

Population First



Laadli

Celebrate Her Life

An Initiative by Population First

Legends  
for *Laadli*



A Fund Raiser to support  
*Laadli* - Girl Child Campaign

Ustad Shujaat Khan (Sitar)  
Sapan Anjaria & Amit Choubey (Tabla)

**Tuesday**  
**05**  
**NOV**

**TATA THEATRE**  
**NCPA | 7:00 PM**

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Ticketing Partner



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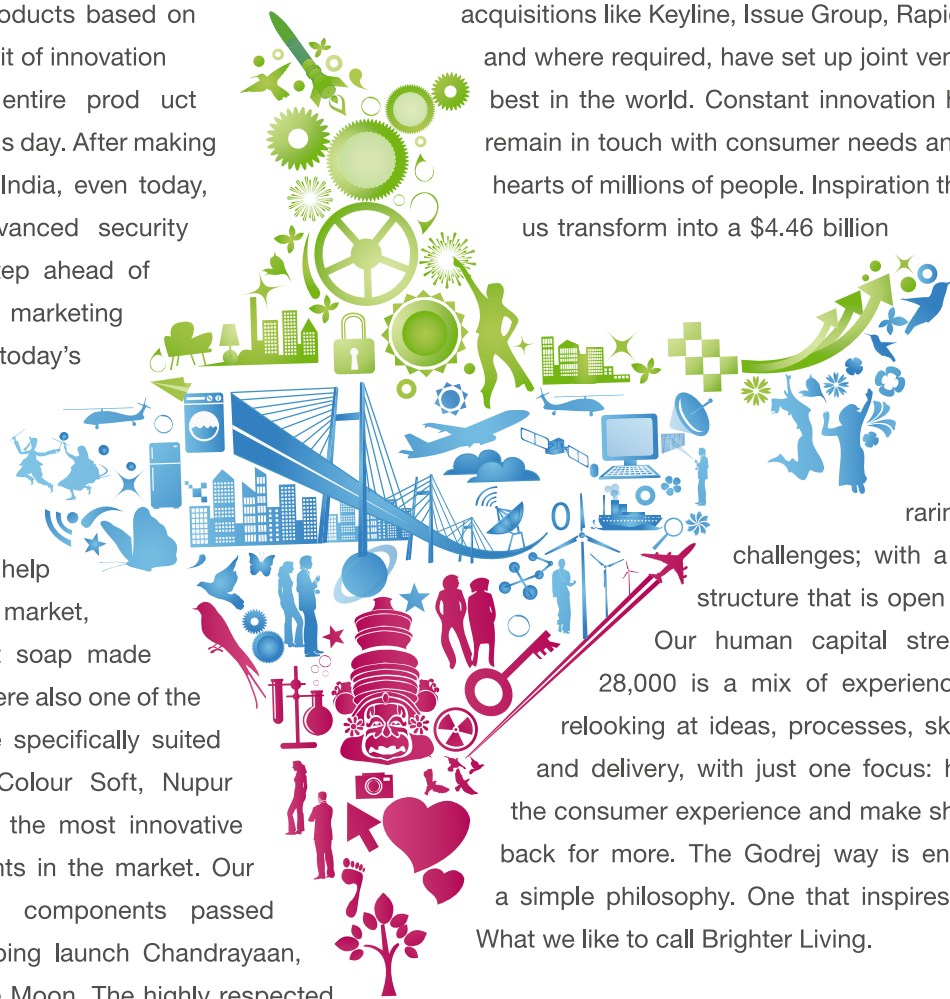


