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Press Release

8-3-2018

Harmony Foundation kick-started Celebration of the Birth of the Girl Child in Nowrosjee Wadia Maternity Hospital on 8th March commemorating the worldwide celebrations of International Women's Day

#LetsCelebrateHerLife Campaign

#LetsEmpowerHer

Mumbai:

Harmony Foundation kick-started the 'Let's Celebrate Her Life' campaign in **Nowrosjee Wadia Maternity Hospital** in Mumbai. **Addl. Commissioner of Police, Smt. Ashwathi Dorje flagged off this campaign by distributing beautiful baby care packages to new mothers.** This campaign was inaugurated to commemorate the worldwide celebration of International Women's Day and through this unraveled the theme of Harmony Foundation for the year 2018- "**Empowerment of the Girl Child**".

This initiative is supported by Himalaya Baby Care and each mother received a beautiful jute bag which can be used as a diaper bag and have several baby care products like Himalaya Baby Massage Oil, Himalaya Baby Lotion, Himalaya Baby Soap, Himalaya Baby Cream, Himalaya Baby Powder and Himalaya Baby Wipes.

The distribution would continue for one week in hospitals like **Sir J.J. Hospital, BYL Nair Charitable Hospital, Masina Hospital & KEM Hospital.**

Each year Harmony Foundation finalizes a theme that highlights the need of the hour in the world. Last year in 2017 our theme was 'Compassion Beyond Borders- A Compassionate Response to the Refugee Crisis' with a special focus on refugee children.

Building up on last year's theme, this year we want to reach out to a large chunk of population who is overlooked, ignored and sometimes even forgotten- the **GIRL CHILD!** She is born into a legacy of shame, hatred and bias!

Harmony Foundation's theme for 2018 is '**Empowerment of the Girl Child**'. Generally, in a patriarchal society like India, the girl child is often not cherished as a value adding asset to the family and household at large. Instead, gloom descends at the birth of a baby girl. A girl child is looked at as a liability and a burden! This in turn makes them vulnerable to circumstances leading to unfortunate and tragic eventualities like child marriage, human trafficking, rape, discrimination and atrocities. Harmony Foundation has taken this initiative of empowering the girl child to alleviate this plight and to remedy this disturbing trend on a clear long term basis and we are looking to envision and enlist the stakeholders of the society to carry forward the mandate of bringing awareness, building advocacy partners and impacting the world to build a generation of empowered women.

Dr. Abraham Mathai

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