

Population First

POPULATION FIRST



Population First works in the village Anganwadis to address malnutrition.

Population First is a not for profit organization registered in March 2002 under the Bombay Public Trusts Act, 1950.

Key Objective

To work towards gender sensitive and social development-oriented health and population programmes

Our Approach

To promote gender sensitivity and gender equality through:

- Awareness programmes on gender, health, population and social development issues
- Mobilising community participation in population, health and social development programmes
- Building Public-Private Partnerships for programme and policy development and implementation
- Working with influencers in media and advertising to change mind sets related to girls and women's rights and gender equality.



Students during election campaign

- 30,000 reporters engaged on gender issues
- 3,000 ad, TV and film professionals encouraged to promote positive portrayals of women
- Over 100,000 college students mobilised to promote gender sensitivity
- 300,000 views for our plays, street plays, flash mobs and other performances
- 1 crore plus views for our music video, ad, films and short films
- 100,000 villagers empowered to change their lives



A media awardee being felicitated.

Usha Uthup performs at the Laadli Media Awards.

Our Supporters and Partners:

United Nations Population Fund (UNFPA) | Campaign India
Advertising Standards Council of India (ASCI) | International Advertising Association (IAA)
Advertising Council of India (ACI)

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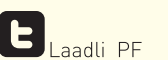
Support Us Contributions to Population First are exempt from tax under section 80-G (5) of the Income-Tax Act.

Population First is registered under Foreign Contribution (Regulation) Act (FCRA), 1976

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Cover photo: "Workshops with media professionals help participants give theatrical expression to their aspirations for gender equality."



Laadli_PF



http://www.facebook.com/laadliPF/

Population First



Media Advocacy

Community Mobilisation

Youth Initiatives

Promoting Gender Sensitive Advertising

Laadli & Amchi are Population First's major projects to address gender inequality and the lack of social development in rural India.

OUR PROJECTS

Action for Mobilization of Community Health Initiatives (AMCHI):

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. AMCHI is implemented in 96 villages under nine Primary Health Centers in the Shahapur block of Thane district, Maharashtra.



Women and children are the focus of our initiatives in AMCHI.

Activities

- Parivartan ki Oar: Theatre-based workshops to motivate and strengthen the communication skills of service providers
- Micro-planning at the village level to identify issues and develop community-driven action plans
- Amcha Gaon Amchi Shaan village development contest
- Innovative training programmes with school children, panchayat members, women and youth groups and village level committees to empower them to play a proactive role in village development
- AMCHI livelihood initiatives involving women's self-help groups (SHGs)



A child is checked for malnutrition in Lingayat village.

LAADLI - A Girl Child Campaign

Laadli, Population First's girl child campaign was launched in June 2005 to address the problem of the falling sex ratio highlighted in the Census of 2001. However, over the years the scope of the project was redefined to work with media, advertising and youth to address the reasons why she is considered unwanted and undermined in our society.



Laadli works closely with college youth on gender issues.

Objective

To influence the influencers to promote gender equality and stop gender-based violence

Strategy

- Break the silence around gender discrimination and violence using media, advertising and films
- Increase the visibility of the issue in the public domain
- Influence the opinion makers to be the advocates for gender equality and sensitivity
- Engage youth innovatively on the issue

Activities

Laadli Media Advocacy

Laadli Media & Advertising Awards for Gender Sensitivity (LMAAGS) acknowledges and felicitates gender sensitive reportage in the media and portrayals in electronic and print media



Wall paintings on the theme of Women Empowerment



The Population First team runs for Laadli!



Laadli

Celebrate Her Life

Ad and Media Analysis: Films, advertisements and news reports are regularly analyzed from a gender perspective to highlight the subliminal gendered messaging in communication.

Laadli Fellowships are given to journalists and film scriptwriters to promote investigative reporting on gender issues and gender sensitive portrayals.

Gender and Media Workshops for Working and student journalists and film scriptwriters to sensitize them to gender issues through interactive theatre based workshops.

Innovative activities: A number of collaborative events are organized with media and advertising agencies and organizations to promote gender sensitivity in the media.

Laadli Youth Initiatives: We interact with more than 20,000 college students every year to help them question the dominant gender perceptions and redefine gender equations. Apart from that, we have developed modules on facilitation skills for teachers to initiate conversations with students on gender issues in classrooms.

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

- Discussion Forums
- Communication Techniques and Campaign Management Workshops
- Self-Empowerment to Social Transformation Workshops to provide communication and negotiation skills to youth to redefine gender equations at home, in colleges, on the streets and at work places
- Change Makers Clubs: To create non judgemental space in colleges to engage students on gender issues
- Mainstream gender into the ongoing curricular and co-curricular activities