

ANNUAL REPORT

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[Abstract](#)

Presenting glimpses of a dedicated journey to bring shifts in the society for a better tomorrow

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PRELUDE

Change takes place over years of toil, sweat and a spirit of adventure that does not shy away from questioning the status quo. Since its inception, Population First has consistently strived to conquer newer bastions, open doors to greater possibilities, nudged industry leaders, policy makers, communicators, student communities and society at large to look at their deep-set biases, internalized standpoints on gender, health, education and more.

Our LAADLI Media Advocacy Initiatives have engaged with media industry leaders, whether they are journalists, content creators, media houses or media students. This year we conducted a series of sensitization workshops across a wide spectrum of organizations and these were very well received at all levels.

AMCHI which means 'Ours' in Marathi, is a community empowerment project that works with women, children and communities at large as well as with service providers like health workers, school teachers and gram sevaks for better quality, accountability and transparency in health, education and other services. This year we continued our effort to bring larger numbers into our ambit. Participation in Farmers Melavas, Community trainings for health workers, young student volunteers, all have helped us engage the communities for better outcomes.

Our journey to bring change has still many milestones to reach, yet the body of work done and the response received keeps us encouraged in this endeavour and it gives me a great pleasure to bring to you a collection of our work

I hope you enjoy reading it as much as we enjoyed organizing this work.

Dr. A.L. Sharada

Director, Population First

POPULATION FIRST

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

Programs of Population First

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

PROGRAMME OVERVIEW

LAADLI MEDIA ADVOCACY INITIATIVE

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

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

The interventions to achieve these stated goals are:

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

The focus of the activities is on building commitment to the cause and facilitate behaviour change through introspection, critical thinking and sharing experiences.

PROGRAM HIGHLIGHTS

Workshops on Gender Sensitization for Sony Entertainment Teams

In association with the Centre for Media Studies (CMS) and UNICEF, Population First (PF) collaborated with Sony to conduct a series of workshops from June through October, for its various creative teams on a sensitive and inclusive portrayal of women, men, gender roles, and gender-based issues.

Workshop with Sony Creative Team

Date: 19th June 2019

The first in the series was with the Creative team of Sony TV and was aimed at demonstrating the impact of the messages being conveyed through ads or tele-serials on the incidence of child marriage, sex ratio, maternal deaths, malnutrition among girl children, laws on abortion in India.

The participants were asked to share their outlook about the various shows that they were working on with a view to identify their unacknowledged biases, if any, and how they could lead to stereotypical portrayals. Although these teams were well acquainted with the mandate of group's policy on appropriate projection of women and, the discussions revealed that at a subliminal level, certain stereotypical behaviours, values and attitudes still persisted.

Guidelines were shared on what would entail a more inclusive and sensitive depiction. Population First was also tasked with reviewing one episode weekly, and input on what more could be done from a gender perspective. The shows selected were Isharon Isharon Mein, Patiala Babes, and Crime Patrol.



Disability Perspective Training at Sony Entertainment

Date: 31st July 2019

Disability Perspective Training at Sony Entertainment was conducted for the creative and production teams of the group's upcoming tv-series *Isharon Isharon Mein* – a story about a hearing-impaired person. Facilitated by Nidhi Goyal Director - *Rising Flame* - a gender and disability activist, the aim was to sensitize them about issues surrounding disability to enable them to represent the community appropriately. The interactive session addressed how some of the questions raised by the participants are a result of years of conditioning and might be rooted in bias and stem from deeply ingrained perceptions of what constitutes ableism.

It was noted that characters shown with a particular disability in a popular show or film often become archetypes for the masses and problematic misrepresentation in the media, results in collective view of ableism. Further, since most people in their may not routinely interact with specially-abled persons because of various structural barriers that they face, It thus becomes incumbent upon not just the creator of the story, but media in general to represent PwDs accurately and sensitively.

For the second session, Dr. Asmita Huddar from Hashu Advani College of Special Education, examined select examples of portrayals of specially-abled persons across Bollywood, Hindi Television industry. She highlighted the nuances as well as what constitutes accurate depiction of Indian Sign Language, misconceptions about disabilities and common errors while showing them. She also underpinned the role of ongoing education through interactive sessions, discussions and reflections. Dr. Huddar noted the impact of entertainment on the masses, and the need for appropriate projection of disability without compromising on the entertainment quotient of the production.



Workshop With The Team Of Ishaaron Ishaaron Mein Of Sony Entertainment Television

Date: 23rd September 2019

The third in the series of workshops was organized on the 'International Day of Sign Languages' for the team of Ishaaron Ishaaron Mein of Sony TV and highlighted the simplicity of depicting specially-abled people just as 'people' with emotions, challenges, and complexities that any human being faces, has been sorely missed in most of the portrayals in the media. People with disabilities are either depicted as superheroes who have achieved great feats or are capable of great feats or they are portrayed as characters to be pitied or given charity to. Therefore, it becomes crucial that the media — the influencer of the day — is educated on the need for appropriate portrayal of people with disabilities.

Facilitated by Dr. Asmita Huddar and Dr. Sujata Bhan, Professor, Dpt. Of Special Education, SNTD WU, the sessions were interactive and engaging. They suggested that the best way to project persons with hearing impairment was to clearly show the profile of the character, for eg. his childhood, occupation, interaction with a group of friends, and also present a uniqueness to the character.

Building stories and character interactions from this context will help the viewers to better understand the character's perspective and also gain an insight into the world of specially-abled people. Dr. Bhan, spoke about the various positive and negative examples of depiction in movies and TV series in the past in Indian media to drive home the point of inclusion, sensitivity, and representation of disabled people.

Some of the key points that emerged out of the workshop were:

- It is important to normalize situations for persons with disabilities to ensure inclusiveness in the society.
- Context building is essential to help viewers understand and connect with the show better
- Portrayal of men and women with disabilities with dignity and respect is essential.
- It is important to correct any inappropriate behaviour immediately as the same viewership cannot be guaranteed for the next episode.



Workshop With The Creative And Production Team Of Crime Patrol

Date: 4th October 2019

The workshop was a review of the episodes of a selection of the group's programmes and was facilitated by Anuja Gulati, Consultant on gender and social development and Adv. Ujwala Kadrekar, Consultant on socio legal issues, based on the review of the episodes, discussed earlier.

It was noted that:

- More realistic and nuanced portrayal of women and girls
- Don't depict them as black or white. They can be normal and can have shades of grey.
- Women are not the only ones who can keep the family- the large extended family together.
- It is not a crime for women to pursue their dreams.
- The submissive nature of women is not their only acceptable trait.
- Avoid moral judgments
- Do not trivialize rape- it is a crime
- Reinforce good practices in police investigation and ensure rights of women while depicting arrest and detention of women.
- Portray more women in leadership roles within investigating agencies.

