

Sundar si
duniya mein,
main bhi
jeena chahti
hu...

Inspiring Change/Empowering Women (WE) initiative launched to increase awareness and provide measurable impact

Powerful change can emerge and grow from the smallest acts. This is particularly true when it comes to addressing the pervasive violence that has befallen women in India.

The Share and Care Foundation, joined by TV Asia presented an evening of speakers and dialogue to celebrate the launch of the initiative to "Inspire Change and Empower Women." Major personalities from Bollywood joined media giants and public officials to celebrate the launch of the program.



Above: SCF members celebrate WE launching with Celebrity couple.
At top: Javed Akhtar reciting his poem "Waqt". All photos: Mr C. Trivedi

Share and Care, in partnering with the TV Asia series Shades of Shakti, confirmed that media attention is an essential strategy to arouse awareness of an important cause whose success relies upon emotional impact and visibility. The award-winning show features the extraordinary achievements of South Asian Women living in the U.S. who have taken control of their personal and professional destinies—often in the face of daunting obstacles.

Share & Care has a dream, in which every woman feels safe, secure, self-reliant, empowered, and assured a life of dignity. According to Share and Care Foundation President Arun Bhansali, "A pragmatic and powerful approach is necessary to create sustainable opportunities and fight injustices...to empower women."

The celebratory evening featured Dr. Ketki Shah; Chairperson of the foundation's WE initiative, who shared the vision, goals and strategy for 2014 campaign. She emphasized two key areas: Abuse prevention, and Livelihood Projects, both prioritized to promote self-sufficiency.

Dr. Shah was followed in the program by Hon. Consul General of India Shri Dnyaneshwar M. Mulay who discussed the suffering of women in India, and endorsed the Foundation's timely initiative. The non-profit's goal is to enroll 350 women with a pledge of \$100 a month over



At top: Shabanaji and Javedji with TV Asia anchors & producers Nisha Mathur / Vikas Nangia. Left: Shabana Azmi, Javed Akhtar & Hon Consul General Mr Mulay. Below: Shabanaji signing autographs for Inspired Women attendees.

All photos: Mr C. Trivedi



the next 10 months toward a goal of \$350,000 to support three programs in India and one in the U.S.

Mr. H.R. Shah, Chairman & CEO of TV Asia, the well-known entrepreneur, philanthropist and community leader spoke about the important role that the media can play in emphasizing importance of the work by the Share and Care Foundation.

Legendary poet, lyricist and scriptwriter Javed Akhtar, a prominent figure in Bollywood and one of the industry's most popular and sought-after lyricists, recited some of his work to the pleasure of those in attendance. Celebrity couple Javed and Shabana Azmi are supporters and guides to foundation's mission and have partnered in many projects uplifting women's causes.

Shabana, in referring to the brutalization of a 5 year old girl in Delhi, said, "We are numbed by the horror of the act. The culprit has been booked but can justice ever be done? ...We can't just be bystanders." Shabana read a poem penned by Javedji's son Farhan Akhtar, the well regarded Indian film director, screenwriter, producer, actor, playback singer, lyricist and television host. The poem was offered as a tribute to the WE campaign.

Later, Shabana Azmi and Javed Akhtar joined in "conversation" with media anchors and producers. They provided their honest views on the importance and difficulties of gender issues, which was followed by a lively question and answer period with the audience.

About

The Share and Care Foundation, founded in 1982, is a nonprofit, tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code. The foundation's mission is to create opportunities for deserving, economically challenged women and children of India by partnering with communities, philanthropists and local charitable organizations. Donations are tax-deductible as allowed by law.

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