Building Workshop on Gender Sensitivity – Vidyalandkar Educational Campus

Date: 16 July 2024 | Venue: Vidyalandkar Educational Campus, Mumbai

Population First conducted a gender sensitivity workshop for 35 journalism students to strengthen critical understanding of gender representation in media and advertising. Facilitated by Mr. Yogesh Pawar, Ms. Ankita Keshri, and Mr. Navan Shetty, the workshop used interactive discussions, advertisements, videos, and activities to examine gender stereotypes, unconscious bias, and intersectionality. A “power walk” exercise and film analysis sessions encouraged students to reflect on equity and inclusive media narratives.

Key Outcomes:

- Improved understanding of gender representation in media
- Increased awareness of unconscious bias and social privilege
- Encouraged gender-sensitive media analysis and storytelling

Positive participant feedback, with high engagement levels reported



3. Capacity Building Workshop on Gender Sensitivity – Manipal Institute of Communication (MIC)

Date: 2 August 2024 | Venue: MAHE, Manipal, Karnataka

Population First, in collaboration with MIC, conducted a workshop on gender-sensitive media practices for 67 journalism students. Facilitated by Mr. Yogesh Pawar, the sessions explored gender bias, body positivity, consent, and representation in media through advertisements, films, and participatory activities. Reflective discussions and film analysis encouraged students to critically examine misogyny, stereotypes, and the “male gaze” in media narratives.

Key Outcomes:

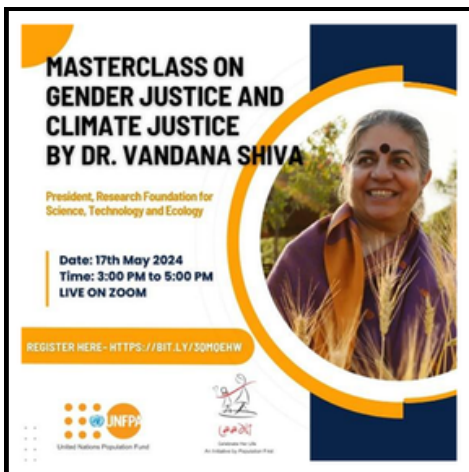
- Strengthened awareness of gender-sensitive media practices
- Encouraged critical analysis of films and advertisements
- Increased engagement with issues of inclusivity and representation
- Participants expressed strong interest in future gender workshops



4. Masterclass on Gender and Climate Justice by Dr. Vandana Shiva

Date: 17 May 2024 | Venue: Online (Zoom & YouTube Live)

Population First organised an online masterclass on Climate Justice and Gender Justice featuring environmental activist Dr. Vandana Shiva. Attended by over 200 participants, the session examined the links between patriarchy, ecological destruction, economic inequality, and corporate-led agricultural systems. Dr. Shiva emphasised the interconnection between environmental sustainability and women's rights, calling for ecological, social, and economic transformation.



Key Outcomes:

- Increased awareness of the relationship between gender and climate justice
- Encouraged critical engagement with neoliberal and corporate-led policies
- Highlighted ecological farming and sustainable development approaches
- Inspired participants to view climate action through a gender lens

The session can be viewed [here](#).

5. Masterclass on Unpacking and Repacking Masculinities by Dr. Harjant S. Gill

Date: 12 July 2024 | Venue: Online (Zoom)

As part of its Masterclass Series, Population First organised a session with anthropologist and filmmaker Dr. Harjant S. Gill on masculinity and gender representation. Drawing from his book *Coming of Age in Macho Land*, Dr. Gill discussed how patriarchy, caste, migration, and social pressures shape masculine identities in South Asia. Through film references and ethnographic insights, the session explored emotional isolation, violence, and gender norms affecting men and women alike.



Key Outcomes:

- Deepened understanding of masculinities and patriarchy
- Encouraged critical analysis of gender representation in films and media
- Promoted dialogue on emotional wellbeing and social pressures on men
- Provided participants with resources for further engagement on gender issues

The session can be viewed [here](#).

6. Masterclass on Elderly in India & the Role of Media: A Gender Perspective

Date: 28 February 2025 | Venue: Online (Zoom)

Population First organised a national masterclass on ageing and media representation, led by Dr. Sanjay Kumar, UNFPA India. The session examined India's growing elderly population through a gender lens, highlighting challenges faced by elderly women, including financial insecurity, healthcare gaps, and limited legal awareness. Discussions also focused on the media's role in challenging ageist stereotypes and promoting inclusive narratives around ageing and elder rights.

Key Outcomes:

- Increased understanding of gender dimensions in ageing
- Highlighted gaps in eldercare, healthcare, and legal protections
- Encouraged responsible media reporting on ageing and elder rights
- Reinforced the need for gender-responsive eldercare systems

The session can be viewed [here](#)



7. Digital Media as a Pedagogical Tool for Advancing Gender Equality

Date: 8 March 2025 | Venue: Guru Nanak College, Mumbai & Online

On International Women's Day 2025, Population First organised a hybrid programme exploring the role of digital media in advancing gender equality in education. The event brought together students, educators, researchers, and media professionals to discuss gender-sensitive pedagogy, digital storytelling, and inclusive learning practices. Sessions included a keynote by Ms. Ankita Bhatkande, podcast screenings, collaborative discussions, and the launch of publications and initiatives promoting gender-sensitive media.

Key Outcomes:

- Promoted gender-sensitive digital teaching practices
- Encouraged collaboration between academia, media, and technology sectors
- Strengthened awareness of inclusive digital storytelling
- Generated actionable recommendations for gender-equitable education systems



2. Strengthening Communities & Young Lives



AMCHI (Action for Mobilization of Community Health Initiatives)

Population First continued its grassroots interventions under the AMCHI programme in Shahapur Taluka, focusing on education, child health, nutrition, women's livelihoods, and community participation in tribal and rural communities. Through integrated community-based interventions, the programme strengthened access to education and healthcare services, promoted sustainable livelihoods, and encouraged community ownership of development initiatives.

ATOS SYNTEL PRAYAS FOUNDATION - EDUCATION INITIATIVE Girl Child-Focused Education Initiative

Overview

The ATOS Syntel Prayas Foundation - Education Initiative, implemented under Population First's AMCHI programme, continued to expand its reach during 2024-25. Initially launched in 2022-23 as a pilot in 40 villages in Shahapur block, the programme was scaled up to cover 150 villages, reaching over 6,000 children from socially and economically vulnerable communities.