On how to show arrest and detention of women, following were the suggestions:

- Unless in exceptional circumstances no woman should be shown being arrested after sunset or before sunrise.
- A male police officer cannot be shown searching a woman offender.
- Arrested women should be shown as being kept in a separate lock up and not with men in a police station.
- Women cannot be forced to come to a police station or any other place for questioning.
- While showing an arrest of a pregnant woman restraints should not be used
- While depicting medical examination of an arrested woman care should be taken to show that it is done by or in presence of a female practitioner.

On how to portray Gender-Biased Sex Selection (GBSS), following were the suggestions:

- Clear communication about what constitutes Gender-Biased Sex Selection and why is it such a heinous act. It is important to ensure that symbols and signs used should not confuse the audiences.
- While using terminology, care should be taken so as to not compromise on women's access to safe and legal abortion. While using terminology, care should be taken so as to not compromise on women's access to safe and legal abortion.
- Terminologies like foeticide, genocide, killing, murder, bhroonhatya which are generally used to convey the issue of sex selection further add to the confusion between abortion and sex selection and imply that abortion is illegal. Abortion is a right of the woman under certain circumstances in India.

On how to depict sexual harassment at workplace, it was suggested that:

- It would be useful if the narrative could weave in why sexual harassment is not spoken about and myths related to sexual harassment.
- It is important to weave the narrative either in the story or have the anchor talk of the need to have an internal committee in place to deal with cases of sexual harassment and also highlight the fallout of not having such provision.

On how to show domestic violence, it was highlighted that:

- It should be shown how domestic violence is not just about physical violence but also emotional, economic and sexual violence.
- Legal rights of women like her right to the matrimonial home, her right to custody of children, her right to maintenance and alimony should be included to generate awareness amongst the viewers.



A thoroughly learning experience. Delivered a fresh take in dealing with an overtly-sensitive topic such as this one. (Persons with Disabilities)

- **Anand Rituraj, Programming Team, Sony TV**

Very insightful learning. It makes you sensitive towards the issue of disability. Also, it opens a new dimension for our creativity.

- **Peeyush Parmar, Programming Team, Sony TV**

It was a very useful interaction. I came to know that Sexual Harassment committees are no longer Vishakha Committees but internal committees mandated under the Sexual Harassment Act.

- **Neeraj Naik, Production Team of Crime Patrol**

Over all really good session with your team. There were many points where we understood the concerns which were put in front of us like use of proper term for abortion being illegal but rather it is a right of a woman and sex determination is actually illegal.

- **Saurabh Yadav, Creative team of Crime Patrol**

It was an eye opener.... we realized that not just women employed in an organisation but also those visiting the organisations as customers, clients, interns, apprentices are protected under the Sexual Harassment Act.

- **Mangesh Bhide, Creative Team of Crime Patrol**

We understand the importance of media and the communication and how the message we send across impacts a lot of people. Thanks to your team who appreciated us as broadcasters open to discussing issues related to gender. I would also like to thank Ms Anuja and Ujwala for their inputs on the crime patrol episodes.

- **Sonam Tripathi, Programming team, Sony TV**

"As content makers we have always been cautious about depicting differently abled people, but we have always been depicting them as larger than life, today we got to know how to normalize it, how to make it a part of our day to day lives".

- **Shaesta Naqvi, Senior Manager Standards and Practices**

Gender Sensitivity In Programming Of Doordarshan

Population First collaborated with The Change Narratives Alliance and Centre for Media Studies to promote gender sensitivity in programming of general entertainment channels and the national broadcaster - Doordarshan. As part of this collaboration Dr. A.L. Sharada, Director, Population First conducted Gender sensitisation programmes for the staff of Mumbai, Patna and Lucknow Doordarshan Kendras. A set of gender guidelines which were developed for the purpose were shared by Ms. Suman Agarwal from Prasar Bharati at the workshop. The guidelines are adopted by Doordarshan and are uploaded on their website, reflecting the commitment of the national broadcaster to promoting more gender sensitive and inclusive content.

The workshop was attended not only by personnel from various departments within the identified cities, but from Doordarshan Kendras of other cities as well. The well attended workshops focused on creating a more nuanced understanding of gender, exploring how deeply gender stereotypes are ingrained into our thinking and why we need to be aware of those while creating content.

The workshops were much appreciated with many participants sharing it as an eye-opening experience. The participants admitted that they never looked at gender sensitivity in communication so critically and promised to be more aware of the nuances while developing content from here on.



GENDER AND ADVERTISEMENTS- A Session For Students Of KC College

Date: 30TH AUGUST

Dr. A.L. Sharada, Director, Population First was invited by The Gender Issues Cell of K C College to take a session with its students to reflect on their gendered experiences and to understand the interconnected nature of oppressions. The cell runs a two-month certificate course in Gender Studies between mid-July and mid-September. The course aims to promote a nuanced understanding of basic concepts in gender studies and to help build a critical feminist perspective with an emphasis on participatory approaches and experiential learning.

The interactive session was a part of our on-going outreach program aimed at the student community.



Legends For *Laadli* II Edition

Date: 5th November, 2019

- An amount of Rs 31,40,666/- was raised

Legendary Sitar Maestro Ustad Shujaat Khan performed a brilliant *mélange* of ghazals and ballads, at the Tata Theatre, NCPA in support of *Laadli* - the girl child campaign at the fund-raising event. Son and disciple of the legendary maestro Ustad Vilayat Khan sahab, he is the seventh generation from the illustrious family of Ustad Imad Khan & Sahebad Khan and began his journey in the public eye at the tender age of six. Accompanying him were two eminent artists on Tabla, Mr Amit Choubey and Mr Sapan Anjaria. In attendance were luminaries like Mr Shyam Benegal, the noted film director and many well-known personalities from media houses and voluntary organisations.

The event was organised by Banyan Tree, an event and artist management company and joined by Madison and Bright Outdoors as outdoor partner, BookMyShow as ticketing partner, and NCPA as venue partner.

The event was supported by Aditya Birla group of companies as a Cause Champion, Oriental Insurance Company of India, as a Cause Leader, Bank of Baroda, as a Cause Partner.



Laadli At Tata Mumbai Marathon – 2020

Date: 19th January 2020

- **A total of Rs. 12,58,362/- was raised through corporate sponsorship, pledges and sale of bibs.**

The 17th edition of the Tata Mumbai Marathon, witnessed over fifty-five thousand runners participating in the event. At the philanthropic end, 204 companies, 1300+ fundraisers and 3500+ charity bib runners supported the 291 charities at the TMM 2020. Like every year, Population First received generous funds from individual donors, corporates, and through sale of charity bibs. This year 10 charity bibs were bought by the individual donors for the Half Marathon and the 10K run. Our long-term corporate team IRB Infrastructure & Developers showed great enthusiasm on the day of the event with loud cheers for all the runners and proudly displayed the *Laadli* and IRB banner in support of our cause. Every single member of the Population First team joined in to raise funds for the organisation through their respective fundraising page. The event was a memorable experience filled with energy, passion and enthusiasm.

