

Mahindra Group's fresh take on girl child education with #LadkiHaathSeNikalJayegi

Brand

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Aimed at reversing the negative perception around the phrase Encouraging parents and the society at large to uninhibitedly harness the power of girl child education

Mumbai, August 1, 2018: Mahindra Group, along with Project Nanhi Kali, aims to dispel the misconceptions around girl child education, by taking on a fresh view for the phrase with the campaign [#LadkiHaathSeNikalJayegi](#).

With the objective to demonstrate the opportunities that result from educating every girl child, this campaign will go live today across all digital channels of Mahindra Rise. A number of surround activities are planned, to spread the word and create a movement to support the cause. These activities will celebrate women who have achieved greatness by taking that crucial first step. These women will be both from outside Mahindra, as well as inspiring stories of our own Nanhi Kalis.

Commenting on the purpose and genesis of the campaign, **Sheetal Mehta, Senior Vice President- CSR and Executive Director, K.C. Mahindra Education Trust**, said, "With over two decades of experience in educating girls, Project Nanhi Kali has sufficient evidence that education is the only tool which enables girls to rise from a life of poverty, and go on to live a life of dignity. The objective of this campaign is to change attitudes towards

girls, by giving a positive perspective to the phrase #LadkiHaathSeNikalJayegi. We hope that every Indian citizen, will not only view this film, but also help spread awareness and contribute to this worthy cause.”

“Mahindra is a socially responsible and trusted brand but with our RISE philosophy, we not only want to do good in the community, but also aim to inspire others to do good in order to drive societal change. This is the heart of Mahindra’s ‘Rise for Good’ campaigns. With the #LadkiHaathSeNikalJayegi campaign we’re turning this phrase on its head into a message of positive empowerment for girl child education and their ensuing success.” said **Vivek Nayer, Chief Marketing Officer, Group Corporate Brand, Mahindra Group.**

The Mahindra team conducted a detailed social media listening exercise on social issues. Not surprisingly, girl child education was among the most talked about issues online. Furthermore, focus group discussions highlighted that:

- It was a common desire among parents to be protective of the daughter. Even working mothers felt the need to restrict their daughters’ movements
- Men often self-appointed themselves as protectors of women
- Even today, there is an accepted belief that certain jobs are for women, and certain jobs aren’t

The film has been conceptualized keeping these insights in consideration. A semi-urban setting was chosen for the film to ensure relatability, given that these beliefs exist not just in rural India, but also in cities. It is through a conversation between a girl and her father that the prevalent mindset is challenged by providing a new perspective to ‘Ladki Haath Se Nikal Jaayegi’.

The film was conceived and scripted by FCB Interface. The **Chief Creative Officer, from FCB Interface, Robby Mathew**, said, "This film is an ode to the unsung heroes, who reject our society's patriarchal mindset and encourage their daughters to fly. It is a celebration of a girl child's dreams and her father's determination to make it happen. It changes the meaning of this often-used phrase 'Ladki Hath Se Nikal Jaayegi' and instead uses it to make a case for putting her destiny back into her own hands"

Project Nahi Kali, since 1996 has empowered over 350,000 girls, including 153,999 girls in this past year alone. This massive undertaking was made possible thanks to over 4,560 Community Associates who tutor our Nanih Kalis for 2 hours every day, 6 days a week through the year, working across 5,262 Academic Support Centres in remote, tribal and rural pockets, as well as urban slums in 11 states of India. The objective of the campaign is to increase awareness and encourage more and more people to join the movement.

Click on the link to view the film -

<https://www.youtube.com/watch?v=eDWAYOJsOig&feature=youtu.be>

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, speedboats, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

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