The initiative focuses on strengthening foundational literacy and numeracy among students from Grades II to VI, while promoting girls' education, improving school attendance, and mobilising communities to support learning. The programme also creates livelihood opportunities for local youth, especially women, by engaging them as community educators.

Programme Focus Areas

- Foundational literacy and numeracy
- Remedial education support
- Promotion of girls' education
- WASH and hygiene awareness
- Community participation in school development
- Adolescent reproductive and sexual health awareness





Key Achievements

Improved Learning Outcomes

More than 6,000 students across 150 villages received remedial support in Mathematics, Marathi, and English. The learner-centric approach significantly improved foundational learning levels, classroom participation, and student confidence.

Community Ownership

In 30 villages, School Management Committees (SMCs), Gram Panchayats, teachers, and parents collectively assumed responsibility for teacher remuneration, enabling programme continuation without external financial support.

Women-Led Local Employment

A total of 150 local youth, primarily women, were trained and engaged as teachers, creating livelihood opportunities and strengthening community ownership of education.

School Infrastructure Improvements

Community mobilisation led to several school development initiatives:

- Water facilities improved in 21 schools through borewells, pipelines, and storage tanks
- Electricity bills supported in 16 villages by Gram Panchayats and parents
- School repair funds allocated in 15 villages
- Proposals for new school buildings submitted in 7 villages

Increased School Attendance

Regular follow-ups, home visits, and community meetings contributed to a significant rise in school attendance, particularly among girls. Daily attendance improved from nearly 60% to over 85% in several villages.

Major Programme Activities

Village Selection & Expansion

During the year, 110 additional villages were selected through consultations with the Education Department, Cluster Heads, teachers, and community representatives. Selection was based on learning needs, community willingness, and local support for implementation. Education officials appreciated the programme's learner-centric teaching methods, gender-sensitive content, and visible improvements in student engagement and attendance.

Youth Mobilisation & Teacher Selection

Village-level mobilisation meetings encouraged educated local youth, especially women and adolescent girls, to participate as teachers. Applications were screened jointly by SMCs and ZP teachers, followed by interviews conducted by the project team.

This transparent and community-driven process strengthened local ownership and accountability.

Teacher Training & Capacity Building

A total of 150 teachers received induction and refresher training focused on:

- Foundational learning concepts
- Learner-centric teaching methods
- Group and peer learning approaches
- Classroom planning and communication skills
- Inclusive and gender-sensitive education practices

The training strengthened teachers' ability to address varied learning levels and improve student engagement.



Baseline & Endline Assessments

Baseline assessments conducted among 6,000 students revealed major learning gaps and irregular attendance patterns. Only a very small percentage of students could read with comprehension or perform basic division.

Endline assessments demonstrated significant improvements in learning outcomes, attendance, and parental engagement. Parents also participated in reviewing student progress, strengthening accountability and involvement in children's education.

Distribution of Learning Materials

To support classroom learning, educational materials including notebooks, workbooks, pencil boxes, and geometry sets were distributed to 6,000 students across 150 schools.

The support reduced financial pressure on families and improved student preparedness and participation.



WASH (Water, Sanitation & Hygiene) Initiative

WASH trainings were conducted across all project schools, reaching more than 6,500 students. The sessions focused on personal hygiene, sanitation, water safety, waste management, and healthy daily habits.

Baseline findings highlighted serious gaps in sanitation facilities, handwashing practices, and access to safe drinking water. Through participatory demonstrations and community engagement, students became active promoters of hygiene within their villages.

Impact of WASH Trainings

- Improved awareness of hygiene practices
- Reduction in student illness and absenteeism
- Increased community adoption of soak pits and compost pits
- Greater awareness around sanitation and menstrual hygiene



Parent & Community Engagement

Parents' Meetings

Two rounds of parents' meetings were conducted across all 150 villages, engaging over 19,000 parents and community stakeholders.

The meetings focused on:

- Importance of regular attendance
- Student progress updates
- Community responsibility towards education
- Support for girls' education

Parents actively contributed classroom materials and supported remedial classes

SMC & PRI Capacity Building

Training programmes for SMC and PRI members improved understanding of:

- School governance and monitoring
- Roles and responsibilities
- School development planning
- Use of government education funds

The sessions strengthened collaboration between communities, schools, and local governance institutions.

ARSH (Adolescent Reproductive & Sexual Health) Sessions

ARSH sessions were conducted across 150 villages, reaching 3,111 adolescent girls. The sessions addressed:

- Physical and emotional changes during adolescence
- Menstrual health and hygiene
- Reproductive health awareness
- Myths and misconceptions

The initiative helped improve menstrual health awareness and contributed to increased school attendance among adolescent girls during menstruation.

Health workers including ASHA and ANM staff also participated actively in the programme.



Home Visits & Attendance Support

To address absenteeism, extensive home visits and review meetings were conducted with parents and community stakeholders.

Special focus was given to girls missing school due to household responsibilities. Counselling and community intervention helped improve attendance and parental support for education.

Experience Sharing Workshop

An experience-sharing workshop brought together 150 teachers to reflect on classroom experiences, challenges, and innovative teaching practices.

Teachers shared inspiring stories of personal growth and community impact, highlighting the transformative role of local women educators in tribal and rural communities.



Programme Impact

The ATOS Prayas Education Initiative has emerged as a strong community-driven education model in Shahapur block. Through remedial education, community mobilisation, girls' empowerment, WASH interventions, and adolescent health awareness, the programme has significantly improved attendance, foundational learning, and community participation in education.

The initiative has also demonstrated the potential for sustainability through local ownership and partnerships with schools, communities, and government stakeholders.



Transformational Stories

Case Studies...

Case Study - 1

Anjali Arvind Bangar: From Homemaker to Educator

Background

Anjali Arvind Bangar is a woman from a rural community whose life, like many others, was traditionally defined by domestic responsibilities—managing household chores, working in the fields, cooking, and caring for children. Society primarily identified her as a daughter-in-law, wife, and mother, leaving little space for her personal aspirations or identity.

Despite limited guidance and support, Anjali completed her 10th standard with 61% marks. Due to illness, she was unable to enrol in 11th standard, but with her father's support, she appeared for the 12th standard examination externally and passed with 60%. Although she aspired to pursue further education, family and social circumstances prevented her from doing so.

Challenges

After marriage, Anjali's responsibilities increased, and her educational dreams remained unfulfilled. While her husband encouraged her to continue studying, social pressure and fear of public opinion held her back.

