

Project Nanhi Kali's new campaign by Ogilvy tugs every heartstring by telling the story of two Lajjos – a little girl and a beast of burden, the village buffalo

Brand

Author : mahindraadmin Category : Brand Published : 3/10/2022

Mumbai March 10, 2022: Project Nanhi Kali is a pan-India programme, which empowers underprivileged girls with access to quality education. The project is jointly managed by two reputed organisations, the K.C. Mahindra Education Trust and Naandi Foundation. Designed to support girls from underprivileged families to complete 10 years of schooling, the project has transformed the lives of over 500,000 girls across 14 states in India.

Nanhi Kali believes that education is more than just the academic curriculum taught at school. Through their holistic development intervention, Nanhi Kali sets the pathway for girls to grow into independent young women who have the ability to re-write their destinies. In a patriarchal society, where girls are discriminated against, it is refreshing that at Nanhi Kali, girls learn that they matter.

The new Nanhi Kali film evokes some powerful emotions, as we see a little girl's plight through the perspective of a village buffalo. The message is conveyed through this hard-hitting and emotional story, which will affect each and every viewer. Watch the link below to find out.

<https://www.youtube.com/watch?v=IIW99kA6vc8>

Sheetal Mehta, Trustee & Executive Director, K.C. Mahindra Education Trust, commented, *“At Nanhi Kali, we believe that every girl should be in school. An educated girl lays the foundation of success not only for herself, but also for her family, her community, and the nation. Nanhi Kali has empowered over 500,000 girls in India with access to quality education. It is not just about the joy of learning, but more importantly, instilling a sense of self-esteem and confidence in the girls.”*

Asha Kharga, Chief Customer & Brand Officer, Mahindra Group, stated, *“The core purpose of the Mahindra brand is to drive positive change to empower communities so that they Rise. Nanhi Kali’s impact is proof of our purpose in action. It makes Rise come alive. And hence, it was time to own our story.”*

Speaking about the film, **Kainaz Karmakar and Harshad Rajadhyaksha, Chief Creative Officers, Ogilvy India,** said, *“Even today, there are corners of India where the girl is deprived of education. As a result, her confidence and self-worth take a huge beating. Nanhi Kali believes that education is not just a human right. It is a way for so many girls to feel human. The story, told through the eyes of a noble animal, ‘Lajjo’ does just that. We want to make a special mention of our film director, Afshan Hussain, for telling the story so beautifully. And of Ms Ila Arun, for lending the perfect emotion to the ‘voice of Lajjo’.”*

Credits:

Client: Project Nanhi Kali, K.C. Mahindra Education Trust

Agency: Ogilvy

Chief Creative Officers, Ogilvy India: Kainaz Karmakar, Harshad Rajadhyaksha

Creative Directors: Ashok Karkala, Vinay Pawaskar

Creative Team: Kainaz Karmakar, Harshad Rajadhyaksha, Ashok Karkala,

Vinay Pawaskar

Account Management Team: Hirol Gandhi, Sushma Singh Vivek

Brand Planning Team: Prem Narayan

Production House – Good Morning Films

Director: Afshan Hussain Shaikh

Executive Producer: Shashanka Chaturvedi, Vikram Kalra, Robin D'Cruz

Producer: Siddhi Bhopale

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

Media contact information

Pramuch Goel

Head – Group Communications

Mahindra & Mahindra Ltd.

Email – goel.pramuch@mahindra.com

Tags :

Mahindra Group Nanhi Kali Ogilvy advertising campaign K. C.
Mahindra Education Trust Naandi Foundation CSR