Some reactions from our runners:

“We are always for women empowerment girls education. There could be no better place than in Tata Mumbai Marathon which is the biggest running event. More because the local residents too take part very enthusiastically. We feel proud for displaying the banner at such an event. Even if it changes one life, we are more than happy.”

Ms. Esther Walter Philips, Human Resources, IRB, Corporate Team Challenge

“I never thought I would enjoy the marathon as much as it did. It was brilliantly organised! TMM has inspired me to participate in marathons all year round. Will definitely be running next year! As for why I chose to support Population first's *Laadli* initiative; I have been raised and brought up by very independent women. My mother, sisters and aunts (I have 7 of them) have instilled in me the values that strongly align with that of Population First. They have done a tremendous job in creating awareness about female infanticide and helped put a stop on sex selection before birth. They have brought a positive change in our society, and I would like to help them in every way possible.”

Mr. Karthik Chaganty, 10K runner



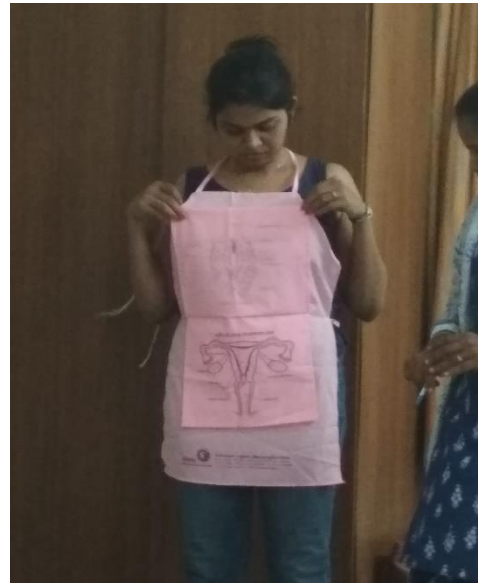
Internal Trainings- Skills Upgrade And Capacity Building

Population First continuously ensures that our team members are empowered with the latest trends in the particular domains of operations. Skills training, workshops to acquaint them with policy initiatives and sensitization on key issues were conducted as a part of the Internal Staff Development mandate.

Conducted once a month, these sessions are facilitated by the team members, with an aim to create an environment where each other's expertise, experience and interests are leveraged to get a deeper understanding of the work that they have been involved in during their time with the organization. External resource persons were invited, to help us fill the knowledge gaps, provide refreshers, and develop our technical skills.

Overview of the workshops conducted for the year is presented below:

- Ms. Shiny Varghese and Ms. Swathi Chaganty presented work at AMCHI - Addressing Malnutrition in Shahapur and School-In-Development for Achieving Better Health Outcomes both of which were presented at the 2019 first ever National Conference on Tribal Health Research – Issues, Challenges and Opportunities – TribeCon 2019.
- Ms. Sneha Chavan conducted a deep dive session into the TATA Mumbai Marathon 2020 fundraising opportunity.
- Ms. Ujwala Kadrekar conducted a session on Prevention of Sexual Harassment Act (POSH) which was a refresher for some of the senior staff members, but provided an avenue of understanding for the newer and younger staff members, to have a detailed look at the Act.
- Ms. Usha Ram conducted a session on Quantitative Data Collection and Analysis which was specially designed for the AMCHI team.
- Applying Storytelling Techniques in Communication by Ms. Rupangi Sharma, was a session held with an aim to strengthen the team's capabilities in developing documentation and communication material which effectively narrate the success stories of our beneficiaries.
- Ms. Vidhya Virkhal conducted a meditation and mindfulness session for our entire staff, to help in managing stress effectively and remain productive and joyful at all times.



PROGRAMME OVERVIEW

AMCHI

AMCHI is a community empowerment project that works with women, children and communities at large as well as with service providers like health workers, school teachers and gram sevaks for better quality, accountability and transparency in health, education and other services. AMCHI is implemented in 101 villages under nine Primary Health Centers in the Shahapur block of Thane district, Maharashtra.

AMCHI's interventions and programmes can be grouped as follow:

- Maternal and child Health
- Strengthening Panchayati Raj Institution
- Adolescent Sexual and Reproductive Health
- School development

PROGRAM HIGHLIGHTS

MICRO PLANNING

Micro planning is fundamental to all the interventions undertaken by Population First. This intervention helps us, the Population First's AMCHI team, to develop tailor made interventions and adjustments in our modules of existing interventions of malnutrition, school in development, and livelihood opportunities.

Micro Planning involves participatory tools such as house-hold survey, village mapping, community weighing of children, change analysis, resource mapping, seasonality etc; all of which help us in identifying key issues in the project area and aid our team to create and modify our modules and intervention strategies accordingly.

This year microplanning was conducted in the Raigad project area under the JSW Foundation's SASHACT project. As part of the microplanning household survey, surveys of pregnant and lactating women, and adolescent girls were also conducted. A total of 1701 households were covered under the household survey; 316 girls were surveyed for Adolescent Reproductive and Sexual Health intervention and 30 pregnant and 34 lactating women were surveyed during the PRA surveys.

Key Issues identified in 12 villages of Dolvi, Raigad are as follows:

- Despite better education levels availability of drinking water and its purification, availability of toilets and its usage and provision and utilization of government services by the households is still a challenge
- Malnutrition among 0 to 6 years of children attending Anganwadi Centres (AWC)
- Lack of awareness among parents about causes, ill effects and remedies of malnutrition.
- Health check-ups and growth monitoring not being undertaken in the AWCs regularly
- Lack of appropriate information and knowledge on reproductive sexual health among adolescent girls
- 72% of the girls surveyed in two of the low-economic status villages – Kamatwadi and Khapchiwadi were out of school
- One out of two girls did not have their hemoglobin checked in the last two months and only 15% of the surveyed girls knew the ideal hemoglobin levels
- Close to three quarters of the girls surveyed did not know how pregnancy occurred and only 10% knew how to avoid unwanted pregnancies.
- Lack of information and regular check up on Antenatal and Postnatal care among young mothers and their families.

- Only 5 women were accompanied ASHA workers to the hospital for the delivery
- Untrained PRI members, Village Health Nutrition & Sanitation (VHNS) Committees on the matters of their roles and responsibilities
- Lack of adequate and appropriate information and knowledge among health service providers.
- Lack of monitoring of health service providers.
- Low educational and economic status adversely affects maternal health care.
- Although government services are utilized by majority of the pregnant and lactating women, there is a gap in terms of knowledge and attitude regarding nutrition supplementation and government schemes



COMBATING MALNUTRITION

Combating malnutrition continued this year under two major projects funded by JSW and HTPF-MF. Malnutrition among children is one of the major challenges to community health improvement across India. This situation is reflective in Thane district, our project target area of Shahapur, courtesy lack of adequate medical resources, lack of sanitation and hygiene, lack of information and knowledge on health-related issues associated with malnutrition among children, and lack of adequate nutritious food. With AMCHI's involvement, this challenge was approached holistically where the community, the parents, the children, and the health service providers, played a crucial role.