Turning Point

A critical turning point came when a teacher position became vacant at her son's school. Anjali was given an opportunity to step in temporarily. This opened the door to a larger transformation when she was selected as a Teacher under the AMCHI Project, implemented by Population First with support from Atos Prayas Foundation.

This marked her formal entry into the education sector and gave her a new identity—Teacher.

Transformation and Impact

Becoming a teacher significantly changed how Anjali viewed herself and how society perceived her. Students addressed her with respect, and villagers began recognizing her as an educator and role model. Initially, balancing household responsibilities with work was difficult. There were moments of resistance and self-doubt. However, receiving her first

Case Studies...



salary became a defining moment. By contributing financially to the family, Anjali gained respect and recognition within her household. A notable moment of acceptance came when her mother-in-law encouraged her to prioritize school over household chores, symbolizing a shift in mindset and family dynamics. Today, Anjali is a respected teacher in her village. She is recognized not just as a homemaker, but as an educator, mentor, and empowered woman. Her journey has inspired others in the community to rethink traditional gender roles and support women's education and employment.

Conclusion

Anjali Arvind Bangar's journey reflects how timely opportunities, institutional support, and belief in women's potential can lead to profound social and personal transformation. Today, she stands as a powerful example of a woman who dared to dream—and turned those dreams into reality.

Case Study - 2

Solving the Water Crisis at Zilla Parishad Central School, Washala Budruk

Background

Washala Budruk is a remote village located 46 kilometres from Shahapur Taluka, with a population of approximately 150–200 families and two neighbouring tribal hamlets. Like other villages in the region, the Zilla Parishad (ZP) Central School, Washala Budruk, received water supply through taps provided by the Gram Panchayat. However, the water supply was insufficient to meet the daily requirements of students, teachers, and school staff. Over time, this inadequacy led to a persistent water crisis within the school, affecting hygiene, sanitation, and the overall learning environment.

Although the issue was discussed on several occasions, these discussions did not include all key stakeholders—such as school teachers, the School Management Committee (SMC), Gram Panchayat members, and parents—resulting in delays and lack of decisive action.

Intervention

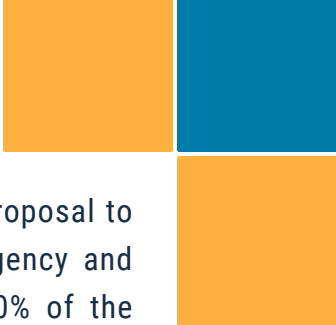
In the academic year 2023–24, Population First, in partnership with Atos Prayas Foundation, initiated the Basic Education Project to support academically underprivileged students. Encouraged by its positive outcomes, the project was expanded in 2024–25 to 150 schools across 150 villages, including ZP Central School, Washala Budruk. The structured learning sessions significantly benefited students and strengthened engagement with the school community.

Recognising the growing trust and impact of the project, a joint meeting was organised involving the SMC president and members, Gram Panchayat representatives, school teachers, and parents. While the primary agenda focused on education, the long-standing issue of water scarcity was raised during the discussion.

Population First facilitated the discussion and supported stakeholders in exploring sustainable solutions. After collective deliberation, all parties unanimously agreed that constructing a borewell was the most effective long-term solution.

Community Participation and Support

The resolution of the water crisis was driven by strong community participation. Parents of enrolled students contributed through a community fund, while teachers allocated available resources from the school's existing funds. Despite these efforts, the total amount collected was insufficient to meet the required budget.



To address the funding gap, parents and teachers jointly submitted a formal proposal to the Gram Panchayat, requesting financial assistance. Acknowledging the urgency and importance of the issue, the Gram Panchayat approved the allocation of 10% of the annual village development fund, earmarked for the holistic development of schools and students, to support the initiative.

Outcome and Impact

With coordinated efforts from teachers, parents, the SMC, and the Gram Panchayat, the borewell was successfully installed at the school. This intervention permanently resolved the school's water scarcity, ensuring a reliable water supply for students and staff.

This initiative not only addressed a critical infrastructure challenge but also reinforced an important lesson for the village: sustainable solutions emerge through collaboration, commitment, and timely action.

Acknowledgement

"Water is life." The students, teachers, and villagers of Washala Budruk will long remember this impactful initiative. Population First and Atos Prayas Foundation extend their gratitude to the School Management Committee, parents, and Gram Panchayat for their invaluable support and partnership in making this initiative a success.

Child Health & Nutrition Interventions

Health Check-up Initiative for Children (0-6 Years)

Population First continued its efforts to address malnutrition and improve child health among tribal communities through regular health check-up camps for children aged 0-6 years.

During FY 2024-25, 13 health camps were organised across villages under the Awale, Shere, and Ambarje sub-centres of Vasind PHC.

Key Highlights

- 598 children received health check-ups and medical support
- Free medicines including Iron, Calcium, and Multivitamins were distributed
- Diagnostic tests such as CBC, WBC, X-Ray, and 2D Echo were conducted free of cost
- 96 children were referred for advanced medical investigations and treatment
- Parent counselling sessions focused on nutrition, hygiene, and preventive healthcare

The initiative witnessed strong community participation, active involvement of ASHA workers and Health Department officials, and encouraging improvements in children's nutritional status, with nearly 70% of children showing weight improvement during the intervention period.



Sustainable Livelihoods & Organic Farming

Sunjivani Project

The Sunjivani Project focused on strengthening rural livelihoods and improving the well-being of tribal communities through sustainable agriculture and healthcare support.

Women-led vermicompost groups received training in marketing, branding, customer engagement, and business promotion to strengthen their enterprises and improve income opportunities.

Key Highlights

- 50 women trained in vermicompost marketing and enterprise development
- 600 farmers mobilised towards organic farming practices
- 3 farmer melavas and vermicompost exhibitions organised
- Orders received for nearly 300 quintals of vermicompost manure
- 200 tribal children benefited from health camps, medicines, and nutritional support

The initiative enhanced women's livelihood opportunities, promoted sustainable farming practices, and improved access to healthcare and nutritional support in tribal communities.

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Additional Education & Livelihood Support

Supported by Fazlani Academy

Population First implemented an integrated education and livelihood intervention in the tribal villages of Dehna and Chinchwadi to address post-pandemic learning gaps among students and create livelihood opportunities for women.

Assessments in local Zilla Parishad schools revealed severe gaps in foundational literacy and numeracy skills, particularly in Marathi, English, and Mathematics. To support students requiring additional academic assistance, two local teachers were recruited and trained in participatory and activity-based learning methods.

Supplementary classes were conducted for 97 students across the two villages, alongside parent engagement meetings to strengthen community participation in education.