# People inspire.

## Now imagine what millions of inspirations can do.

Over a hundred years ago, if anyone had told Messrs. Ardeshir and Pirojsha Godrej that they were about to found a company that would help send a rocket to the Moon, they would have scarcely believed it. Admit it, scarcely would you. If anything, they would have said that they were just making innovative products based on consumer needs. The spirit of innovation and ability to change entire product categories continues to this day. After making the first levered locks in India, even today, we make the most advanced security solutions, remaining a step ahead of the times. If innovative marketing of PUF was a first then, today's Chotukool and Eon range of refrigerators have redefined cooling. GoodKnight Advanced mosquito repellents help millions sleep well. In the market, we launched India's first soap made from vegetable oils. We were also one of the first to launch a hair dye specifically suited for Indian hair. Today, Colour Soft, Nupur and Expert are some of the most innovative and leading hair colourants in the market. Our thrusters and precision components passed the ultimate test, by helping launch Chandrayaan, India's first mission to the Moon. The highly respected and awarded Properties Division creates landmarks that people want to live in. Even in the virtual space, Gojiyo.com is India's first 3D virtual world. What's more, we have been safeguarding vast areas of mangroves, way before

environmental consciousness became a CSR activity. These are just some of the 100 plus firsts that we have clocked up till now. Today, we are a conglomerate spread across 60 countries, engaged in delivering products and services in over 30 distinct categories. We have gone global via strategic acquisitions like Keyline, Issue Group, Rapidol and Kinky; and where required, have set up joint ventures with the best in the world. Constant innovation has helped us remain in touch with consumer needs and close to the hearts of millions of people. Inspiration that has helped us transform into a \$4.46 billion



g r o u p  
 raring for new  
 challenges; with a management  
 structure that is open to new ideas.  
 Our human capital strength of over  
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 relooking at ideas, processes, skills, execution  
 and delivery, with just one focus: how to enrich  
 the consumer experience and make shoppers come  
 back for more. The Godrej way is encapsulated in  
 a simple philosophy. One that inspires us everyday.  
 What we like to call Brighter Living.





## Ustad Shujaat Khan (Sitar)

“**Ustad Shujaat Khan** - Sitar virtuoso Ustad Shujaat Khan is considered one of the pre-eminent sitarists of his generation. Son and disciple of master sitarist Ustad Vilayat Khan, belongs to the Imdad Khan gharana of the sitar and is the seventh in the unbroken line from his family that has produced many musical masters. His mesmerising style known as the *gayaki ang*, is imitative of the subtleties of the human voice.

Khan's musical career began at the age of three when he began practicing on a specially made small sitar. By the age of six, he was recognized as a child prodigy and began giving public performances.

Shujaat Khan has performed at all the prestigious music festivals in India and has performed throughout Asia, Africa, North America, and Europe. Audiences around the world are captivated by his unique style of sitar playing, his exceptional voice, and his intuitive and spontaneous approach to rhythm. He has collaborated with different genres of music and musicians. *The Rain*, an album featuring Shujaat Khan and the Indo-Persian Ghazal ensemble, was nominated for a Grammy Award in 2004 for "Best Traditional World Music Album".

# POPULATION FIRST

Crusading for Gender Sensitivity, Enabling Equality

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

We at Population First believe that gender sensitivity in policies and programmes, gender budgeting, gender sensitive and inclusive media and empowerment of women are crucial to achieve our social and demographic goals, be it combating malnutrition and infant and child mortality, improving maternal health or promoting responsible behaviour among young adults who need to take informed decisions regarding their sexual and reproductive choices. The Sustainable Development Goals (SDGs) cannot be achieved unless we focus on the SDG 5 - Gender equality.

Population First (PF) has been working towards social development through the promotion of gender sensitivity in health and population programmes in India over the last 16 years with the following key objectives:

- Creating awareness on gender, health, population and social development issues
- Mobilizing community participation in population, health and social development programs
- Building Public-Private Partnerships for program and policy development and implementation
- Working with influencers in media and advertising to change mind sets related to girls, women's rights and gender equality

The two major interventions of Population First are :

1. Action for Mobilization of Community Health Initiatives : AMCHI – a field based health and social development project and
2. *Laadli* – the Girl Child Campaign

## AMCHI

AMCHI is a community empowerment project that works with women, children, youth, the larger community as well as the service providers. AMCHI aims to ensure better quality, accountability and transparency in health, education and other services. AMCHI is being implemented in 200 villages in Thane and Raigarh Districts in Maharashtra. AMCHI focuses on mother and child health, under nutrition and malnutrition, Adolescent Sexual and Reproductive Health (ARSH) issues, sustainable livelihood initiatives for women, Water, Sanitation and Hygiene (WASH) practices.