Community Weighing

Community weighing is the novel concept developed and implemented widely by AMCHI. This concept is designed to engage the entire community in the well-being of their community's children. A typical community weighing session is conducted monthly and witness's participation from both the parents and their children and the health service providers such as the ASHA and the AWW.

The parents are a crucial part of this intervention. They are taught to monitor their children's growth every month through tools such as growth charts; they are also advised to visit the AWWs regularly and avail all the services which are crucial to the growth and development of the child such as the nutritious meal. The parents and guardians are encouraged to attend the recording of the weight and height of the child regularly, and learn about basic sanitation and hygiene practices for the child and while preparing food.

In Vashind & Raigad, 223 community weighing sessions were conducted which was attended by 6,902 children of which 59% children had normal weight and 30% children were undernourished. These sessions were attended by 3,697 parents.

In Shahapur's five villages of Sarangpuri, Ambiwali, Bajarpada, Kharangan, Amberpada 222 children were enrolled in their Anganwadi Centers five villages of which 172 children were weighed on an average each month, indicating 77% children being weighed on an average each month.

Supplementary Nutrition

On the basis of the community weighing, the identified malnourished children in terms of weight for age, height and Middle Upper Arm Circumference (MUAC) are closely monitored by the AMCHI team and the health service providers. As part of improving their grades, in Vasind Beat 2, provision of supplementary nutrition had begun last year in villages where there is a dearth of adequate resources that would ensure availability of nutritious food to the children.

A total of 263 of 552 identified malnourished children were provided with supplementary nutrition regularly. The children are provided with rajgira ladoos, groundnut ladoos, groundnut chikkis and dates as part of the supplementary nutrition. The Amchi team also suggests various nutritious and healthy alternatives and recipes to the parents and the AWWs for the children during their follow up meetings or during workshops for the parents. Provision of such supplementary nutrition in Vasind beat 2 area has seen a significant impact over a period of time in the children.

Workshops for Parents

Workshops for parents and parents meeting are aimed at parents, guardians, AWWs, ASHAs, ICDS, PRI, and Committee members to help them understand about malnutrition, how to address it at an individual level (parents and health service providers) and at a systemic level (Committee and PRI members). Various topics like importance of nutrition, causes and consequences of malnutrition, safe and hygienic preparation of food and consumption practices, government-based nutrition provision schemes, policies, and funding are discussed with concerned stakeholders through various mediums such as interactive seminars, lecture sessions, and movies.

In Shahapur and Raigad across 81 villages under two different projects, a total of 213 parents' meetings and workshops were conducted where in 6,795 parents, cumulatively, attended these meetings and workshops.

“My daughter has been under-weight for her age since last year, however I wasn’t aware of this. When I started attending meetings organized by PF, I understood the effects of being underweight and got my daughter screened during a health check-up camp. I have provided her with the required supplementation and I see that her weight has increased now.”

Ms Suvrna Jayesh Ghalpe,

Parent of child attending AWC at Kalambhe

“I learnt how to check the grade of children through the chart. I can now monitor the growth of my children every month.”

Kalpana Sharad Tarmale,

Parent

Health Camps

In addition to the health checkups; Population First partnered with HTPF yet again in 2019 and 2020 to conduct health camps for children between the ages of 0-5 to screen for malnutrition status, refer children in case of any other illnesses and deficiencies, create awareness around nutrition and health and seek an overall reduction in incidence of illnesses due to improved nutrition and hygiene behaviour.

A total of 20 health camps were conducted across five villages of Ambiwali, Bajarpada, Ambarpada, Kharangan and Sarangpuri which screened 257 children from birth to the age of eight years. Of the 257 children, 139 children’s anthropometric measurements were recorded and analysed for both under the ages of 2 years and 5 years.



Health Checkup

Health check-ups are conducted to constantly monitor the health, growth and development of the children monthly. These check-ups primarily try to address any current ailments, infections, so on and so forth suffered by children. Necessary medicines, tests, and recommendations to health institutions are made by the doctors.

In Shahapur, across 34 villages a total of 25 health checkups were conducted which screened a cumulative of 968 children of which 448 children were diagnosed with illness and were treated with medicines provided by the doctors at the checkup. Additionally, 33 children were referred to the sub-district hospital in Shahapur.

Parents, health service providers and also other community members such as the PRI members attend these health check-ups on the insistence of the AMCHI team. This ensures that all the existing linkages associated with healthcare are active and the entire community is involved in the health of their children.

Aarogya Din Celebration

Health day or Aarogya Din celebration has continued to be a staple activity focusing on creating complete awareness and around immunization and its health benefits to children, pregnant and lactating women and also led to consistent implementation of vaccination drives in the project areas. Parents including women, members of Gram Panchayat/Village Health and Nutrition Committee (VHSNC) and other villagers have also attended these celebrations. Apart from immunization, the health check-ups of ANC PNC mothers are also conducted which include recording of their Hb, BP, height and weight with the aid of ANM.

A total of 173 Aarogya Dins were celebrated in 69 villages which saw 1303 children get immunized, and 793 pregnant women and 695 lactating women underwent check-ups in the Vasind & Raigad project areas. A cumulative 3,461 villagers and 119 VHSNC members have also attended these Aarogya Dins.

"I observed last month that PF staff spoke about importance of immunisation and they asked AWW and ASHA to get involved in the immunisation process and this time I saw all beneficiaries come on time and actively participate in the session."

Ridhi Bhoir, ANM from Bhatsai



Training Programmes

AMCHI was involved in intensive training programmes especially in preparation of its Raigad project. A pilot project was conducted from January to March 2019 in Raigad district with the JSW CSR team on addressing malnutrition among 0-6 years of age children, pregnant and lactating women, and adolescents.

The pilot project focused on training the JSW CSR team as well as government health service providers such as Accredited Social Healthcare Assistant (ASHA), Auxiliary Nurse Midwife (ANM), Anganwadi Workers (AWWs), Multi-Purpose Workers (MPWs), Medical Officers and supervisors. The aim of these training sessions was to introduce the team and the healthcare service providers to participatory approaches in the wider context of development and health sector.

A three-day intensive training was conducted for the JSW CSR team. It included 25-30 of their field staff such as Aarogya Taais, Community Organizers (COs) as well as other CSR associates. Following which a total of four two-day workshops were conducted in four different PHC areas within the project area of Dolvi and Salav for the healthcare service providers which saw the attendance ranging from 25-40 participants for each of the workshops.

These training sessions became the foundation for our interventions in Raigad and reinforced AMCHI's commitment towards capacity building of healthcare service providers, Panchayati Raj Institute Members as well as village level committee members towards a holistic and sustainable development of their communities.

“Best day of my life, where I started thinking fast. This training is the spark of the future revolution and change. Positive thoughts have been sown in our minds. We hope the PF team works with us in future and we are ready to work and help them. This will inspire us.”

