

# **MEDIA COVERAGE**

**Katrina Kaif Joins Educate Girls  
As its Brand Ambassador**

**Press conference @ Taj Lands End  
March 19, 2018**

# Katrina takes a school break!

Pic: Prashant Sawant

**K**atrina Kaif who is currently working round the clock for Aanand L Rai's *Zero* and rehearsing for the upcoming D-Bangg The Tour in Pune will take some time off to visit the students of Mountain View School in Tamil Nadu.

Mountain View School, located in Dinidigul, Tamil Nadu was opened in 2015 as part of Relief Project India, to provide English-medium education to underprivileged students. Katrina's mother Suzanne has long been associated with the school and has been teaching there as well. Katrina will take a day off to join her mother and has planned a day full of activities with the students there.

Says a source, "Katrina has a choc-o-bloc schedule but despite it all, will take a day off to fly to Tamil Nadu and meet the students of Mountain View School." 57



Katrina Kaif joined non-profit organisation Educate Girls as their Ambassador in Mumbai on Monday. Seen here with Safeena Husain



## Helping hand

**ACCOMPLISHED** actor Katrina Kaif was there at Taj Lands End as she joined international award-winning non-profit organisation Educate Girls as ambassador. You heard that through this association she attempts to bring renewed focus to girl child education and gender equality and that the actor has spent time learning about the several barriers to girls' education in the country, especially in rural, tribal regions. Present was Educate Girls founder Safeena Husain who felt that with Katrina as an advocate they hoped to unite voices and amplify conversations on subjects of gender equity and girls' education. In partnership with the government, Educate Girls has been bridging the gender gap in education across 12,000 villages, working with over 21,000 schools in Rajasthan and Madhya Pradesh over the last ten years. It proposes to expand its work to more educationally backward districts in Bihar and Uttar Pradesh.

SAFEENA HUSAIN & KATRINA KAIF

# KATRINA STANDS FOR GIRLS' EDUCATION

Inspired by the values of her teacher mother, the actress is working with an NGO to urge people to send their girls to school



✓ Katrina Kaif's mother Suzanne Turquotte has been a great impact on her. "I have the most wonderful example for taking up social causes. My mother, who is a teacher, has always been involved in different charitable causes. She has been working with the amazing Mount View school in Madurai, where the teachers are all from the local community and are trained by her. That's why I have been associated with a NGO — Educate Girls," says Katrina.

The actress adds that the job of helping send girls to school is not an easy one. "You do get a lot of doors slammed on your face when you try changing mindsets. It is not about the tangible and physical resources. It is about changing mindsets of people. We do hear about it in metros, but it's not the same

in the interiors and rural India," she adds.

The actress believes that education is the first step for girls, and says that when girls are educated, they can start thinking for what they want. "You have to let people know that these are the reasons why one should send their daughters to school. Knowledge is power, which brings self-confidence and a certain belief in oneself. Once educated, young girls know what they want. With education, young girls will not fall prey to child marriages and abusive relationships," says Katrina.

"After seeing what Educate Girls was doing and the way they are targeting the issue of girls' education, visiting communities and talking to them — it seemed like it is what I wanted to be a part of," she says.

Katrina says that it is very rare that actors speak out on matters political or social. "When it comes to political matters, a lot of actors don't feel the need to comment. Or they genuinely do not want to comment on anything political. There is a big difference in having an opinion at home and speaking about it on a public platform about a social cause. If, as an actor, I do not comment on something, it does not mean that I do not have an opinion," she signs off.

— Sanskriti Media



# Women need to help each other: Katrina

KATRINA Kaif feels it's important for people to empower the women around them — an act, she says, she also partakes in actively. “We need to think about what we are doing for the women around us,” she said at an event organised by the NGO, Educate Girls.

“Recently, I’ve become more aware of this. Do we support our contemporaries? I try to support women

who are around me as much as I can. Sometimes, a competitive mindset can stop you from doing that,” she said, urging others to do the same in their careers too.

“[I ask myself], am I lifting the women around me? Am I doing what I can to support and encourage them? Rather than wonder what they can do for me, I now do whatever I can to encourage them to get better in their profession.”

When asked about the

prevalent perception that actors, especially female stars, don't have an opinion on important issues, Kaif said no one should feel obligated to make a comment.

“A lot of actors don't wish to talk about politics, or matters regarding governance, because they are not in the field. There's a difference between having an opinion at home, and speaking about it on a public platform. It doesn't mean that I don't have an opinion. Maybe it is not the right time to talk about it.