Key Highlights

- 2 local teachers recruited and trained
- 97 students enrolled in supplementary learning classes
- Significant improvement in foundational literacy and numeracy skills
- Marathi paragraph reading improved from 1 student at baseline to 65 students at end-line
- School attendance increased by nearly 35%



To strengthen women's economic opportunities, a vermicomposting group comprising 10 women was formed in Dehna village. The women participated in exposure visits and practical training in vermicompost production, storage, packaging, and marketing. A vermicompost production unit was subsequently established, enabling the women to begin manure production and market outreach activities.

The intervention highlighted the importance of community-driven initiatives in improving educational outcomes, promoting women's economic empowerment, and strengthening sustainable rural livelihoods.



3. Media, Narratives & Public Discourse



Media Advocacy & Storytelling

Laadli Media Fellowship 2024

The Laadli Media Fellowship 2024 was launched to encourage journalists and media professionals to report on gender-based violence (GBV) and its intersectional impact on marginalised and vulnerable communities. The Fellowship aimed to strengthen gender-sensitive, evidence-based journalism that challenges stigma and promotes social change.

Theme

“Gender-Based Violence and Its Intersectionalities vis-à-vis Marginalised and Vulnerable Groups.”

A national call for applications received 40 entries from across India. Sixteen Fellows were selected from nine states and produced stories in seven languages, reflecting India’s regional and linguistic diversity. The Fellowship was conducted from 28 November to 26 December 2024.

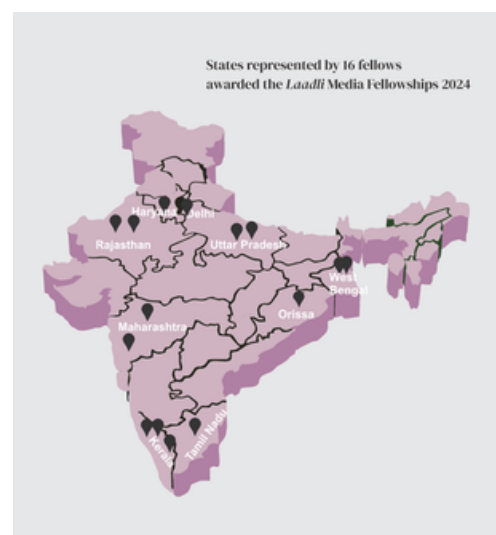
Key Objectives

- Promote intersectional reporting on GBV
- Highlight gaps in justice, healthcare, and social protection systems
- Encourage inclusive and responsible journalism
- Amplify voices from marginalised communities

Reach & Impact

A total of 16 fellowship stories were published across leading national and regional media platforms, with an estimated combined circulation of 58 million. The Fellowship strengthened public discourse on gender justice and reinforced the role of media in promoting inclusive social change.

Supported by Laadli and UNFPA, the initiative reaffirmed the transformative power of storytelling in addressing gender inequality and violence.



#PassTheMic Campaign

24 Voices, One Safe Space: Sharing Stories That Matter

The #PassTheMic campaign created a digital platform for creators and audiences to discuss gender norms, discrimination, and lived experiences through reels, stories, and audio conversations on the Arré Voice app.

The campaign addressed issues such as dowry, equal pay, emotional abuse, and gender stereotypes across multiple Indian languages.

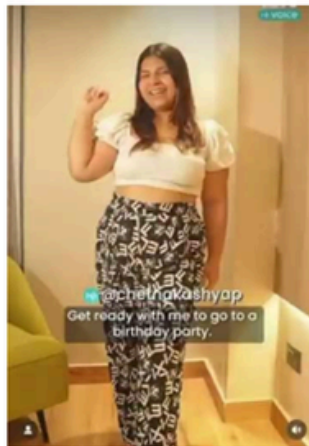
Impact at a Glance

- Social media reach: 2.5 million+
- Campaign reach: 1.2 million+
- Meaningful engagements: 33,000+
- Community stories inspired: 200+

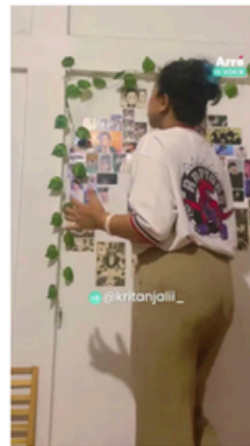
Through collaborations with creators and youth influencers, the campaign encouraged open conversations and built a supportive online community advocating for gender equality.



Views: 309099
Engagement: 24092



Views: 86823
Engagement: 4524



Views: 163961
Engagement: 8485



Views: 133558
Engagement: 966

Podcast Series

Decoding Gender – Insights from Thought Leaders

As part of the global 16 Days of Activism Against Gender-Based Violence campaign, Population First launched Decoding Gender – Insights from Thought Leaders, a daily podcast series released on YouTube from 25 November to 10 December 2024.

Supported by UNFPA and conceptualised by Dr. A. L. Sharada, the series featured experts, activists, and practitioners discussing the intersections of gender with caste, health, disability, LGBTQIA+ rights, cinema, STEM, politics, and climate change. Through accessible digital conversations, the initiative encouraged meaningful dialogue and wider public engagement with gender justice issues.

In 2025, Population First expanded the initiative with two special episodes marking significant occasions. Decoding Gender in Science, released on the International Day of Women and Girls in Science (11 February), explored the experiences and challenges faced by women in STEM. Another episode, Gender Lens on Shyam Benegal's Films, paid tribute to filmmaker Shyam Benegal by examining gender representation in his landmark films Ankur, Bhumika, and Mandi.

The Decoding Gender series highlighted the role of dialogue, media, and storytelling in advancing gender equality and strengthening awareness around gender-based violence.

The full podcast series playlist is available on YouTube and can be accessed here: [Decoding Gender Playlist](#).



Alternarratives – Laadli Media Awards 2024 Publication

Alternarratives is a curated publication featuring selected award-winning entries from the 14th Laadli Media and Advertising Awards for Gender Sensitivity 2024.

The publication includes over 33 articles and creative works across journalism, advertising, films, television, books, and theatre, highlighting progressive and gender-sensitive storytelling from diverse linguistic and cultural contexts.

The volume also profiles special award recipients recognised for their contribution to advancing gender-sensitive media and public discourse.

Alternarratives serves as an important advocacy and knowledge resource promoting inclusive, ethical, and equitable media practices.

The link for the book is [enclosed](#).