Ranjana Khadse

Auxiliary Nurse Midwife (ANM), Washi PHC

Service Providers

Training of the healthcare service providers continued this year as well in Vashind project area. The health service providers are entrusted with a sense of responsibility in reducing the under-nutrition in the communities by bridging the gap between stakeholders and also become the points of linkage such as other health service providers, the village committee members, the Gram Panchayat members, parents etc, thus ensuring a substantial improvement in health status of the community.

Two workshops were conducted in Vasind project area which had the attendance of 148 participants in total.

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

The goal of these training sessions and meetings is to train the GP and VHSNC members and thereby create a strong support system within the community that would help the other stakeholders such as the healthcare service providers as well as the parents and guardians in addressing various community goals such as effectively tackling malnutrition and maternal and child health care.

Forty meetings were conducted for VHNSC and GP members which saw the attendance of total 329 participants across both project areas

During these sessions, subjects such as formation of VHNSCs, changes in rules of the committee, importance and role of the committee, planning for budget and expenditure, role of GP members in VHSNC, availing benefits such as 10% reserved funds for mother and child development at GP level, how GP members could contribute for the development of AWC, and monitor the quality of service provided at AWC, are discussed and disseminated.

PANCHAYATI RAJ INSTITUTION TRAINING (PRI TRAINING)

Strengthening of Panchayati Raj Institutions has been one of the often-requested interventions as a result of AMCHI's involvement in community development. As part of this intervention, various workshops are conducted such as workshops for Gram Panchayat members on PRI, workshops for women on Mahila Gram Sabha, where its function and significance, the process of conducting the MGS' are discussed and provided, mobilization of women to take active part in Panchayat related activities, discussing and providing information on Panchayati Raj Institution, 73rd Amendment, PESA Act, Rights and Responsibilities of the villagers. For instance: following the training sessions in Umbhrai, Thune and Kharangan, PRI members reviewed their accounts and also acted on developing and sharing the five-year plan of their respective Gram Panchayats

Additionally, these workshops are open to other stakeholders as well various village committee members, villagers, school teachers, health service providers, and women. This in turn allows for free dissemination of information across all the concerned stakeholders in the community and also strengthens linkages and relationships across these stakeholders. For instance: as a result of PRI strengthening intervention in Shahapur villages under HTPF-MF project back in 2018-2019, there are Mahila Gram Sabha meetings conducted as well as PRI members are also actively taking part in various community level activities such as participating in Mata Palak committees, attending Parents workshops and meetings and becoming the bridge between the healthcare service providers as well as the community; they are also known to respond to the Vikasdoots and Vikas Pravartaks in villages with active School-in-Development intervention.

“AWW was not present on time in AWC. Tomorrow I will invite all PRI members and parents to form a new Mata Palak and VHNS Committee. All members should elect new members and I will be a part of both committees for monitoring the AWC. Because I understand our monitoring only can change the current scenario of the center.

Vandana Vekhandesadi, Upsarpanch Bajarpada after attending parents meeting

MATERNAL HEALTH

AnteNatal and PostNatal (ANC/PNC)

In the 29 villages of Vasind project area as well as the 12 direct influence zone villages under Raigad project area, ANC/PNC mothers were trained in the view of ensuring safe delivery and a healthy baby in the first 1000 days from conception.

The focus of these trainings was to disseminate information on importance of breastfeeding, consumption of nutritious diet during and after pregnancy, importance of institutional delivery, pregnancy monitoring in each trimester, immunization of the mother and the child, importance of contraception, and government schemes such as JSY & JSSY. These training sessions also include regular health check-ups and encouragement to attend the Arogya Din being conducted at the PHC level.

A total of 20 training sessions were conducted where a total of 260 women were checked for haemoglobin, weight and height and 213 pregnant women were immunized.

"I listened to the contraception session very carefully because I wanted to use some spacing method after delivery. I will choose injectable contraception under the Antara programme which I think will be good for me."

- Ms Gayatri Nitin Partole, Lactating woman at Ambarje



ADOLESCENT SEXUAL AND REPRODUCTIVE HEALTH

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

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

To address this lacuna of information, AMCHI team coordinated with the villagers and the health service providers to facilitate access to comprehensive reproductive and sexual health education for adolescent girls. This resulted in village level training sessions with resource persons and follow up sessions with the AMCHI team.

AMCHI, this year, under its Raigad project also began focusing on addressing ARSH among adolescent boys through cluster level meetings.

A total of 2918 girls were trained in 182 sessions across both Vashind and Raigad project areas. Additionally, 7 cluster level meetings for adolescent girls and boys were also conducted which was attended by 309 girls and 263 boys.

Through ARSH sessions we are taught to take care of ourselves, our rights and give us confidence to speak to our parents about our education and marriage. Today's session was very useful and understood the laws regarding marriage as well as the effects of early marriage and pregnancy.

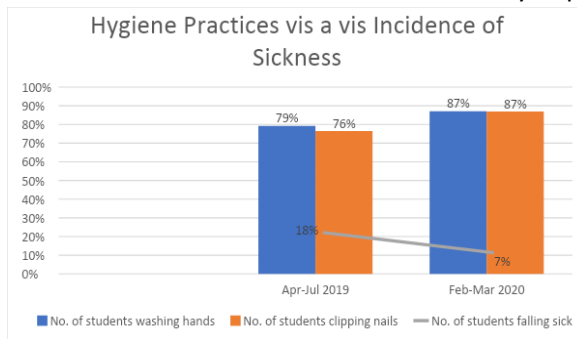
- Vishakha Suni Bhere, ARSH session participant, Masavane



SCHOOL IN DEVELOPMENT

School-In-Development (SID) intervention of Population First continued in its second year in 10 schools' of Bajarpada, Shendrun, Sarangpuri, Kharangan, Chariv, Padwalpada, Savroli, Umbhrai, Masavne and Thune.

Through this intervention and especially the '**Vikasdoot**' programme 'our messengers of change' were identified and trained in issues concerning their school and community such as behavioural change with regards to sanitation, hygiene, and nutrition. As a result of which the students themselves have actively implemented water, sanitation and hygiene



practices among themselves, their school friends as well as at homes and in their neighbourhoods.

This has led to an incredible impact on the health of the students. For instance, there has been a 11% decrease in incidences of sickness with better hygiene practices such as

washing hands and cutting nails (fig).

At the community level, the students conducted fifty-five rallies spreading the message of sanitation and hygiene practices across 10 villages. This constant messaging and encouragement by the Vikasdoots and the trained students led to an additional 69 soak pits to be constructed, 194 kitchen gardens developed, 134 compost pits constructed, 367 dustbins brought into use and 21 new toilets were brought into use, in this year.

The training and skills developed through this programme has also provided a platform for the children to voice their opinions and demands for a better schooling environment and at the same time have helped them realise their responsibilities as valuable stakeholders in the community and encourage them to work towards a better school, better village, and a better community.

Of the 1160 students enrolled in the 10 schools, 387 students were trained under SID initiative. On an average in each school, the toilets were cleaned 15 times per month across 10 villages, annually.

But what makes this intervention sustainable?