***‘Sometimes, a competitive mindset can stop you from helping others’***

**Agencies**

# KAT STANDS FOR GIRLS' EDUCATION

INSPIRED BY THE VALUES OF HER TEACHER-MOTHER, THE ACTRESS IS WORKING WITH AN NGO TO URGE PEOPLE TO SEND THEIR GIRLS TO SCHOOL

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The actress adds that the job of helping send girls to school is not an easy one. "You do get a lot of doors slammed on your face when you try changing mindsets. It is not about the tangible and physical resources. It is about changing mindsets of people. We do hear about it in metros, but it's not the same in rural India," she adds.

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# Katrina stands for girls' education

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# Katrina is now ambassador of Educate Girls

**A**ctress Katrina Kaif has joined the international award-winning non-profit organisation, Educate Girls as their ambassador, a statement said.

Katrina is deeply inspired to lend her voice to one of the most pressing development issues - that of educating girls. Through her association with Educate Girls, she attempts to bring renewed focus to girl child education and gender equality, it said.

"For over a decade now, Educate Girls has been partnering with the government in bringing out-of-school girls back to school. I am committed to support Educate Girls in the endeavour to build an India where girls have equal opportunities to access quality education," she said.

Katrina, who has spent time acquainting herself about the several barriers to girls' education in the country, especially in rural or tribal regions, calls Educate Girls' programme model "highly sustainable" as it is based on principles of community-ownership and collaboration that involves the families, village leaders, local administration and school authorities to jointly push for change.

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**IANNS**





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Pic: Ashwini Sawant/DNA



Katrina Kaif

**MATCH MADE**

Katrina Kaif matched her red and white tee with her shoes for an outing on Monday.

# FOR A CAUSE

कटरीना कैफ मुंबई में हुए एक सोशल  
कॉज इवेंट में शामिल हुईं।



**अ**त्यंत कमी कालावधीत बॉलिवूडकरांना तिच्या नखरेल अदांची मोहिनी घालणारी अभिनेत्री कॅटरिना कैफ. शाहरुख खान, सलमान खान, अमीर खान यांच्यासोबत अभिनय करून आपले नाव टॉप सेलिब्रेटीच्या यादीत नोंदवणारी अभिनेत्री समाजामध्ये बदल घडवून आणण्यासाठी धडपडताना दिसत आहे. कॅटरिनाच्या मते, एखादा संदेश प्रभावीरीत्या पोहोचवायचा असेल तर चित्रपट हे एक प्रभावशाली माध्यम आहे, ज्यामुळे समाजात एखादा सकारात्मक बदल घडवून आणला जाऊ शकतो. मुलगी शिकवा यावर आधारित चित्रपट करायला आवडेल का? अशी विचारणा केली असता “मला नाही वाटत, मुलगी शिकवा या अभियानाचा प्रसार करण्याची किंवा त्यासंबंधी जागृता निर्माण करण्याची गरज आहे. यासाठी अनेक पर्याय आपल्याकडे उपलब्ध आहेत.

## चित्रपट समाजप्रबोधनाचे माध्यम : कॅटरिना

पण, चित्रपटाच्या माध्यमातून एखादा विषय हाताळला गेला तर नक्कीच मनोरंजनातून एक संदेश सर्वांपर्यंत पोहोचवता येईल. चित्रपटनिर्मिती करताना एखादा सामाजिक हिताचा उद्देश डोळ्यासमोर ठेवून केला, तर नक्कीच तो चित्रपट उच्च पातळीचा असेल. एखाद्या तरुण बुद्धिमान मुलीला तिच्या ध्येयापर्यंत जाण्याची पाबंदी घातली जाते, याचे कारण काय तर तिचा आजूबाजूचा समाज तिला त्यापासून रोखतो आहे. हा संदेश जर चित्रपटांनी स्वीकारला तर समाजात बदल घडवून आणता येईल. आपल्याकडे असे बरेच चित्रपट आहेत, जे अशा सामाजिक विषयांना हाताळून सकारात्मक बदलाकडे वाटचाल करतात. कॅटरिना कैफ एज्युकेट गर्ल्स या संस्थेची ब्रँड अंबेसेडर म्हणून तिची नेमणूक करण्यात आली असून तिने शिक्षणाव्यतिरिक्त अनेक गोष्टींवर लक्ष देऊन महिलांचे सक्षमीकरण कसे करता येईल यावर लक्ष दिले पाहिजे. यासाठी आपला दृष्टिकोन बदलणे हे सर्वात महत्त्वाचे आहे असेही तिने सांगितले.



# सोशल कॉज इवेंट में पहुंची कैटरीना



मुम्बई में एन.जी.ओ. 'एजुकटेड गर्ल' के इवेंट में पहुंची कैटरीना कैफ। कैटरीना इस एन.जी.ओ. की ब्रांड एम्बैसेडर भी हैं। कैटरीना इन दिनों शाहरुख और अनुष्का शर्मा के साथ फिल्म 'जीरो' की शूटिंग में बिजी हैं।



एजुकेट गर्ल कार्यक्रम में अभिनेत्री कैटरीना कैफ ।

**Punjab Kesri (New Delhi)**

# బాలికల విద్య కోసం కత్రినా..

ముంబై వేదికగా బాలికావిద్య, లింగ సమానత్వంపై పోరాడుతున్న ఓ ఎన్టీవోకు బాలీవుడ్ నటి కత్రినాకైఫ్ అండగా నిలిచారు.