Laadli Media Fellowship book

In December 2024, fellowships were awarded to 15 media professionals to support in-depth reporting on gender-based violence (GBV). The Fellows produced compelling stories in seven languages, published on major platforms such as The Hindu, The Wire, and Feminism In India, reaching an estimated 58 million readers. These 15 stories have been compiled into an eBook titled Breaking the Silence... And a Few Delusions Along the Way, capturing bold, policy-relevant storytelling that amplifies voices from the margins.

Click here to access the [eBook](#).

Gender in Media & Digital Culture

Gender Representation on Indian OTT Platforms: A Study (2023)

Overview

Population First conducted a study on gender representation in Indian OTT content released in 2023 to examine how streaming platforms are reshaping portrayals of women, masculinity, and LGBTQIA+ identities. With the growing popularity of OTT platforms such as Netflix, Amazon Prime Video, Disney+ Hotstar, and MX Player, the study explored the emergence of more diverse and progressive gender narratives in digital entertainment.

Objectives

The study aimed to:

- Analyse gender representation in popular OTT films and web series
- Develop a framework for monitoring gender portrayal in OTT content
- Assess content across a gender-integration continuum ranging from gender-discriminatory to gender-transformative

Methodology

The study used a content analysis approach covering Indian-produced OTT films and web series released in 2023. From an initial pool of around 150 titles across major platforms, 20 popular titles were shortlisted based on IMDb ratings and viewership trends for detailed analysis.

Key Findings

- Series such as Dahaad and Scoop portrayed strong and layered female protagonists.
- Shows including Farzi and Kohrra presented emotionally nuanced male characters, moving beyond hypermasculine stereotypes.
- Made in Heaven and Taali offered sensitive portrayals of LGBTQIA+ identities and experiences.
- Content such as Gulmohar highlighted themes of acceptance, identity, and intergenerational perspectives within family structures.

Recommendations

The study recommended:

- Greater inclusion of women, LGBTQIA+, and marginalised creators in content production
- Use of sensitivity readers and gender training in storytelling processes
- Inclusive casting practices
- Increased investment in gender-sensitive and socially responsible narratives

Conclusion

The study highlighted the growing role of OTT platforms in promoting more inclusive and progressive gender narratives in Indian entertainment. While significant progress has been made, continued efforts toward authentic and diverse storytelling remain essential for advancing gender equality in media.

The study report can be viewed [here](#).

4. Celebrate Change



Laadli Media & Advertising Awards for Gender Sensitivity 2024 – Regional Awards

The 14th edition of the Laadli Media & Advertising Awards for Gender Sensitivity – Regional Awards was held in Thane on 4 September 2024, recognising outstanding contributions towards gender-sensitive media and advertising.

A total of 75 winners and 37 Jury Appreciation Citation recipients were honoured across four regions – Northern (29), Western (21), Southern (13), and Eastern (12). The awards received 798 entries in 11 languages from across India. A jury panel of 52 experts conducted 29 rounds of deliberations to finalise the winners.

Award-winning entries highlighted critical issues including health, education, climate change, child marriage, and gender-based violence. Speakers including Sabah Khan, Renuka Shahane, K. V. Sridhar, and Dr. A. L. Sharada emphasised the role of media in shaping inclusive and gender-sensitive narratives and acknowledged the efforts of journalists and content creators driving social change.

The evening opened with a tribute to the late Bobby Sista, founder of Population First, followed by a cultural performance by children from the Kaina Foundation led by Manipuri artist Latasana Devi. The event was hosted by journalist Vinaya Deshpande and also featured a musical performance by Vaibhav Mankad and troupe.

The Regional Awards continue to strengthen Laadli's mission of encouraging responsible, inclusive, and gender-sensitive representation across media platforms.

The recording of the event can be viewed [here](#).

Brochure for the Regional event is [enclosed](#).



14th National Laadli Media Awards & 4th South Asia Laadli Media Awards (SALMAAGS) 2024

The 14th National Laadli Media Awards for Gender Sensitivity and the 4th South Asia Laadli Media Awards were held on 9 October 2024 at the Tata Theatre, NCPA, Mumbai, with support from UNFPA and in collaboration with the South Asian Women in Media Network (SAWM).

The event honoured 42 outstanding contributions from India's media, literature, cinema, advertising, and digital sectors, along with 14 journalists from Afghanistan, Bangladesh, Bhutan, Maldives, Nepal, Pakistan, and Sri Lanka for gender-sensitive reporting.

Dr. Natalia Kanem, Executive Director of UNFPA, delivered the keynote address, highlighting the power of media in challenging stereotypes and shaping inclusive social narratives. The evening also paid tribute to Bobby Sista, founder of Population First.

Special UNFPA@50 Laadli Awards recognised individuals working on issues including masculinity, climate justice, elderly care, youth empowerment, digital inclusion, and bodily autonomy. In cinema and entertainment, Laapataa Ladies won Best Feature Film, All We Imagine As Light received the Most Significant Film of the Year award, Kaathal – The Core won Best OTT Film, and Taali was awarded Best Web Series.

Advertising and CSR campaigns promoting gender equality were also recognised, including initiatives by Tanishq, Whisper, Ariel, Starbucks India, Shaadi.com, Urban Company, and Dabur Vatika.

The awards further celebrated books, theatre, and journalism that explored gender, caste, class, identity, and social justice issues. Chief Guest Ratna Pathak Shah appreciated the diversity and impact of the work being honoured.

Hosted by journalist Vinaya Deshpande, the event also featured a Sufi Kalaam performance by Radhika Sood Nayak, reinforcing the evening's message of inclusion, equality, and social change through media.

The recording of the event can be viewed [here](#).

Brochure for the National event is [enclosed](#).



Launch of the 15th Edition of Laadli Media Awards 2025

The 15th edition of the Laadli Media & Advertising Awards for Gender Sensitivity 2025 was launched with an interactive session for media students at Guru Nanak College, inviting journalists, advertisers, and content creators to submit work promoting gender-sensitive and inclusive narratives.

To expand outreach, Population First conducted a multi-platform digital campaign across LinkedIn, Instagram, Facebook, and Twitter throughout April 2025. A targeted LinkedIn sponsored messaging campaign reached over 7,200 individuals, generating more than 3,200 message opens and 293 website visits. Instagram promotions across Laadli and Population First accounts received over 5,200 views and 230+ engagements, reflecting strong youth participation and advocacy interest.

Strategic outreach through journalism and media-focused Facebook groups extended campaign visibility to more than 165,000 members, significantly strengthening awareness among media professionals and students. Together, these efforts enhanced participation, increased visibility for the awards, and reinforced Laadli's commitment to promoting gender-sensitive storytelling in Indian media.