Constituting Bal Panchayat with their own Council of Ministers in each school where every Minister has a role, allows the students to take responsibility, understand rules and regulations, and carry out development activities in and around their schools by absorbing the concepts of duties, responsibilities, rights, democratic and electoral processes. Additionally, regular review meetings by PF and their own internal meetings allow the students to plan, implement and monitor their own activities and see the results of their efforts.

Engaging with adults through meetings with parents, teachers, School Management Committee (SMC), members of Gram Panchayat and other community members, attending Mahila Gram Sabhas to present their learnings from SID programme, conducting village level rallies and village cleaning drives, allows the students to include their entire community in developing a better school and village environment.

“Population First’s work in our school and in the village for the last two years, has resulted in 100% toilet construction in the village and all families use toilets regularly. 70% soak pits and kitchen gardens were constructed in the village for waste water management, and the students clean school premises daily. We have seen a lot of impact in the last two years. I am thankful to PF as they were with us and welcome them to conduct two-day refresher training for the new batch of students.”

- Shinde Sir, Head master, Padvalpada Zilla Parishad School

Vikas Pravartak programme was launched towards the end of the HTPF-MF project period keeping the sustainability of the SID intervention in mind. Ten villages under this project had already witnessed Vikasdoot graduates for the last two years. These Vikasdoot graduates, despite moving onto another school for completing their secondary school education, have continued to show interest in WaSH activities in their villages. Therefore, to harness the interest of these young change makers, AMCHI developed the 'Vikas Pravartak Initiative'.

As a pilot project Vikas Pravartak initiative was launched in 5 of the 10 villages – Thune, Sarangpuri, Umbhrai, Padwalpada and Kharangan.

The aim of this initiative is for the older (SID graduates) and newer SID volunteers (current vikasdoots) to work together to effectively spread the message of WaSH and bring about practical changes at primary schools and at their community levels. Pravartaks who were formerly SID volunteers (vikasdoots) will help current SID volunteers for planning village level activities, assist in sorting issues which affect the smooth functioning of the vikasdoots such as internal issues or facilitate dialogue between the vikasdoots and community level stakeholders.

The Vikas Pravartak launches saw the attendance of 160 Vikas Pravartaks and 389 attendees such as PRI members, SMC members, parents, and teachers. This clearly indicates the impact the SID intervention has had in these villages and the continued support it garners from their respective communities!

“The concept of Pravartak itself is very unique because it links old students with the school again. Pravartaks will definitely lead this activity and it will give new energy to the SID volunteers. Pravartaks also know how the program works and they will be able to help plan activities regarding sanitation and hygiene in new ways.”

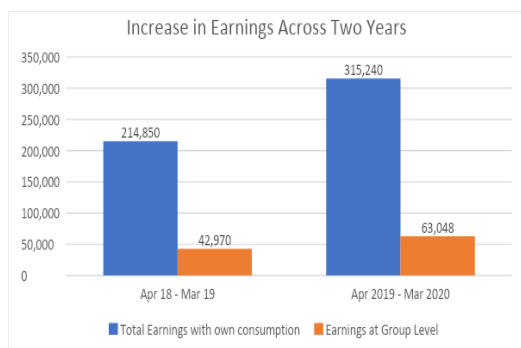
Sunjay Patil, Headmaster, Umbhrai School

LIVELIHOODS: VERMI-COMPOSTING

AMCHI's Vermicompost Livelihood Intervention continued in the second year in five villages of Ambiwali, Ambarpada, Nadgaon, Sogaon and Kalgaon in 2019-2020. The women continued to produce and sell the vermi-products consistently making use of the refresher training and review meetings provided by AMCHI team.

Project	Vermicompost Produced (in quintal)	Earnings	Vermi-wash Produced (in litre)	Earnings	Own consumption of vermicompost (in Quintal) and vermi-wash (in litres)	Cost of own consumption (in Rs)	Total Income (in Rs.)
HTPF Apr 2019 – Mar 2020	407	2,57,300	103	6,720	51	33,500	3,15,240
					29	3,120	
						36,620	

Production and Sale



This year alone, the women earned Rs. 3,15,240/- among the five groups which includes Rs. 9,800/- that was earned by selling earthworms to the customers who placed an order for it.

The interest and hard work of the women is visible with a 22% increase in production of vermicompost and 19% increase in sales as compared to previous year. Similarly, there has been a 47% increase in total earnings and at group level – including the sale of vermicompost, wash and earthworms from previous year (fig).

The interest and hard work of the women is visible with a 22% increase in production of vermicompost and 19% increase in sales as compared to previous year.

Similarly, at individual level, 29 women earned Rs. 7,409/- each in the year 2018-19 which increased to Rs. 12,125/- in 2019-20 across 26 women each.

Review Meetings

The programme runs smoothly because of the guidance and motivation the women receive consistently through the review meetings and refresher training. Each group is given guidance during the meeting especially with respect to their respective challenges, precautions that need to be taken considering seasonal variations. They are also made aware of maintenance of the unit, importance of marketing visits, and good quality packaging and transportation of the product.

69 review meetings were conducted in the five villages in the year 2019-20

Marketing Visits

The groups make regular marketing visits to nearby farmhouses, farm owners and nurseries to promote the use of organic manure. Sample packages and written material/pamphlets are shared with potential users and buyers of the vermi-compost and vermi-wash. These visits prove to be of great benefit for networking and procuring orders.

"It is very unique that women produced such quality organic manure with the support of NGO. It is the need of current farming. I am aware about the ill effects of chemical pesticides and fertilizers but with no alternative available, I used it. Now I get the sources for organic manure through AMCHI Gandulkhat group, I will definitely purchase manure for my farm in future from these women."

- Vikas Zalte, owner of Geeta Farm

Farmer Melavas & Exhibitions

It is a platform to market and showcase the vermi compost and vermi wash, produced by the women's groups. Farmer Melavas or fairs are organised not only to sell the organic manure, but they also work as a means for previous users of the manure to share their experiences regarding the quality of the manure and its result.

The most important and significant of these events was an invitation to PF's AMCHI team to present a stall at the District Level Animal Husbandry Exhibition set up by Zilla Parishad of Thane at Saralgaon (Murbad) which saw attendance of 400 participants – farmers, farmhouse owners, government officials, agriculture experts and enthusiasts alike. The PF team also had the honour of being felicitated by esteemed government officials from the state agriculture department.

**Six exhibitions and two melavas were conducted in 2019-20
which saw the attendance of 3,250 farmers!**



"I saw a vermicompost stall and I was impressed that this organization is working for organic farming through women vermi-compost business groups. Vermicompost is best manure for farming, and I request all farmers to start organic farming by using vermicompost,"

Prakash Patil, State Minister, Maharashtra Agriculture Department referring to Population First

"I like the posters and information material produced by Population First. I read all their posters, banners and pamphlets; very accurate information was placed in very simple language. It really helps farmers to understand the benefits and importance of vermicompost. The quality of manure which they distributed as samples was superb. Their demonstration of vermi-wash and vermicompost production attracted farmers like I was attracted. PF representatives and people in their stall talked nicely about the use of vermicompost and benefits of vermicompost."