The emphasis of all our initiatives is on social and behaviour change communication, coupled with community mobilization and women empowerment.

## *Laadli*

*Laadli*, Population First's girl child campaign was launched in June 2005 to address the problem of declining sex ratio highlighted in the 2001 Census. Over the years, the scope of the program has been redefined. *Laadli* now works with media, advertising and youth to address the reasons behind girls being undervalued and undermined in different walks of life.

*Laadli* addresses the issue using a multi-pronged strategy to promote gender equality and stop gender based discrimination and violence. The key elements include:

- Breaking the silence on gender issues and stereotypes by harnessing the power of mainstream media, advertising and films
- Increasing visibility of the issue in the public domain through innovative campaigns
- Influencing opinion leaders and influencers to be the advocates for gender equality and sensitivity in various spheres
- Positively influencing portrayal of gender issues in mainstream media
- Engaging youth in promoting more gender sensitive public and workspaces

## YOU can make change happen!!

You could partner with us in many ways to make a difference, that will give you the satisfaction of doing your bit to build a better world for all of us and also get tax exemption under section 80G of Income Tax Act 1961 on your donations!!

## Media Initiatives

1. **Laadli Gender and Media Workshops** for working/student journalists and film script-writers to sensitize them to gender issues through interactive theatre based techniques.
  - ***You could sponsor these workshops in your own institutions***
  - ***Help us organize a two-day residential workshop for 20 participants @ Rs. 2,50,000/- per workshop***
2. **Laadli Fellowships** to journalists to promote investigative reporting on gender issues. The fellowship includes orientation workshops and mentoring by experts through out the period of fellowship.
  - **Sponsor the fellowship by contributing Rs. 4,00,000/- for 4 fellowships. The fellowship would be titled as: (Sponsor) - Laadli Fellowship**
3. **Ad and Media Analysis:** Films, advertisements and news reports are analyzed from a gender perspective to help understand the subliminal gendered messaging in communication.
  - **Sponsor columns in your publications and channels to review films, ads and serials from a gender perspective to create public opinion on gender insensitivity in communication**
4. Development of media guidelines, status reports and research studies on gender sensitive advertising and news reporting and programme content to set standards that promote gender sensitivity
  - **Sponsor a research study with reputed research organizations/academic institutions by contributing Rs.10,00,000/- including research and publication of the report**
5. **Collaborative Events** with media companies, advertising agencies and allied organizations to promote gender sensitivity in the media.
  - **Specific issue based collaborative events could be organized**



6. **Laadli Media & Advertising Awards for Gender Sensitivity (LMAAGS)** celebrate gender sensitive reportage and portrayals in advertising and across electronic and print media. They cover all the States and Union Territories and award winners in 14 languages. Comprising of 4 high profile regional awards and one International Award (South Asia *Laadli Media & Advertising Awards for Gender Sensitivity (SALMAAGS)* event with winners from Pakistan, Bangladesh, Nepal, Srilanka and Mauritius. The awards are creating a culture of gender awareness and sensitivity in media and advertising in the country and at an international level. You could join us as event sponsors, travel partners, media partners, print partner, cause partner, etc. for details please write to us at [info@populationfirst.org](mailto:info@populationfirst.org)



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## Youth Initiatives

We interact with around 10,000 college students every year to help them question the dominant gender perceptions and redefine gender equations. Modules on facilitation skills were developed for teachers to initiate conversations with students on gender issues in classrooms.

7. Population First works with college students through the National Service Scheme (NSS) Network and Women Development Cells (WDC).

