

FOR IMMEDIATE RELEASE

Title: **Girl Rising: Educate Girls. Change the World.**

Avid Learning in partnership with the Consulate General of the United States in Mumbai, N.G.M.A. and the 'Beti Bachao Beti Padhao' Campaign are proud to present the India Launch of Academy Award-nominated Director Richard E. Robbin's movie, 'Girl Rising', a revolutionary film that follows the life stories of girls from the developing world and showcases the power of education to change a girl, and the world!

The evening will begin with a screening of select stories from the film and will be followed by a discussion with Senior Producer of Girl Rising, **Martha Adams** and Filmmaker and Writer of the Indian story in Girl Rising, **Sooni Taraporevala** in conversation with Former Head of the Social Communications Media Department, Sophia Polytechnic, **Jeroo Mulla**. Join us as we glimpse into the world of girls like 'Suma', who composes music to help her endure forced servitude in Nepal and 'Ruksana', an Indian "pavement-dweller" whose father sacrifices his own basic needs for his daughter's dreams, amongst other inspiring stories.

Where: The N.G.M.A., Fort, Mumbai

When: Thursday, December 3, 2015, 6 PM to 8 PM

RSVP Email / Call: register@avededu.in / +919769937710 ; prior registration required

Press Email / Call: Dhvani Vyas on dhwani.vyas@essar.com / +91 9930134152

Martha Adams is an award-winning storyteller who travels freely between the commercial realm of TV, the independent world of filmmaking and all things digital media. Originally brought on to produce the film at the center of the Girl Rising campaign, she is now the Chief Creative Officer and was featured in 2013 by Newsweek/Daily Beast as one of "125 Women of Impact." Adams is a Senior Fellow at The University of Southern California's Marshall Brittingham Social Enterprise Lab which recognizes leadership at the intersection of business and social impact, she serves as a Film Expert for the U.S. Department of State diplomacy program American Film Showcase, and in 2015 Novus awarded her "Humanitarian of the Year."

Sooni Taraporevala received a scholarship to attend Harvard University, where she studied English Literature, Film and Photography. At NYU she studied Film Theory and Criticism and received her MA in 1981. In 1986 she wrote her first screenplay, *Salaam Bombay!*, for director/producer Mira Nair. The film was nominated for an Oscar, won more than twenty-five awards worldwide. She wrote and directed her first feature film, *Little Zizou*, 2008, which won the National Award from the Indian government for Best Film on Family Values, as well as ten international awards. She lives in Mumbai with her husband Dr. Firdaus Bativala, and their two children, Jahan and Iyanah.

Jeroo Mulla has been the Head of the Department of the Social Communications Media department at the Sophia Polytechnic, Mumbai and has been teaching photography and film appreciation for over thirty years. She has served as a jury member for the 57th National Film Awards, and is currently on the Advisory Board of Women in Film and Television (WIFT), Mumbai Chapter launched in 2012. Jeroo was honoured in 2007 with a Fellowship and a Gold Medal by the Association of Business Communicators of India in recognition of her long and distinguished career in communication practice, the only woman to be so honoured in the ten awardees from all over India.

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 450 programs and connected with more than 40,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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