Dharma Patole, Senior Farming Expert, Thane Zilla Parishad

Experience Sharing Workshop

The aim of this experience sharing workshop was to provide a platform to present the challenges faced by the women, discuss solutions and initiate a network of vermi-compost entrepreneurs in Shahapur. The goal of this network is to be first of its kind vermi-compost business network of women – a self-sustaining forum which can support its women members in production, marketing, sale, and knowledge dissemination, long after Population First and its funders of this project have exited this site.

Financial independence, decision making, addressing challenges, travelling alone, personal contribution to family income, self-esteem, confidence, multi-tasking with household work, working with other women were some of the key learnings for the women.

Whereas, some of the key challenges that the women continued to face were lack of water in villages leading to death of earthworms and lesser production in summer months, lack of cohesive group dynamics, collapsing of their shades during the rains all of which impacts the production of the manure so on and so forth which were addressed by the AMCHI team during the workshops.

Two workshops were conducted which saw the attendance of 47 women from across 13 different vermicompost groups (old and currently funded)



Organizational details

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 2019 – March 2020, 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 BOARD OF DIRECTORS/TRUSTEES

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. 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 is the 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 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 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 the former Honourable Sheriff of Mumbai, 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 the Founder of Hyper Collective. Prior to starting his own venture, he was the Chief Creative Officer of Sapient Nitro and Leo Burnett India. He is widely respected as a global creative leader and has spent close to 38 years in Advertising. He had 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 last 40 years by Campaign Asia'. He is also a TEDx speaker. Deeply committed to the issues concerning the girl child, he has been working with Population First for the past 13 years to influence the content creators to be sensitive on gender issues.

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's contributions to the agricultural revolution in India had led to his being widely referred to as the scientific leader of the green revolution movement.

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 or market shares.

Dr. Sharada is the Director of 'Population First' and is active in the development sector for the last 30 years as a researcher, trainer and program manager. She had the opportunity to work 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.

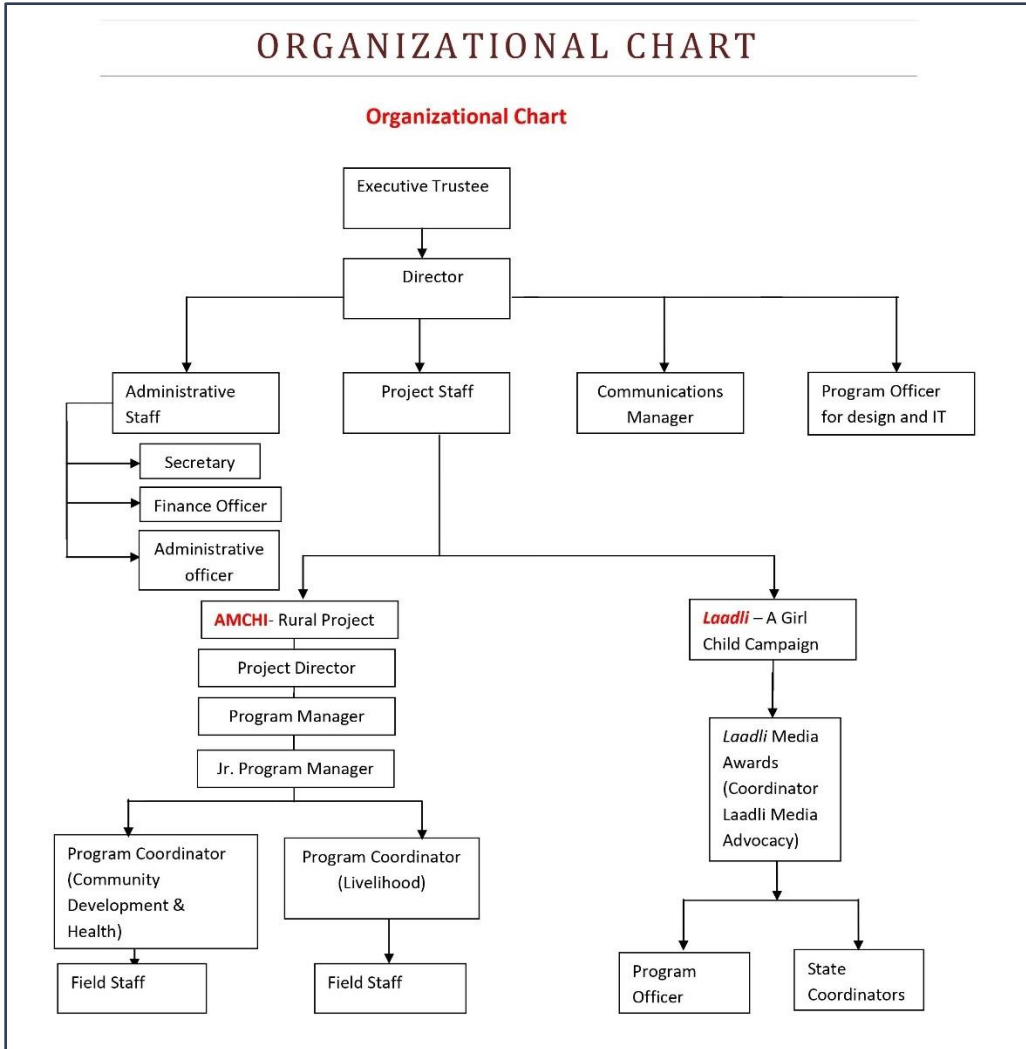
OUR SUPPORTERS AND PARTNERS ARE

- United Nations Population Fund (UNFPA)
- Campaign India
- Advertising Standards Council of India (ASCI)

- International Advertising Association (IAA)
- Advertising Agencies Association of India (AAAI)
- Script Writers Association (SWA)
- Viacom 18 Colors