5.Challenge Harmful Norms



FGM Film Screening & Panel Discussion – Mumbai

Overview

Population First organised a screening of *The Beginning* on 19 July 2024 at Red Bulb Studios, Mumbai, attended by 45 media and industry professionals. The 15-minute fiction film by filmmaker and activist Insia Dariwala explored the trauma and realities of Female Genital Mutilation/Cutting (FGM/C) within Bohra and Sunni Muslim communities in India.

Panel Discussions

The screening was followed by two panel discussions featuring filmmakers, activists, legal experts, doctors, and journalists including Insia Dariwala, Onir, Julie Thekkudan, Aarefa Johari, Audrey D'Mello, Dr. Eliza Kapadia, and Dr. Suchitra Dalvie.

Discussions focused on:

- The psychosocial and health impact of FGM/C
- Medicalisation of the practice
- Survivor experiences and stigma
- Legal and policy gaps in India
- Need for awareness and community engagement

Key Outcome

The event reinforced the need for survivor-centred advocacy, stronger public awareness, and legal recognition of FGM/C in India. Participants emphasised education, policy reform, and community dialogue as essential steps towards ending the practice.



FGM Film Screening & Panel Discussion – Delhi

Commemorating the 16 Days of Activism Against Gender-Based Violence

Overview

On 6 December 2024, Population First and UNFPA organised a screening and panel discussion at the United Nations Hall, New Delhi, attended by 52 participants including development professionals and UN representatives.

The programme featured a screening of *The Beginning*, followed by a panel discussion titled *Breaking the Silence*.

Key Discussions

Panelists including Insia Dariwala, Aarefa Johari, and Masooma Ranalvi discussed:

- Cultural and religious myths surrounding FGM/C
- Survivor trauma and social pressure
- Community-based advocacy and awareness initiatives
- Legal gaps and the need for policy reform

Speakers highlighted the secrecy surrounding the practice and the importance of involving communities, religious leaders, and youth in awareness efforts.

Conclusion

The session emphasised that eliminating FGM/C requires sustained advocacy, stronger legal recognition, cross-sector collaboration, and survivor-centred community engagement.



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 the day-to-day functioning of the Organisation which falls under the purview of the Director. The members are:



Urvi Piramal
Chairperson

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
Executive Trustee

K.V. Sridhar is 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 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.



Dr Anil K. Khandelwal
Trustee

Dr Anil K. Khandelwal, PhD, is the former Chairman and Managing Director of Bank of Baroda and Dena Bank, recognised for transforming Bank of Baroda into a major brand. The only Indian banker to receive the Lifetime Achievement Award from The Asian Banker, Singapore, he chaired the Khandelwal Committee on HR reforms in public sector banks. A thought leader, international speaker, and author of seven books, Dr Khandelwal has also been a consultant to the UNDP and several global consulting firms.

Our Board of Trustees & Director



Megha Tata
Trustee

Megha Tata was appointed CEO of Cosmos Maya on 3 October 2022, leading operations and driving the animation studio's growth. With over 30 years of leadership experience at organisations like WB Discovery, BTVI, HBO, and Star TV, she excels in sales, strategy, marketing, and negotiations. Megha also holds key industry roles, serves on FICCI's National Media and Entertainment Committee, and was recognised as one of Asia's Most Inspirational Women in Leadership in 2022.



Prof. Vibhuti Patel
Trustee

Prof. Vibhuti Patel is a distinguished economist specialising in gender and development. With a PhD from the University of Mumbai, she has contributed to social infrastructure, human rights, and women's studies. A key figure in the 1970s women's movement, she has held prominent academic roles and published extensively on gender economics, women's empowerment, and gender equality.



Karthi Kumar Marshan
Trustee

Karthi Kumar Marshan is a seasoned marketing professional, recently stepped down as President and Chief Marketing Officer at Kotak Mahindra Bank after almost 17 years. He started his career as a Copywriter at Burson Marsteller Communications and has held senior roles, including CEO of South Asian Television and co-founder of Sharekhan. An IIM Bangalore alumnus, originally from Mumbai, he now favours the tranquillity of Bengaluru and Goa.

Our Board of Trustees & Director



Faye D'Souza
Trustee

Faye D'Souza is a prominent journalist known for her unbiased reporting, particularly resonating with younger audiences. With over 3 million social media followers, she and her team provide trustworthy, verified news. As the youngest female Executive Editor of a national news channel, Faye founded Beatroot News, a fast-growing app promoting responsible journalism, free from algorithms and clickbait. Her accolades include the Ramnath Goenka Award and Vogue Woman of the Year.



Dr A L Sharada
Trustee

Dr A. L. Sharada is the Former CEO of 'Population First' is active in the development sector for the last 31 years as a researcher, trainer and program manager. She worked with international agencies like UNICEF, UNFPA and other non-government Organisations 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.



Yogesh Pawar
Programme Director

Yogesh Pawar, is a journalist with 28 years of experience across print, digital, and television media. A TISS post-graduate in Social Work, he has worked with The Indian Express, Rediff, Elle, NDTV, and DNA. His reporting has focused on issues of hunger, poverty, exclusion, caste, gender, sexuality, arts, and cinema. His work has also appeared in The Hindustan Times, The Quint, Caravan, Article 14, and Al Jazeera. A journalism teacher since 2002, he has mentored many journalists, filmmakers, and professionals.

Trustees Meetings

Three meetings were held with the trustees and the entire Population First team to review and understand the activities carried out by the team. The meetings were conducted on the following dates:

- 23rd April 2024
- 12th August 2024
- 26th March 2025

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 2024 – March 2025, 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

Our Team

Our team is our strength – a group of committed professionals, field coordinators, educators, health workers, and volunteers working tirelessly to improve lives.