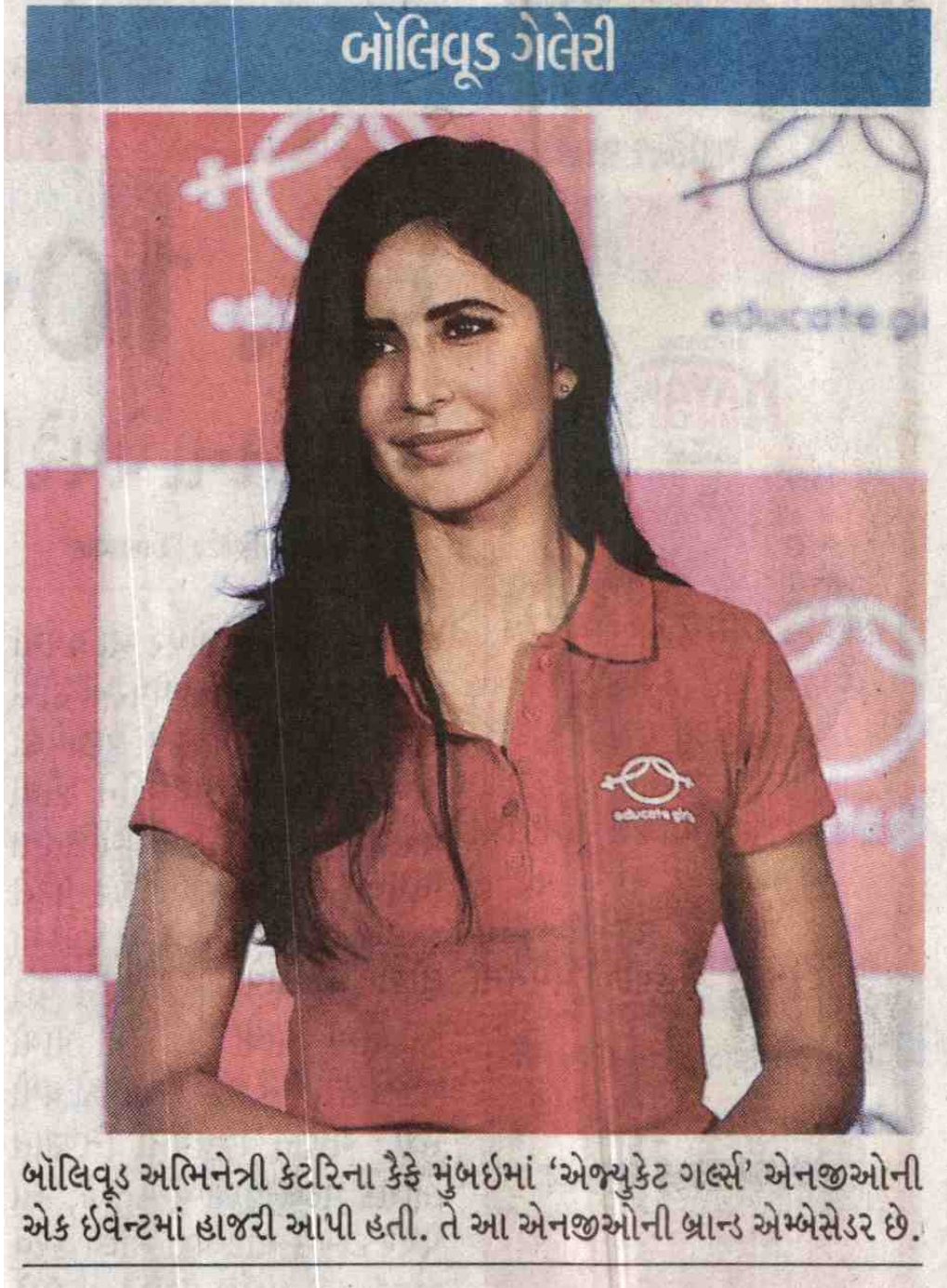
'దేశంలో బాలికావిద్యను నిర్లక్ష్యం చేస్తున్నారు. తద్వారా లింగభేదాలు పెరిగిపోతున్నాయి. ఆడపిల్లను తల్లిదండ్రులు కచ్చితంగా చదివింపాలి. అప్పుడే మంచి సమాజాన్ని చూడగలం. దీన్ని ప్రచారం చేయడానికి నేను సిద్ధంగా ఉన్నా' అని బాలీవుడ్ నటి కత్రినాకైఫ్ అంటున్నారు. ముంబై వేదికగా బాలికావిద్యపై ప్రచారం నిర్వహించడానికి 'ఎడ్యుకేట్ గర్ల్స్' అనే స్వచ్ఛంద సంస్థకు ఆమె అంబాసిడర్ గా ఉండేందుకు ముందుకొచ్చారు. చదువు ద్వారానే లింగభేదాలను అధిగమించగలమని చెబుతున్నారు. ఎడ్యుకేట్ గర్ల్స్ అనే సంస్థను సఫీనా నిర్వహిస్తున్నారు. ఈ సంస్థ ద్వారా దాదాపు లక్షా 20 వేల మంది బడి మానేసిన బాలికలను మళ్ళీ బడికి పంపించారు. 2007 నుంచి ఈ సంస్థ రాజస్థాన్, మధ్యప్రదేశ్ రాష్ట్రాల్లో 21వేల పాఠశాలను సందర్శించి విద్యార్థినులకు, 12వేలకు పైగా గ్రామీణులకు బాలికా విద్యపై అవగాహన కల్పించారు.