DIRECTOR

Dr. A.L. Sharada - sharada.al@populationfirst.org, alsharda2002@yahoo.com



Staff Position Between April 2019 - March 2020

1	Mr. S. V. Sista	Executive Trustee	2002 - Till date
2	Dr. A. L. Sharada	Director	June 2003 - Till date
3	Pooja Nagdev	Programme Officer	July 2015 - Till date
4	Venu Gawali	Programme Officer	Aug 2016 – March 2021
5	Asha Wellorker	Accountants Officer	Feb. 2016 – Feb. 2021
6	Sneha Chavan	Programme Officer	April 2018 – March 2021
7	Swathi Chaganty	Programme Officer	November 2018- Till date
8	Shiny Varghese	Programme Manager	May 2019 - January 2021
9	Dr. Suvrata Gharge	Project Director	April 2019 – January 2020
10	Sangita Waje	Asst. Admin & Account Officer	Jan 2019 – Till date
11	Robert Sequeira	Office Assistant	Mar 2017- July 2019
12	Sangeeta Tribhuwan	AMCHI Project Co-ordinator	Mar 2007 - Till date
13	Pathan Fazal Feroz Khan	AMCHI Project Co-ordinator	Apr 2007 - Till date
14	Dilip More	Field Officer -AMCHI	May 2009 - Till date
15	Madhuri Bhangre	Jr. Village Co-ordinator - AMCHI	Apr 2016 – Till date
16	Vishakha Nipurte	Sr. Village Co-ordinator - AMCHI	Nov 2009 – Till date
17	Sadhana Chaudhary	Village Co-ordinator- AMCHI	Feb-2013 - Till date
18	Vinayak Ware	Village Co-ordinator- AMCHI	Sept 2017- Till date
19	Sanjay Manje	Field Co-ordinator - AMCHI	Sep 2018 - Sept.2019
20	Ankush Bhare	Field Co-ordinator - AMCHI	Sep 2018- Sept 2020
21	Kailas Shelar	Village Co-ordinator- AMCHI	May 2019 - Till date
22	Jyoti Rahul Mahajan	Field Co-ordinator - AMCHI	November 2019 - Till date
23	Amar Raut	Project Co-ordinator - AMCHI	June 2016 – July 2020
24	Pratibha Thakur	Field Co-ordinator - AMCHI	March 2019- June 2020
25	Vaishali Mhatre	Village Co-ordinator - AMCHI	Feb 2019- June 2020
26	Kavita Mhatre	Village Co-ordinator - AMCHI	January 2020 - June 2020
27	Nilesha Sanekar	Village Co-ordinator - AMCHI	January 2020 - June 2020
28	Pramila Dhirde	Field Co-ordinator - AMCHI	Jan 2019- March 2020
29	Arjun Pate	Office Assistant	July 2019 - Till date

SALARY STRUCTURE

Salary Structure as of 31st March 2020

Salary Structure	Male	Female	Total
Above 50,000	0	3	3
30,001 to 50,000	1	5	6
10,001 to 30,000	3	2	5
Below 10,000	5	9	14
Total Number of Staff			28

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

DONATIONS

If you would like to help our cause and be a part of a gender sensitive society, here is how you can do it:

- Cheques to be drawn in the name of '**Population First**'
- **Registered office:**

Population First, Ratan Manzil, Ground Floor,

64 Wodehouse Road, Colaba, Mumbai – 400 005. India

Contact: +91 9167902776, Email: info@populationfirst.org

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

Donating from a Foreign Country?

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

Our Donors

Project Funding	Corporate	Trust	Individuals
JSW Steel Limited	C A Narayan HUF	Pirojsha Godrej Foundation	Bhrati Vyas
JSW Foundation	Demartini Hitkari Fine Products Pvt. Ltd.	Sarla Basant Birla Param Bhakti Trust	Supriya M. Palsamkar
HT Parikh Foundation	YWCA	United Way of Mumbai	Divya Dayal
Tech Mahindra Foundation	Discovery Communications India	Sacred Heart High School	Shanta Gopal Gokhale
	Ashok Piramal Management Corp. Ltd.		Mohmmamd Khan
	Roma Builders Private Limited		Dr. Anil Khandewal
	Godrej & Boyce		Revathi Ashokan
	Banyan Tree Events India Pvt. LTD.		Gulshan Taneja
	Whistling wood International Institute		Ruchika Tendulkar
	UPL Ltd		Hitesh A Kotak
	THE Oriental Insurance Company Limited		Durga Prasand Kota
	Centre For Media Studies		Suvrata Rajiv Gharge

Crowdfunding platforms were also deployed to raise funds for the projects and for the financial year April 2019- March 2020, a total of INR 13,32,152/- was raised through TMM 2020 gateway.

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,
2020**

FUNDS & LIABILITIES	As at MARCH 31, 2020	As at MARCH 31, 2019	As at MARCH 31, 2016	PROPERTY AND ASSETS	As at MARCH 31, 2020	As at MARCH 31, 2019
	Rupees	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	2,36,250	1,39,762
Addition during the year		-		Additions during the year	73,202	1,76,345
Adjustment during the year (give details)	-	-		Less :- Sales during the year		
	7,00,700	7,00,700		Less :- Transfer to Other Earmarked Fund	74,229	79,856
Other Earmarked Funds :-				Less :- Depreciation for the year		
(Created under the provision of the trust deed or scheme out of the Income)					2,35,223	2,36,251

Balance as per last Balance Sheet	1,20,48,262	1,25,39,699		To Receivables (As per Schedule 'D')	11,82,326	3,419
Less : Appropriation, if any				To Tax Deducted at Source	13,69,694	9,29,450
<i>Add : Surplus / (Deficit) as per Income and Expenditure Account</i>	5,16,104	(4,91,438)		To Others - Deposits (As per Schedule 'E')	2,39,500	1,59,500
					30,25,386	11,60,626
	1,25,64,366	1,20,48,262				
BALANCE C/F	2,09,33,780	1,71,50,312		BALANCE C/F	41,60,609	22,96,877

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,
2020
(Contd.)

FUNDS & LIABILITIES	As at MARCH 31, 2020	As at MARCH 31, 2019	As at MARCH 31, 2016	PROPERTY AND ASSETS	As at MARCH 31, 2020	As at MARCH 31, 2019
	Rupees	Rupees	Rupees		Rupees	Rupees
BALANCE B/F	2,09,33,780	1,71,50,312		BALANCE B/F	41,60,609	22,96,877
				Income Outstanding :-		
				Rent		-

				Accrued Interest	57,295	87,203
				Other Income		-
				Cash and Bank Balance :-	57,295	87,203
				In Saving Account with HDFC Bank	56,83,091	54,772
				In Saving Account with HDFC Bank - FCRA A/C	3,55,241	3,16,074
				In Saving Account with IDBI Bank A/c no.004104000125956	3,76,022	58,638
				In Saving Account with IDBI Bank A/c no.004104000099271	9,363	9,037
				In Saving Account with Indian Bank	26,645	59,663
				In Fixed Deposit Account with HDFC Bank	1,02,63,702	1,42,63,702
				With the Trustee		-
				With the Manager	1,812	4,346
				Income and Expenditure Account :-	1,67,15,876	1,47,66,232
				Balance as per last Balance Sheet		
				Less :		
				Appropriation, if any		
				Less : Surplus as per Income and Expenditure Account		
				Add : Deficit as per Income and Expenditure Account		
						-
Total Rs.....	2,09,33,780	1,71,50,312		Total	2,09,33,780	1,71,50,312

+ Income Outstanding :

The above Balance Sheet to the best of my/our belief

**For KDK &
Associates
Chartered
Accountant
Firm Reg
No. 13041W**

(if accounts are kept
on cash basis)

Rent:
NIL
Interest:
NIL

contains a
true account
of the Funds
and Liabilities
and of the
Property and
Assets of the
Trust.

Other Income:

NIL
Total Rs.
NIL

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

Dated at
Mumbai, 09
January,
2021

Dated at Mumbai, 09
January, 2021