Core Team:

- Dr. A. L. Sharada, Consultant till July 2024
- Mr. Yogesh Pawar, Programme Director
- Ms. Pooja Nagdev, Laadli Co-ordinator
- Ms. Sangita Waje, Admin & Account Officer
- Mr. Swapnil Shirsekar, Consultant – Finance Officer
- Ms. Sangeeta Tribhuwan, AMCHI Project Director
- Mr. Pathan Fazal Feroz Khan, AMCHI Deputy Project Director

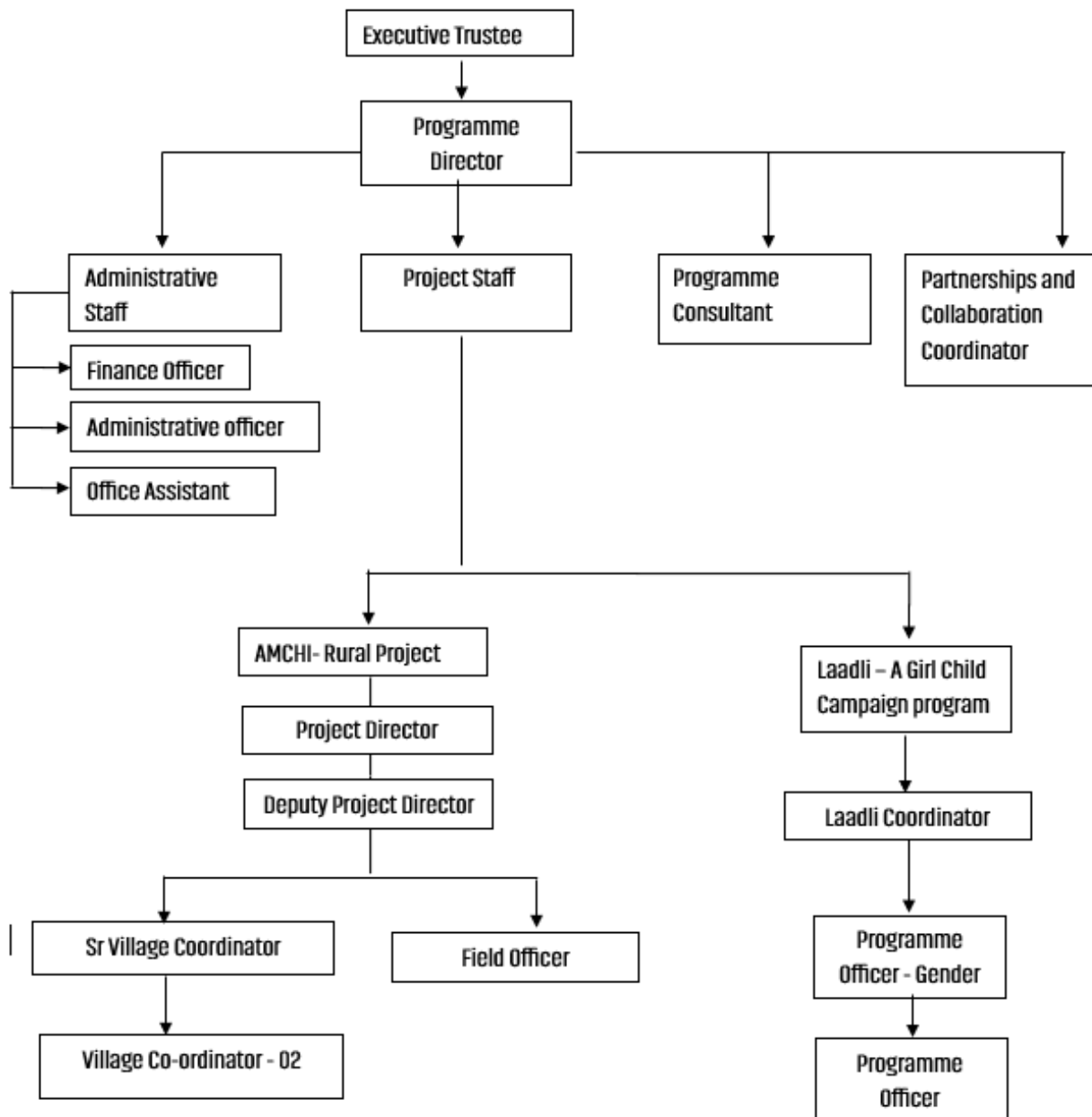
Field Team:

- Mr. Arjun Pate, Office Assistant
- Mr. Dilip More, Field Officer -AMCHI
- Ms. Vishakha Nipurte, Village Co-ordinator –AMCHI
- Ms. Sadhana Chaudhary, Village Co-ordinator-AMCHI
- Mr. Vinayak Ware, Field Officer -AMCHI
- Ms. Namrata Nitin Vekhande, Field Staff - AMCHI
- Ms. Meena Ambo Hiram, Field Staff - AMCHI
- Mr. Akash Waman Warghade, Field Staff - AMCHI
- Mr. Yogesh Ramchandra Partole, Field Staff - AMCHI
- Ms. Madhura Mahendra Bhoir, Field Staff - AMCHI
- Ms. Ankita Keshri, Programme Officer for Laadli
- Ms. Varsha Alimchandani, Programme Officer(Gender) for Laadli

Volunteers & Interns

More than 50 volunteers and students contributed to events, surveys, data entry, social media campaigns, and Laadli events.

Organizational Chart



Our Donors

INDIVIDUALS

Kalpana Kantilal Jagani
Aunum Sandeep Mehta

Umka Khanna
Syam Sunder Mattay

PROJECT FUNDING

United Nations Population Fund

Atos Syntel Prayas Foundation

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.

Kindly make your donation to the following account:

ACCOUNT NAME: POPULATION FIRST
ACCOUNT NO.: 00601450000082
BANK NAME : HDFC Bank Ltd.
BRANCH: Fort Branch, Mumbai
IFSC Code: HDFC0000060

FCRA Bank account details:

ACCOUNT NAME: POPULATION FIRST
ACCOUNT NO.: 40258295898
BANK NAME : State Bank of India
BRANCH: New Delhi Main Branch
IFSC Code: SBIN0000691
SWIFT: SBININBB104

* We require letter from Donor pertaining donation details with Name, address, email id and contact no. of the Donor.