1. You could organize events and activities around gender issues with *Laadli* joining you as Knowledge Partner
2. Sponsor the following events:
  - One-day Media Workshop for 50 students @ Rs. 50,000/- per workshop
  - 1 Minute Movie Contest Rs. 5,00,000/-
  - College based campaign Rs. 10,00,000/-



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Oriental's protection*



## AMCHI

- **Training Programmes:** Programmes with school children, Panchayat members, women, youth groups and village level committees to empower them to play a proactive role in village development
  - o **Support one stakeholder workshop for Rs. 25,000/-**
- **Amcha Gaon, Amchi Shaan:** A village development contest to keep the communities engaged in village development initiatives
  - o **Cost of one event per year involving 20-25 village communities with cash rewards for best performers – 10,00,000/-**
- **AMCHI Livelihood Initiatives** involve women Self-Help Groups to not just provide livelihood options but also empower them socially
  - o **Sponsor one vermi-composting unit with 11 pits, shade, training and monitoring support – Rs.2,00,000/- per unit**

- **School in Development:** Empower middle school students in villages to be change agents in their community through Bal Panchayats with focus on construction of toilets, soak pits, cleaning of common areas, water use practices and development of kitchen gardens
  - **Sponsor a five-day training programme for 40 students and follow-up and monitoring for one year @ Rs. 2,50,000/- per school**
- **Combating Malnutrition:** Adopting a 360 degree approach for addressing the causes of malnutrition from various perspectives and engaging all the stakeholders in identifying key issues and addressing them.
  - **Sponsor one health check-up camp for 100 children and parents including medicines, paediatrician and nutritionist consultancy - Rs. 1,00,000/-**
- **Adolescent Reproductive and Sexual Health:** Training of adolescent girls and boys on issues pertaining to gender, reproductive and sexual health. Building their leadership and communication skills to enable them emerge as change makers at the village level
  - **Sponsor the training of 20 girls over a period of 12 months – Rs. 1,00,000/-**
- **Mother and Child Health Initiatives:** Interactive sessions regarding ante natal and postnatal care (ANC/PNC) with pregnant women and nursing mothers along with their family members
  - **Sponsor counselling sessions of pregnant and breast feeding women – Rs. 10,000/- per session**
- **Women in Local Governance:** Training and encouraging community women to be aware of and participate effectively in local governance structures
  - **Sponsor one training sessions for women on Mahila Gram Sabhas- Rs. 10,000/- per training programme**



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Buildings in One Hiranandani Park have been registered via MAHARERA registration number: Willowcrest - P51700000146 | Preston - P51700000139 | Fairway - P51700000152 | Eagleton - P51700000089 | Cloverdale - P51700000153 | Hampton - P51700000091 | Barrington - P51700000117 | Clifton - P51700000129 and are available on the website: <https://maharera.mahaonline.gov.in> under registered projects.

Cloverdale has received OC till the 18th floor. Buildings in One Hiranandani Park are mortgaged with HDFC Ltd. The No Objection Certificate (NOC)/permission of the mortgagee Bank would be provided for sale of flats/units/property, if required.



Scan the QR Code to explore the clubhouse



**Hiranandani**  
creating better communities

## Special Thanks

### Ustad Shujaat Khan



It is Population First's great honour and privilege to have Ustad Shujaat Khan lending his support to *Laadli* – the girl child campaign. We express our profound gratitude to the maestro for making our second fund raiser event “Legends for *Laadli*” a memorable evening of amazing music, in support of a cause that strives to build a better world for all.

### Banyan Tree

This has been Population First's second collaboration with Banyan Tree. We thank Mr. Mahesh Babu and his team for their support and commitment to the cause. We owe them our gratitude for making this fundraiser event a grand success.

### NCPA

We thank Mr. Khusroo Santook and members of the Management Committee of NCPA for their consistent support to *Laadli*, which established the *Laadli* events as the most prestigious in the event calendar of the city.

### Book My Show

We are overwhelmed by the engagement of the Book My Show team in promoting the event to make it such a success. Our heartfelt thanks to the team.

### Sign Post

This is Population First's, first ever collaboration with Sign Post and its innovative advertising. We are thankful to the Sign Post Team for joining us as our OOH media partners promoting our event across the city through specially designed buses.

### Madison Outdoor Media (MOM)

*Laadli* has a long standing association with MOM. Their support to the cause helped us organize many well attended events. We express our sincere thanks to Mr. Sam Balsara and his team for their consistent support to the cause of the girl Child.