ABP Abela (Kolkata)





**Divya Bhaskar (Mumbai, Ahmedabad)**

# কন্যা শিক্ষার দূত ক্যাটরিনা

আন্তর্জাতিক পুরস্কার-জয়ী নন-প্রফিট অর্গানাইজেশন 'এডুকেট গার্লস'-এর অ্যাঙ্গাসাডার হিসেবে যুক্ত হলেন অভিনেত্রী ক্যাটরিনা কাইফ। মেয়েদের শিক্ষার মতো গুরুত্বপূর্ণ বিষয়ে তিনি তাঁর নিজের কঠোর দিতে পারবেন এটা ভেবেই ক্যাটরিনা আগ্রহী। 'এডুকেট গার্লস'-এর সঙ্গে যুক্ত হতে পেরে তিনি আরও একবার কন্যাসত্তার শিক্ষা এবং লিঙ্গ সাম্যতা বিষয়ে কথা বলতে পারবেন। এই প্রসঙ্গে ক্যাটরিনা বলেছেন, 'গত এক দশক ধরে এডুকেট গার্লস সরকারের সঙ্গে একজেট হয়ে স্কুলে ফিরিয়ে আনার চেষ্টা করছে স্কুল ছেড়ে যাওয়া মেয়েদের। আমি এডুকেট গার্লসের এই প্রচেষ্টার কাজে সমর্থন জানাচ্ছি। সমর্থন জানাচ্ছি এই কারণে, যে তারা এমন একটি ভারতবর্ষ তৈরি করতে চাইছে যেখানে মেয়েরা শিক্ষা পাওয়ার ব্যাপারে পুরুষদের মতো সমান সুযোগ পাবে।' গ্রামীণ এবং বিশেষ করে উপজাতি শ্রেণির মানুষদের মধ্যে দীর্ঘ সময় ক্যাটরিনা কাইফ কাজ করেছেন যাতে এদেশে মেয়েদের শিক্ষা পাওয়ার ব্যাপারে যে সব প্রতিবন্ধকতা রয়েছে তা দূর করা যায়। তিনি বলেছেন 'এডুকেট গার্লস' যে প্রোগ্রাম মডেল নিয়ে কাজ করে সেটি অত্যন্ত সাসটেনেবল, অর্থাৎ দীর্ঘস্থায়ী। কারণ কমিউনিটি-ওনারশিপ-এর তত্ত্বের ওপর তৈরি হয়েছে এই মডেল। এই মডেলের মধ্যে জড়িয়ে রয়েছে গ্রামীণ পরিবেশ, গ্রামের মৌড়ল এবং স্থানীয় প্রশাসন ছাড়াও আছে সেই সব স্কুলের প্রধানরা যাঁরা প্রত্যেকেই এই পরিবর্তন চাইছেন। 'এডুকেট গার্লস'-এর ফাউন্ডার সাফিনা হোসেন বলেছেন, 'এটি অত্যন্ত সম্মানের ব্যাপার যে আমাদের অ্যাঙ্গাসাডার হিসেবে কাজ করতে রাজি হয়েছেন ক্যাটরিনা। তিনি যোগ দেওয়ার

ফলে লিঙ্গ-সাম্য এবং মেয়েদের শিক্ষার ব্যাপারে আমাদের বক্তব্য আরও জোরদার হবে বলে আশা করছি। এছাড়াও জাতীয় মিশন বেটি বাঁচাও, বেটি পড়াও-এর প্রেক্ষিতে তাঁর যুক্ত হওয়াটাও গুরুত্বপূর্ণ।'