Financial Statements

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, 2025

FUNDS & LIABILITIES	As at	As at	PROPERTY AND ASSETS	As at	As at
	MARCH 31, 2025	MARCH 31, 2024		MARCH 31, 2025	MARCH 31, 2024
	Rupees	Rupees		Rupees	Rupees
Trust Funds or Corpus:			FIXED ASSETS (As per Schedule 'B')		
Balance as per last Balance sheet	7,00,700	7,00,700	Balance as per last Balance Sheet	1,13,804	1,34,065
Addition during the year	-	-	Additions during the year	84,900	-
Adjustment during the year (give details)	-	-	Less: Sales during the year		
	7,00,700	7,00,700	Less: Transfer to Other Earmarked Fund		
Other Earmarked Funds:			Less: Depreciation and write off for the year	28,813	20,261
(Created under the provision of the trust deed				1,49,891	1,13,804
or scheme out of the Income)			Investments (in Mutual funds):		
Depreciation Fund			1,979.282 units B 43		
Sinking Fund			Birla Sunlife Cash Manager - Growth	4,50,000	4,50,000
Reserve Fund			217.125 units SBI		
			Magnum Insta Cash Fund - Growth	4,50,000	4,50,000
Any other Fund (As per Schedule 'A')	24,94,354	41,18,345	Note: the market value of the above investment is Rs.25,47,579.55	9,00,000	9,00,000
	24,94,354	41,18,345	Furniture & Fixtures: (Refer Schedule 'B')		
Loans (Secured or Unsecured):			Balance as per last Balance Sheet		
From Trustees	-	-	Additions during the year		
From Others	-	-	Less: Sales during the year		
			Depreciation for the year		
Liabilities:			Loans (Secured or Unsecured): Good / Doubtful		
For TDS payable		-	Loans Scholarship		
For Profession Tax payable	2,000	1,575	Other Loans		
For Expenses	15,87,264	17,00,024			
For Advances	-	-			
For Salary Payable					

Financial Statements

For Rent and Other Deposits	-	-			
For GST Payable	-	-			
	15,89,264	17,01,599			
Income and Expenditure Account:					
Balance as per last Balance Sheet	1,04,85,045	90,11,763			
Less: Appropriation, if any					
<u>Add: Surplus / (Deficit) as per Income and Expenditure Account</u>	(66,028)	14,73,282			
	1,04,19,017	1,04,85,045			
BALANCE C/F	1,52,03,335	1,70,05,689	BALANCE C/F	29,56,465	28,50,303

Financial Statements

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, 2025 (Contd.)

FUNDS & LIABILITIES	As at MARCH 31, 2025 Rupees	As at MARCH 31, 2024 Rupees	PROPERTY AND ASSETS	As at MARCH 31, 2025 Rupees	As at MARCH 31, 2024 Rupees
BALANCE B/F	1,52,03,335	1,70,05,689	BALANCE B/F	29,56,465	28,50,303
			Income Outstanding: Rent Accrued Interest	39,720	35,529
			Cash and Bank Balance: In Saving Account with HDFC Bank In Saving Account with HDFC Bank - FCRA A/C In Saving Account with IDBI Bank A/c no.004104000125956 In Saving Account with IDBI Bank A/c no.004104000099271 In Saving Account with Indian Bank In Saving Account with SBI Bank In Fixed Deposit Account with HDFC Bank	39,720 22,70,073 4,28,268 24,111 11,37,128 1,03,105 44,787 81,99,679	35,529 29,88,403 4,15,682 23,812 22,85,412 1,00,318 42,528 82,63,702
			Income and Expenditure Account: Balance as per last Balance Sheet Less: Appropriation, if any Less: Surplus as per Income and Expenditure Account Add: Deficit as per Income and Expenditure Account	1,22,07,150	1,41,19,857
Total Rs.....	1,52,03,335	1,70,05,689	Total Rs.....	1,52,03,335	1,70,05,689

Financial Statements

The Bombay Public Trust Act, 1950

SCHEDULE – VIII

[Vide Rule 17 (1)]

Name of the Public Trust: POPULATION FIRST

Income and Expenditure for the year ended MARCH 31, 2025

EXPENDITURE	For the year ended MARCH 31, 2025 Rupees	For the year ended MARCH 31, 2024 Rupees	INCOME	For the year ended MARCH 31, 2025 Rupees	For the year ended MARCH 31, 2024 Rupees
Expenditure in respect of properties: - Rates, Taxes, Cesses Repairs and Maintenance Salaries Insurance Depreciation (by way of provision or adjustment)			(accrued) By Rent ---- (realised) (accrued) By Interest ---- - On Fixed deposits with HDFC Bank On Loans On Bank		
Establishment Expenses (As per Schedule 'E'): -	8,88,522	10,34,484		5,56,281 99,599	4,88,839 81,744
Remuneration To Trustee: - Remuneration (in the case of a math) to the head of the math including his household expenditure, if any			By Dividend By Donation in cash or Kind (As per Schedule 'G') By Grants	6,55,880 88,102 -	5,70,583 27,23,718 -
Audit Fees: -	53,100	73,000	By Income from other sources (in details as far as possible) (As per Schedule 'H') By Transfer From Reserve - Earmarked Funds (on utilisation of the fund balance) (As per Schedule 'I')	19,92,136 3,16,32,265	12,38,150 1,86,00,066
Contribution and Fees: -					
Amount written off: - (a) Bad Debts (b) Loan Scholarship (c) Irrecoverable Rents (c) Other Items					
	-	-			
BALANCE C/F	9,41,622	11,07,484	BALANCE C/F	3,43,68,383	2,31,32,517

Financial Statements

The Bombay Public Trust Act, 1950

SCHEDULE – VIII

[Vide Rule 17 (1)]

Name of the Public Trust: POPULATION FIRST

Income and Expenditure for the year ended MARCH 31, 2025 (Contd.)

EXPENDITURE	For the year ended MARCH 31, 2025	For the year ended MARCH 31, 2024	INCOME	For the year ended MARCH 31, 2025	For the year ended MARCH 31, 2024
	Rupees	Rupees		Rupees	Rupees
BALANCE B/F	9,41,622	11,07,484	B/F BALANCE	3,43,68,383	2,31,32,517
Miscellaneous Expenses:	2,44,514	14,539			
Depreciation:	28,813	20,254			
Amount Transferred to Reserve or Specific Funds:					
Expenditure on Objects of the Trust:					
(a) Religious					
(b) Educational (As per Schedule 'F')	3,32,19,462	2,05,16,958	By Deficit carried over to Balance Sheet	66,028	
(c) Medical Relief					
(d) Relief of Poverty					
(e) Other Charitable Objects					
	3,32,19,462	2,05,16,958			
Surplus carried over to Balance Sheet		14,73,282			
Total Rs.....	3,44,34,411	2,31,32,517	Total Rs....	3,44,34,411	2,31,32,517

Contact Us



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www.populationfirst.org



info@populationfirst.org



**Bungalow no. 3, Paramhans CHS, Ramkrishna Nagar,
Near new RTO, Next to Hotel VITS Sharanam,
Thane (W) - 400604**

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Mumbai - 400 001.

Facebook: www.facebook.com/POPULATION.FIRST

Blog: laadlimerilaadli.blogspot.in/

Twitter: [Laadli_PF](https://twitter.com/Laadli_PF)

Instagram: [Population_First](https://www.instagram.com/Population_First)

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