## Our Supporters

- A. V. Birla Group
  - Oriental Insurance
  - Bank of Baroda
  - UPL
  - Banyan tree
  - Book My Show
  - NCPA
  - Sign Post
  - H. T. Parekh Foundation (HTPF)
  - Piramal Group
  - Discovery Channel
  - Tech Mahindra Foundation
  - Dr. Anil Khandelwal
  - Mr. Ramesh Narayan
  - Madison Outdoor Media
  - Pirojshah Godrej Junior Foundation
  - Roma Builders Pvt Ltd (Hiranandani)
  - Godrej
  - Sacred Heart School (Nalasopara)
- 

## Programme

- Opening remarks
- AV on Population First
- Introduction to Population First, *Laadli* & Legends for *Laadli*
- AV on *Laadli*
- Sitar performance by Ustad Shujaat Khan
- Vote of Thanks

## Board of Trustees

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

## Director

Dr. A. L. Sharada

E- mail:directorpopfirst@gmail.com

## Support Us

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

## Contact Us

Population First

Bungalow No. 3, Paramhans Cooperative Housing Society (CHS),

Ramakrishna Nagar, Near New RTO Office,

Thane – 400604

[www.populationfirst.org](http://www.populationfirst.org)

[info@populationfirst.org](mailto:info@populationfirst.org)

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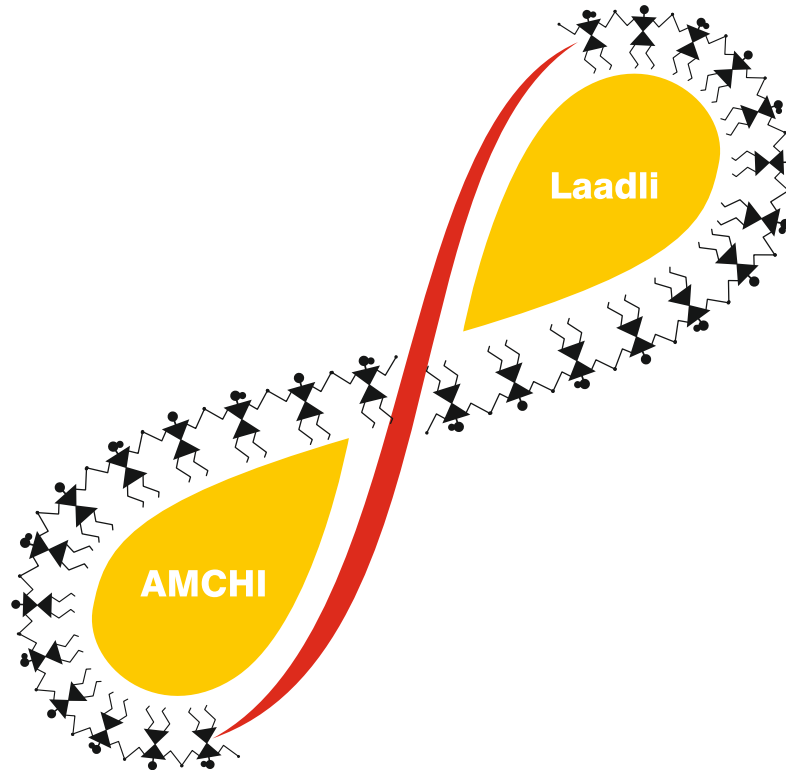


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1 million patients treated. 100,000 persons tested on 32 health parameters through Health Cubed. Over 50 deaf and mute children moved from the world of silence to the sound of music through the cochlear implant. More than 6,600 persons had their vision restored through the Vision Foundation of India.

#### **EDUCATION**

Our 56 schools accord quality education to 46,500 students. Mid-day meals provided to 74,000 children. Solar lamps given to 4.5 lakh children in the hinterland. Fostering the cause of the girl child through 40 Kasturba Gandhi Balika Vidyalayas.

#### **SUSTAINABLE LIVELIHOODS**

100,000 people trained in skill sets. 45,000 women empowered through 4500 SHGs.  
200,000 farmers on board our agro-based training projects.

#### **MODEL VILLAGES**

We have adopted 300 villages for transformation into model villages. Of these over 90 villages have already reached the model village stature. And much more is being done through the Aditya Birla Centre for Community Initiatives and Rural Development, spearheaded by Mrs. Rajashree Birla.

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